

Copywriter

Bent Kroggel – Group Head Creative

Linked profile (not mandatory)

In 2010, Bent started at Ogilvy in Frankfurt as a copywriter. He quickly wrote his first TV spots for German Rail. This was followed by work for other clients such as Mercedes-Benz, IKEA, Radeberger, Nestlé, Coke and Media Markt. Right now he is a Group Head mainly responsible for German Rail. Bent is also a trained media designer and holds a Bachelor of Arts in Communication Design. What drives him is the desire to always tell a good story, whether in a 2 minute TV spot or a 5 second Instagram story.

Work experience:

Since 2009 – Copywriter, Group Head Creative, Ogilvy, Frankfurt am Main/Hannover

Awards:

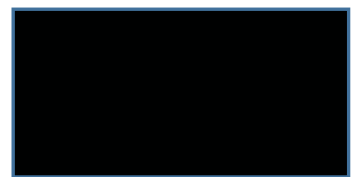
ADC Bronze – German Rail, 2022

Cannes Lions International Festival of Creativity Silver Lion – German Rail, 2021

The New York Festivals Advertising Awards Bronze – German Rail, 2021

LIA Bronze – German Rail, 2021

Euro Best – German Rail, 2019



Bent Kroggel

Copywriter

Bent Kroggel – Group Head Creative

Bent začal pracovať v roku 2009 vo Frankfurte ako copywriter pre Ogilvy. Podarilo sa mi rýchlo adaptovať a vytvoriť tak prvý TV spot Nemecké železnice. Nasledovala práca pre ďalších klientov ako Mercedes-Benz, IKEA, Radeberger, Nestlé, Coke a Media Mark. Momentálne je na pozícii Group Head Creative zodpovedným za klienta Nemecké železnice.

Bent vyštudoval mediálny dizajn a má bakalársky titul v odbore komunikačný dizajn. Jeho hnacím motorom je túžka tvoriť kvalitný príbeh, či už je výstupom 5sekundová Instagram stories alebo 2 minútový TV spot.

Pracovné skúsenosti

od 2009 – Copywriter, Group Head Creative, Ogilvy, Frankfurt am Main/Hannover

Ocenenia

:

ADC Bronze – nemecké železnice 2022

Cannes Lions International Festival of Creativity Silver Lion – nemecké železnice , 2021

The New York Festivals Advertising Awards Bronze – nemecké železnice , 2021

LIA Bronze – nemecké železnice , 2021

Euro Best – nemecké železnice , 2019

.....

Bent Kroggel