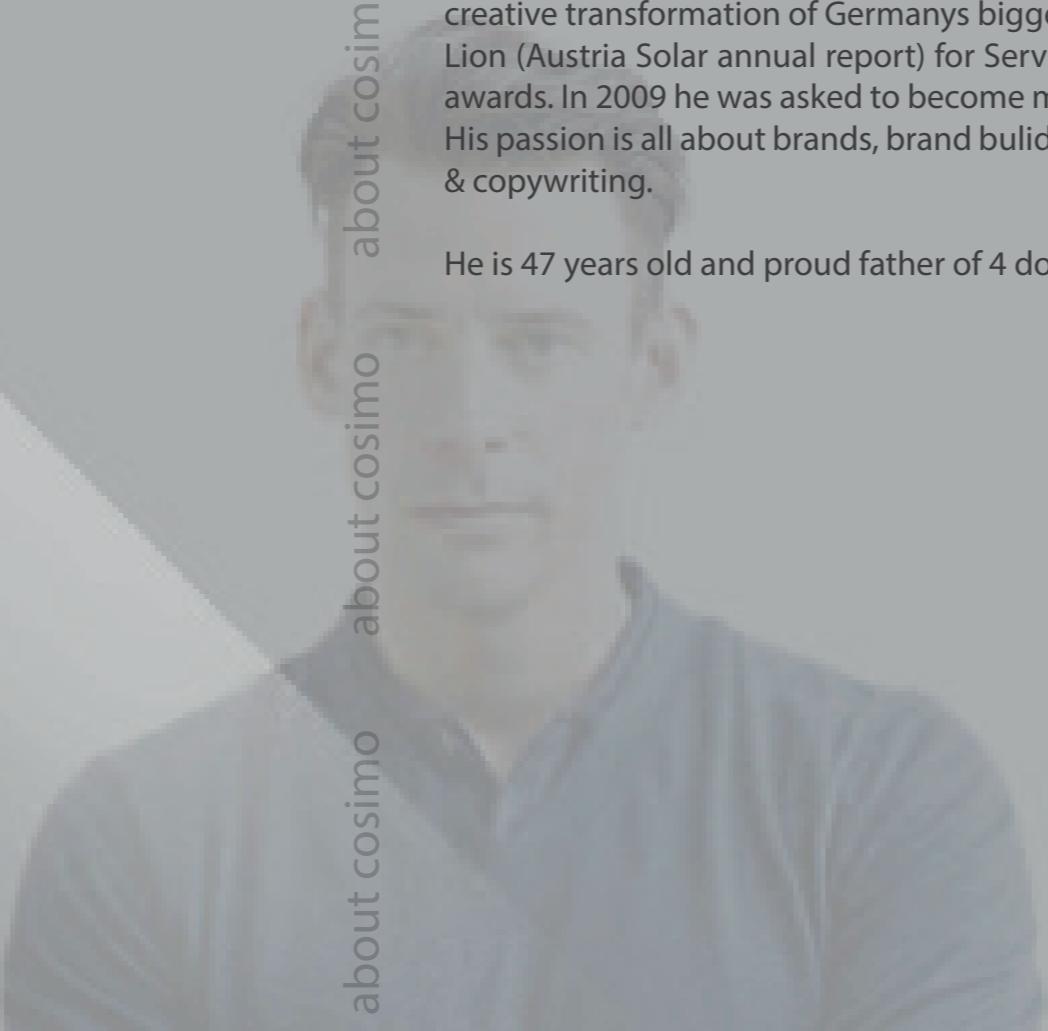


Co-founder, Managing Director of Vicky Rader Studio

# COSIMO MOELLER





about cosimo

about cosimo

Cosimo is co-founder and Managing Director of Viky Rader Studio. A Munich based brand founded 2022 for sustainable fashion ([vikyraderstudio.com](http://vikyraderstudio.com)).

Before that, he worked as Chief Creative Officer at Saatchi & Saatchi Munich. There he ran the agency of 60 great people developing communication for amazing brands like Bosch Siemens Hausgeräte, Lidl, Siemens, Stihl or Hyundai.

From 2017-2020 he worked as Vice President Campaign at SKY Television Germany, where he built up an in-house creative agency where he was responsible for the brand building and creative 360 degree campaigns. Before that, he was Managing Director & Executive Creative Director at serviceplan, one of Germany's top three agencies concerning creativity (more than 12 years). There, he has been part of the creative transformation of Germanys biggest independent Agency e.g. by winning the first Grand Prix-Lion (Austria Solar annual report) for Serviceplan, Cannes agency of the year and over 220 additional awards. In 2009 he was asked to become member of the Art Director's Club of Germany and the D&AD. His passion is all about brands, brand buliding and effective communication. And of course conception & copywriting.

