

Co-founder, Managing Director of Viky Rader Studio

COSIMO MOELLER



about cosimo

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Cosimo is co-founder and Managing Director of Viky Rader Studio. A Munich based brand founded 2022 for sustainable fashion (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 Germany's 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 building and effective communication. And of course conception & copywriting.

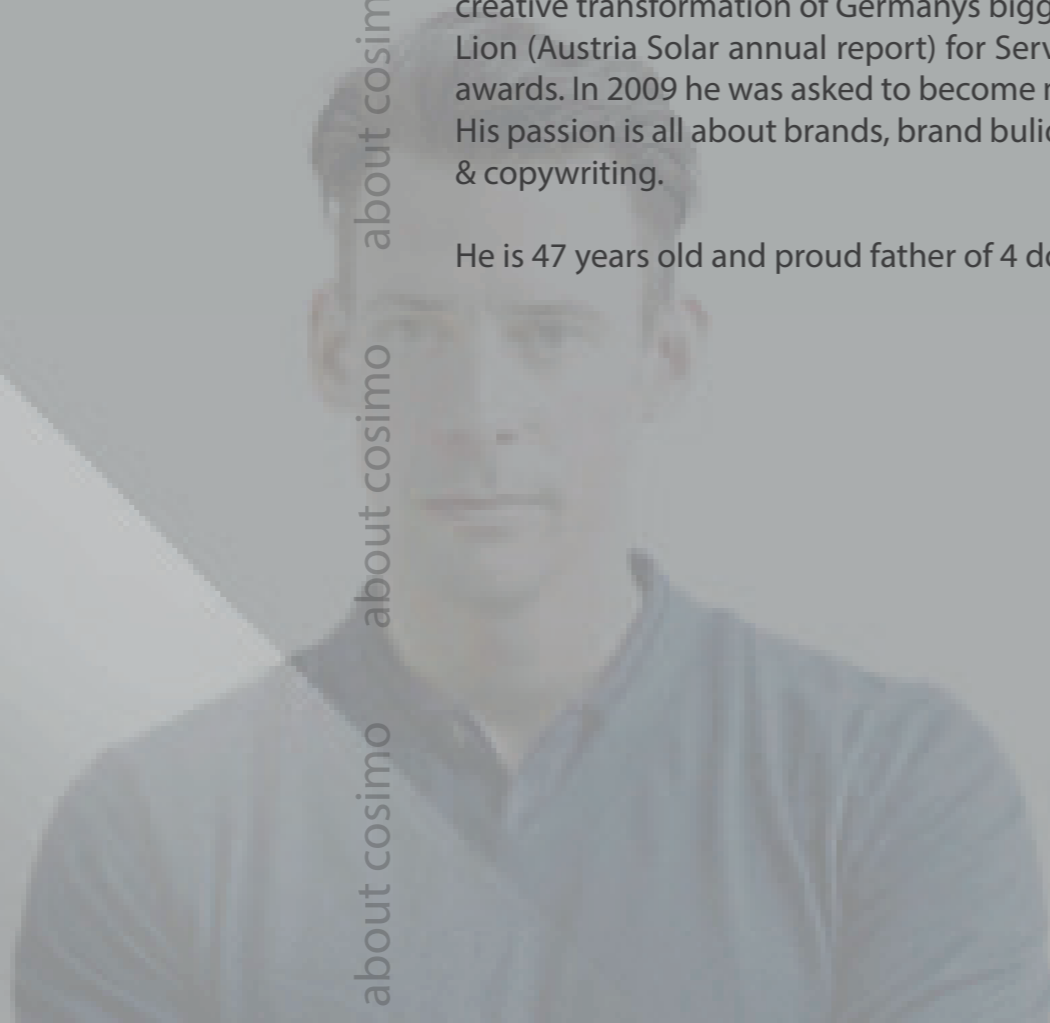
He is 47 years old and proud father of 4 dogs.

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Passion & Skills
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CREATIVE STRATEGY
MARKETING **DIGITAL MARKETING** **COPYWRITING**
SOCIAL MEDIA STRATEGY **CONTENT**
MARKETING STRATEGY **CONCEPT** **BRAND & BUSINESS DEVELOPMENT**
ONLINE ADVERTISING **CORPORATE STRATEGY**
BRAND MANAGEMENT **ONLINE MARKETING**
DESIGN **ADVERTISING**
DIGITAL STRATEGY **360° COMMUNICATION** **DIGITAL MEDIA**

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KÄRCHER

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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 Quitte

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

judging

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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

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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/) 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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