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TEKSTFORFATTER IDA KINCH

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# ANNONCER & ONE-OFFS

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# DU HAR DA OVERHOVEDET IKKE FOR MANGE SKO

DU HAR FOR LIDT PLADS!



VI HAR DEN PLADS DU MANGLER

**No way you have too many shoes.  
You have too little space.**

PAYOFF:  
City Self Storage. We have the space you need.

WHO: Danish self storage company, offering both small and large scale storage and known for their red doors. Done while working at Sunrise, AD Torsten Engsig.

WHAT: Payoff, outdoor, posters.

# DEN BLIVER GARANTERET MODERNE IGEN!

GEM DEN!



VI HAR DEN PLADS DU MANGLER

COPY:

**I bet it'll come into fashion again.  
Save it!**

PAYOFF:

City Self Storage. We have the space you need.

# SKÅN MILJØET

LAD VÆRE MED AT SMIDE UD



VI HAR DEN PLADS DU MANGLER

COPY:

**Spare the environment.  
Don't toss anything.**

PAYOFF:

City Self Storage. We have the space you need.





NY  
EMBALLAGE  
↓

GAMMEL  
EMBALLAGE  
↓



**Old packaging** (left)  
**New packaging** (right)

PAYOFF ON PRODUCT: Full of fruit

WHO: Nikoline juice and soft drinks, Denmark  
WHAT: Outdoor, posters, POS

Shortlisted at the biggest Danish award Creative Circle Award.  
Done freelancing at BBDO, Denmark with Mikael Furbo & Mika Sørensen.



### **Breakfast 5pm-8pm**

PAYOFF: Ultimate party holiday.

WHO: Ung Rejs - Young Tours - specializing in summer holidays to southern Europe for young people aged 16-26.

WHAT: TVC's, magazine ads, postcards and outdoor.

I did this in my early days at Uncle, Grey but it's still a big favorite of mine. AD Rasmus Gottliebssen.



**Uhyggefjerner**  
 Flodhest kr. 18,60

Hvis du sætter verdens farligste dyr under din seng, så behøver du ikke være bange for, at der er andet dernede.

*Kærligst Anna & Clara*

Bamse m/nøglering kr. 6,83   Taske kr. 9,90   Prinsessepude kr. 44,40   Halskæde kr. 4,77   Armbånd kr. 1,98

København: Field's · Amagertorv 29 · Fisketorvet · Lyngby: Lyngby Storcenter · Hillerød: Slotsarkaderne · Næstved: Ringstedgade 22  
 Roskilde: Skomagergade 36 · Odense: Vestergade 25 · Odense Banegård Center · Kolding: Kolding Storcenter · Viborg: Vestergade 13  
 Herning: Søndergade 16 · Holstebro: Østergade 5 · Aalborg: Nytorv 1 · Århus: Søndergade 11 · Bruun's Galleri

www.grenes.dk

SØSTRENE GRENE  
 ALL  
 OVER THE  
 WORLD  
 HANDELSKOMPAGNE

### Spookyness-remover

Hippo kr. 18,80

**If you put the worlds most dangerous animal under your bed, you wont have to fear there's anything else down here.**

**With love, Anna & Clara.**

WHO: Søstre Grene (The sisters Grene). Danish stores that sell everything you can imagine. Bits and bops, teddybears, tee, house decorations, interior everything and wrapping paper. This is a part of a series entitled: Small things that make a big difference. From my days at Uncle, Grey. AD Lone Rasmussen.

WHAT: Posters, POS and catalogues.

Nu kan du handle  
**DISCOUNT**  
helt indtil kl. 22



HEADLINE:

**Now you can shop discount goods right until 10 PM**

WHO: KIWI minimpris, (KIWI tiny price), a Danish discount supermarket who did things slightly differently.

KIWI had a sharp profile towards families with smaller kids, they had a great variation of organic groceries and offered every 4th pack of Libero for free.