He is 47 years old and proud father of 4 dogs.

**MARKETING**

**SOCIAL MEDIA STRATEGY**

**MARKETING STRATEGY**

**ONLINE ADVERTISING**

**BRAND MANAGEMENT**

**DESIGN**

**DIGITAL STRATEGY**

**CREATIVE STRATEGY**

**DIGITAL MARKETING**

**CONCEPT**

**CORPORATE STRATEGY**

**CONTENT**

**BRAND & BUSINESS DEVELOPMENT**

**ONLINE MARKETING**

**ADVERTISING**

**360° COMMUNICATION**

**DIGITAL MEDIA**

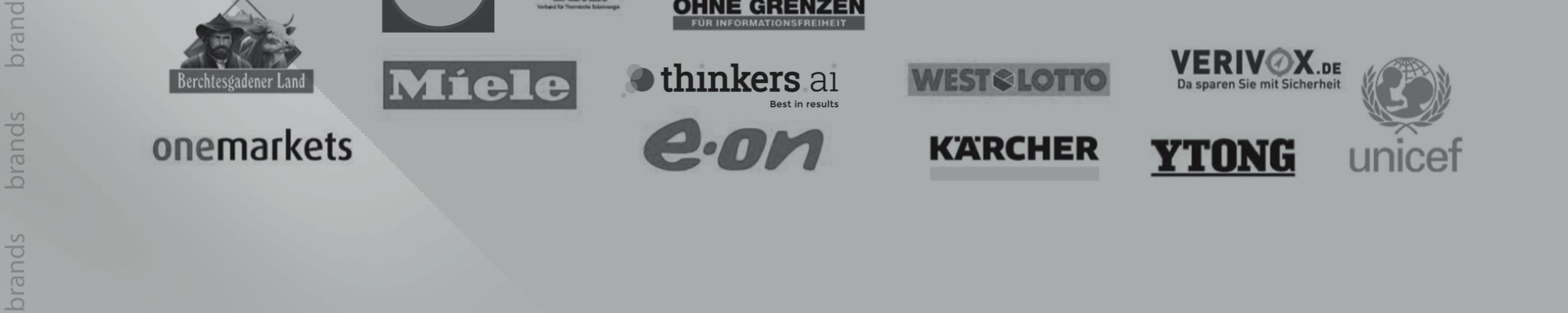
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## a selection of awards

### Austria Solar Annual Report

Cannes Lions 2012:  
1x Grand Prix, 2x Gold, 1x Silver, 1x Bronze  
Eurobest 2012: 3x Gold, 2x Bronze  
ADC NY 2012: 1x Gold (Promotional Design/Annual Report)  
1x Bronze (Book Design Typography),  
ADC 2012: 2x Gold, 2x Silber (Dialog, Berichte,  
Infobroschüren, Media)  
ADC\*E 2012: 2x Gold, 1x Nomination  
One Show 2012: 1x Grand Prix, 2x Gold, (Annual Report &  
Printing and Paper Craft), 1x Gold (Promotional Item)  
2x Shortlist  
Clio 2012: 2x Gold, 1x Silber, 1x Bronze  
Piaf Award: 1x Gold, 1x Shortlist  
D&AD 2012: 2x in book, 1x nomination  
New York Festivals 2012: 3x Gold, 2x Shortlist  
Montreux 2012: 1x Gold  
DMA Echo Award 2012: 1x Bronze  
Cresta 2012: 2x Grand Prix (Design & Direct Marketing &  
Winner Crafts)  
London International Award 2012: 1x Gold (Design),  
1x Gold (Direct Marketing)  
Epica 2012: 3x Silber, 1x Bronze  
Jahrbuch der Werbung 2012: Gold  
BoB 2013: 1x Shortlist  
Design Museum: Designs of the year 2013  
IF Design Award 2013: 1x Gold  
DDP 2013: 1x Gold  
AME 2013: 1x Bronze  
The Cup – Best of Corporate: Best of Publications  
Cristal 2012: 1x Gold, 1x Bronze, 1x Bronze  
Red Dot Award 2012  
Red Dot Design Award 2013 : 1x GrandPrix  
Cristal 2013: 1x Gold, 2x Bronze  
The Cup 2013: 2x Winner, 2x Shortlist  
Jahrbuch der Werbung 2013: 1x Gold(Megaphon)

