

1995

MILESTONES

On the occasion of the successful work for the Schwarzkopf Salon Division, the Düsseldorf-based HENKEL Group also commissions WAS?! with retail budgets. Highlights are the development of the color innovation Renature and the elaborately in the Californian desert filmed POLY COLOR TV Commercial. M. Hoelkeskamp designs and writes a Euro introduction brochure for the European Central Bank ECB. With soccer & Boxing M. Hoelkeskamp is active in Sports- & Celebrity Marketing.



WAS?! BARRKA

