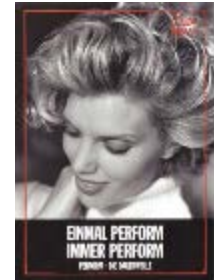


1985

MILESTONES

In the early 90ern M. Hoelkeskamp as creative director text & concept rises with the owner-led advertising agency WHAT! Advertising. The agency works in particular for the international beauty company Wella. After several years of successful work for Wella, the agency applied for the international relaunch budget of Schwarzkopf Professional, the salon market competitor - bought by the Düsseldorf Henkel Group ... and won it.



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