WHAT: Everything. Copy driven pages in the sales paper, short blog posts from the CEO, newsletters, outdoor, POS, TVC's and everything in between.

This was a really great challenge, as the retail industry is not known to be particularly fun or bold, but KIWI was and we got the chance to do some really nice work. From my time at Sunrise. AD Louise Arve & Janne Østergaard.





# Nu griller far igen!

**SPOT!**  
EKSTRA BILLIGT TIL DE HURTIGE

**STEFF HOULBERG**  
**35,-**

**SPOT!**  
EKSTRA BILLIGT TIL DE HURTIGE

**BEAUVAIS**  
**TOMATKETCHUP**  
**30,-**  
1250 g, pr. kg 24,00.

**BEAUVAIS**  
TOMAT KETCHUP  
1250 g

**STEFF HOULBERG**  
KÆMPE GRILLER  
1000g

Kæmpegriller eller Frankfurter 1000-1050 g.  
Max 35,00 pr. kg. Frit valg

8 KIWI mini pris DISCOUNT PÅ EN NY MÅDE

TILMELD DIG VORES NYHEDSBREV PÅ KIWIMINIPRIS.DK OG FÅ ET GRATIS INDKØBSNET

HEADLINE:  
**Dad's barbecuing again!**

One of numerous sales paper pages.

Til alle os,  
**der ikke**  
SKAL FEJRE  
**Valentines Day...**



KLEENEX BALSAM  
Boks eller Lommeterklæder,  
72-80 stk. Max 0,36 pr. stk.

16 KUN ved prisen på 12,- kan man få 12,- på 12,-

HEADLINE:

For all of us not celebrating Valentines Day ...

Page in sales paper.

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Alt det, du elsker ved Honda,  
bare med flere hjul.

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Hvis du kan lide vores motorcykler, så har vi en god nyhed. To faktisk. Til foråret lancerer vi nemlig to nye bilmodeller med masser af power, Honda CR-V og Honda Civic Sport. Begge modeller har høj driftsikkerhed, enorm køreglæde og så ligger de rigtig fornuftigt både på vejen og i prisen. Hold øje med din nærmeste forhandler og glæd dig til en prøvetur.

**Se alle Honda-modellerne på [honda.dk](http://honda.dk)**

**HONDA**  
The Power of Dreams

**All the things you love about Honda,  
only with more wheels.**

WHO: Honda

WHAT: Magazine ad, one-off, introducing two new car models. In Denmark Honda is mostly popular for their motor bikes.





**Somersby**

Synes godt om · 19. april ✨

Lord Somersby's secret weapon to start a party.

Synes ikke godt om længere · Tilføj kommentar · Del



Du, Rene Hansen, Cathrine Ellebjerg Hansen og 430 andre synes godt om dette.



27 delinger



**Brett Anceschi** Gotta get me some haha

19. april kl. 15:06 via mobil · Synes godt om



**Николай Шипочки** rabbit

21. april kl. 06:46 · Synes godt om



**Krasimira Petrova** Somersby защо никой не отговаря на въпросите, няма ли администратор на страницата, не може да се пише ЛС, имейла ви не работи, каква е тази измама и защо само някои хора си получават наградите, а други не?

23. april kl. 11:43 · Synes godt om · 4



**Silviya Echelon** Подкрепям.Все едно пратиха на някой,само за да замажат очите.Но моите не са замазани,чакам си наградата.

23. april kl. 15:31 · Synes godt om · 2



**Viki Milanova** Просто трябва търпение,все пак печелившите са много.Аз спечелих,дори не бях дала пълен адрес ,но от куриерската фирма се обадиха и доуточнихме



Skriv en kommentar...





**Somersby**

Synes godt om · 6. maj ✨


From Lord Somersby's secret party shelf.


Synes ikke godt om længere · Tilføj kommentar · Del


👍 Du, Cathrine Ellebjerg Hansen og 241 andre synes godt om dette.


