

MILESTONES

With the newly acquired Schwarzkopf Professional budget, the agency is responsible for worldwide communications for the Schwarzkopf & Henkel Hairdressing Division. The WAS? salon & product campaigns, trend and technology consulting books are adapted into the respective national languages by local agencies from Italy to Australia and Singapore. WAS? and with it M. Hoelkeskamp are involved in various salon product & marketing innovations.



BARKA