### Troy Davis – i am alive

Cannes Lions 2013:  
1x Bronze (Illustration and Graphic Design)  
1x Shortlist (Charities, Public Health & Safety,  
Public Awareness Messages)  
Red Dot Award 2014: Grand Prix (Best of the Best)  
ADC 2013:  
1x Silber (Typographie), 1x Bronze (Grafische Einzelarbeit)  
1x Bronze (Digitale Medien>Microsite), 1x Auszeichnung  
(Promotion>Aktion)  
CLIO: 1x Shortlist (Graphic Design)  
Global ADC 2014: 1x Silber (Website)  
AME 2014: 1x Bronze (Online)  
D&AD 2014: 1x Silber/Pencil, 1x Bronze/Pencil , 1x Bronze  
DDP 2014: 2x Silber  
Montreux 2014: 1x Shortlist

### The Lovie Award: 1x Gold

RedDot 2014: Best of the Best NYF 2013: 7x Shortlist  
DMMA Onlinestar: 1x Bronze, 1x Shortlist  
Annual Multimedia: 1x Gold  
LIA 2013: 1x Silber, 1x Bronze  
Eurobest 2013: 1x Silber, 4x Shortlist  
One Show/Interactive: 2x Merit  
Featured Case: ADC at OFFF Festival (Barcelona)

### Reporter ohne Grenzen – Stempel Mailing

Cannes Lions 2011: 1x Silber (Design)  
Eurobest 2011: 1x Silber, 1x Shortlist  
New York Festivals 2011: Finalist  
D&AD 2011: In Book/Shortlist  
ADC 2011: Auszeichnung (Direct)  
One Show Design 2011: 1x Merit  
One Show 2011: 4x Merit  
LIA 2011: 1x Shortlist  
LIA 2011: 1x Silber  
ADC Europe 2011: Nomination  
Cresta 2011: 1x Shortlist  
DMA International ECHO™ Awards: ECHO Leader, 2011  
Piaf Award: 1x Shortlist

### Dr. Möllers Quite

Cannes Lions Design 2009: 1x Silber  
One Show Design 2009: Finalist  
ADC 2009: 1x Bronze  
D&AD, in Book 2009  
ADC\*E 2009: Nomination (Packaging)

### MAD – Weniger Leser hat nur Radio

ADC 2013:  
1x Silber (Print Einzelmotiv), 1x Bronze (Text),  
1x Auszeichnung (OOH Einzelmotiv)

### MAD – Der erste TV-Spot im Radio

ADC 2013:  
1x Bronze (Einzelspot), 1x Bronze (Casting)  
Radiostar 2013: 2x Shortlist  
Eurobest 2013: 1x Bronze

### MAD – Ausgelesen wertvoll

ADC 2014:  
1x Silber ( Print/Innovative Nutzung von Print)  
CommAward 2014: 1x Silber

### N-TV – Front Letters

London International Awards 2014:  
2x Silber, 1x Bronze, 1x Shortlist

## a selection of awards

Fyffes – Banana Comic Week 2013  
Cannes Lions 2013: 2x Shortlist  
LIA 2013: 2x Bronze

www.glücklicher-nichtraucher.de - Wenn du rauchst,  
bist du draußen  
Ramses 2013: 1x Gold (best audio idea)  
ADC 2013: 1x Bronze (best single spot), 2x Shortlist (radio  
campaign & text)  
Radiostars: 1x Shortlist

Dr. Möllers Quittenserum  
ADC NY 2011: 1x Shortlist  
Mobius 2010: 1x Shortlist

Lego 3D  
Deutscher Mediapreis 2011: Beste Media Idee  
Epica 2011: 1x Bronze

Jelly Belly  
Cannes Lions 2011: Finalist (Outdoor)  
One Show Design 2011: 1x Merit

Tattoo Poster  
Eurobest 2012 : 1x Shortlist

Pattex – Oooops  
One Show 2009: Finalist  
ADC 2009: Auszeichnung (Fachanzeigen)

CMS/UNEP – Filmplakate  
ADC 2009: 1x Shortlist (Tages-/Wochenzeitungsanzeigen)  
Epica 2009: 1x Bronze  
Cresta Awards 2009: 1x Shortlist

O2 70 Seiten  
Deutscher Mediapreis 2010: 1x Shortlist

Dr. Möllers Pipette  
Eurobest Design 2010: 1x Shortlist  
New York Festivals 2010: 1x Shortlist  
New York Festivals 2010: 1x Bronze  
Clio 2010: 1x Shortlist  
ADC 2010: 1x Auszeichnung (Packaging)  
LIA 2010 : 1x Shortlist (Package Design)

Hungerprojekt – Design for Care  
Cannes Lions 2010: 1x Shortlist (Promo)  
ADC 2010: 1x Auszeichnung (Promotion)  
ADC 2010: 1x Auszeichnung (Innovative Media)  
Comprix 2010: 1x Shortlist  
Clio 2010: 1x Shortlist