💬 12 delinger


💬 Vis 13 kommentarer mere

 **Ana Mindova** i az vse ohte ne sam si q poly4ila  
lørdag kl. 07:22 · Synes godt om · 🍷 1

 **Маргарита Димитрова** А аз кога ще ги получа като съм от първите печеливши?  
lørdag kl. 09:10 · Synes godt om · 🍷 1

 **Николай Алънов** i na men sega mi gi dostaviha 😊  
lørdag kl. 11:17 · Synes godt om

 **Diana Kostadinova** koga ste si polu4a dvete butilki somersby kapina?  
lørdag kl. 12:46 · Synes godt om · 🍷 2

 **Dinko Ivanov** I az si 4akam moite  
søndag kl. 21:47 · Synes godt om



Skriv en kommentar...






# HVORFOR VENTE TIL JULEFROKOSTEN? SMID TØJET NU

SMID TØJET  
DANMARK

TØJ KAN HJÆLPE DEM, SOM ER PÅ FLUGT FRA KRIG, NATURKATASTROFER ELLER FATTIGDOM.  
RØDE KORS FORVANDLER GENBRUG TIL GULD I VORES BUTIKKER OG BRUGER PENGENE TIL  
AT HJÆLPE MENNESKER I NØD. LÆS MERE PÅ SMIDTØJET.TV2.DK



I samarbejde med  Prime Cargo

**Why wait until the Christmas party?  
Drop the clothes now.**

PAYOFF: Drop the clothes Denmark

WHO: Danish TV channel, TV2 + Red Cross

WHAT: Poster for the channels' annual fund/clothes raiser titled "Drop the clothes now". In Danish this "Drop" also means to take off, so back-translated it's more like "strip naked", but in a very sweet and innocent way. They did, however, ask for something a bit more provocative to use in the rest rooms of the bigger Danish companies.



SPEAK:

**You know the problem ...  
We have the solution.**

**The program was sponsored by Mobil2kr.dk**

WHO: Mobil2kr.dk - cellphone2kroners.dk - website selling super cheap cellphone at 2 kr. - aprox. 0,2 GBP

WHAT: Sponsor bumpers before and after TV shows. The platform didn't allow direct sales or suggestions to buy, so we created a situation where someone clearly needs a new phone. Done while working at Sunrise, AD Jan Majgaard instructor Ragnar Jansson.





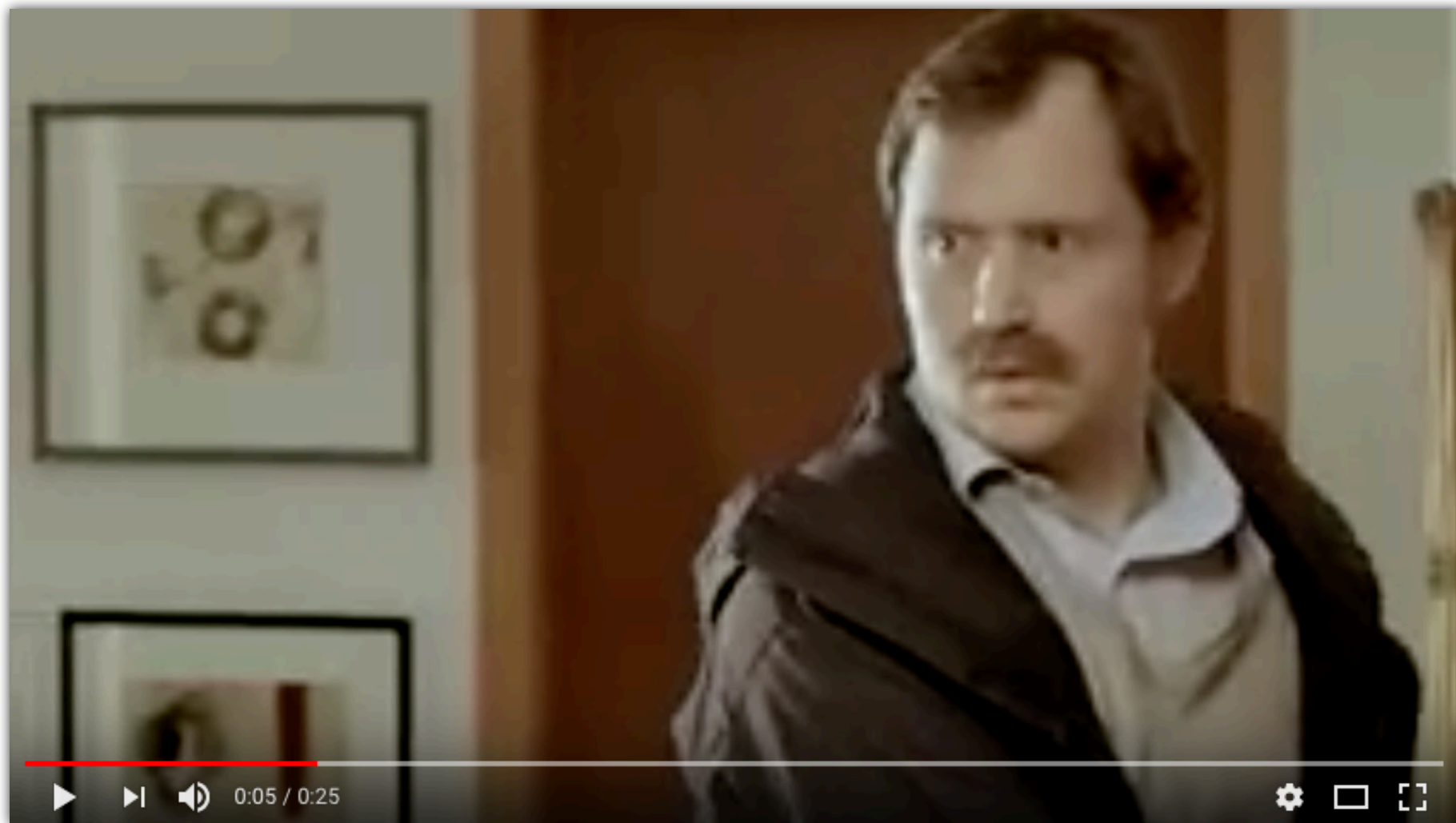
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WHO: Rejseplanen. The Danish online journey planner.

WHAT: TVC, posters, signs in public transportation.

With a new set of features on the Journey Planner it had become really easy to find your way. Like REALLY easy. Actually, there's only one point where we can't help you ...

Done while working at Sunrise, AD Jan Majgaard instructor Ragnar Jansson.

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# ANDRE KREATIVE PROJEKTER

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Sun and moon music video, stop motion. [Click to watch.](#)



Pippelipop music video, hand animation. [Click to watch.](#)



The Karaoke-tree, Trailerpark festival, [click for photos.](#)



Volunteer art project to create Breast cancer awareness, collaboration with Streetheart, for the Danish cancer association. Street art piece and postcards, all donated to an online auction.

**26.432 breasts bike by everyday ...  
and you moulded me to stare at Tivoli??**

Loose styrofoam speech bubble held from a statue of famous Danish writer H.C. Andersen, situated by one the most trafficked streets in Copenhagen.



1 x CCA shortlist 2013  
1 x AEA diplom 2010  
2 x Cannes Lions bronze 2009  
1 x CCA bronze 2009  
1 x AEA diplom 2009  
1 x EPICA bronze 2009  
1 x Eurobest bronze 2008  
1 x Shortlist Guld Korn 2005  
1 x Shortlist Guldspiren 2004

Danish Digital Award jury medlem 2018, 2019  
Creative Circle bestyrelsesmedlem 2016 - 2017  
Creative Circle Award jury medlem 2007, 2008, 2009