IGFM – Zeit die Wahrheit zu sagen  
One Show 2010: Nomination

Gardena – Combisystem  
1. Platz Novum Agency Inside 2003

Dr. Möllers Tablette  
New York Festivals 2010: 1x Shortlist

Heinz Ketchup  
Montreux 2007: Finalist

AOK – Smoker's Lung  
Eurobest 2007: 2 x Finalist (Promo & Media)  
One Show Design 2007: 1x Gold  
One Show 2007: Finalist  
New York Festivals 2007: Finalist  
New York Festivals (Global Award) 2007: 2 x Finalist

AOK – Raucherhusten  
Cannes Lions 2008: 1x Shortlist (Radio)  
Eurobest 2007: Finalist  
Ramses 2008: Finalist  
Radio-Stars 2008: 1x Gold  
New York Festivals 2008: 1x Bronze

Schattdecor – Holes  
New York Festivals 2007: Finalist

Unicef – Minesweeper  
Eurobest 2007: Finalist  
New York Festivals 2008: 1x Bronze  
OnlineStar 2008: Finalist

Gardena – Cut the noise  
Eurobest 2008: Finalist  
AotW Winner April 2008: 1x Silver (Category Best Print)  
ADC 2009: 1x Auszeichnung (Fachanzeigen)

Bastei Lübbe – Taschentuch-Roman  
Cannes Lions 2009: 1x Bronze  
New York Festivals 2009: 1x Gold  
DDP 2009: Finalist  
ADC\*E 2009: 1x Nomination (Promotion & Mailing)  
ADC 2009: 1x Auszeichnung (Verkaufsförderung)  
D&AD, in Book 2009

## a selection of awards

Varta – Lights on  
Cannes Lions Film 2008: 1x Shortlist

Black Box for Amnesty International  
NYF 2013: 4x Shortlist (Direct, Outdoor, Avantgarde,  
Public Service)

MAD – Ausgelesen wertvoll  
ADC 2014: 1x Silber (Print)

MAD – Intelligenztest  
ADC 2014: 1x Shortlist  
Ramses: 1x Shortlist

MAD – Studie  
ADC 2014: 1x Shortlist

Intel – Ultrabook  
ADC 2013: 1x Bronze

Westdeutsche Lotterie / Eurojackpot  
Cannes 2014: 2x Shortlist (Radio)

World Press Photo – Speaking Images 2015  
Cannes Lions 2015: 3x Shortlist (Design)  
Red Dot Communication Design: Best of the Best/Gold  
Red Dot Communication Design: Red Dot/Auszeichnung  
Directory Magazine September: Shortlist  
CLIO: Shortlist  
ADC 2016: 1x Silver  
AME Awards: 2x Gold; 1x Silver  
D&AD: 1x Pencil  
Eurobest: 1x Gold; 1x Bronze  
LIA: 1x Gold; 1x Silver  
One Show: 3x Bronze  
PIAF: 1x Silver  
New York Festival: 1x Bronze

Babylon Berlin – a sky original production  
CommAwards 2018 Bronze  
Promax Award 2018 Gold

Der Pass - the murder live cam  
New York Festival: 1x Shortlist, 1x Finalist (so far)

Dein Boot - the world's most personal premiere  
New York Festival: 5x Shortlist, 2x Finalist (so far)

judging judging judging judging judging judging



- 2008 - 2016 judging diploma theses at „Akademie U5“ – University of advertising and design
- 2009 - 2016 Art Directors Club Germany
- 2011 + 2012 DMMA / Online Star
- 2013 + 2014 D&AD / Eurobest
- 2014 Cristal Festival, Courchevel, France
- 2015 Ukrainian Design: The Very Best Of 2015
- 2016 Cannes Lions (Direct)
- 2017 CommAwards  
ADC (Art Directors Club)  
AD STARS (Busan, Korea)
- 2018 CommAwards  
ADC (Art Directors Club)
- 2019 Festival of Global Media  
ADC (Art Directors Club)  
AD STARS (Busan, Korea)
- 2020 ADC (Art Directors Club)  
Comm Awards, Jury President
- 2022 ADC (Art Directors Club)

## what D&AD wrote about Cosimo



Cosimo is an Executive Creative Director of Serviceplan and considered to be one of the most creative heads in Germany.

He was hired by Serviceplan for an Internship 9 years ago, after studying Film Science and moved on to be a trainee, Junior, Senior, Creative Director and finally Executive Creative Director.

Currently, he is number 6 among the most creative Creative Director's in the world (2013: International ranking of Creative Directors, [www.piaf.cz/PIAFYS/](http://www.piaf.cz/PIAFYS/)) and has done many awarded and international winning Campaigns and works such as the Austria Solar annual report.

He takes care of the award business of the agency and of Serviceplan's young people.

He was asked to become member of the Art Director's Club of Germany and the D&AD in 2009.



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