

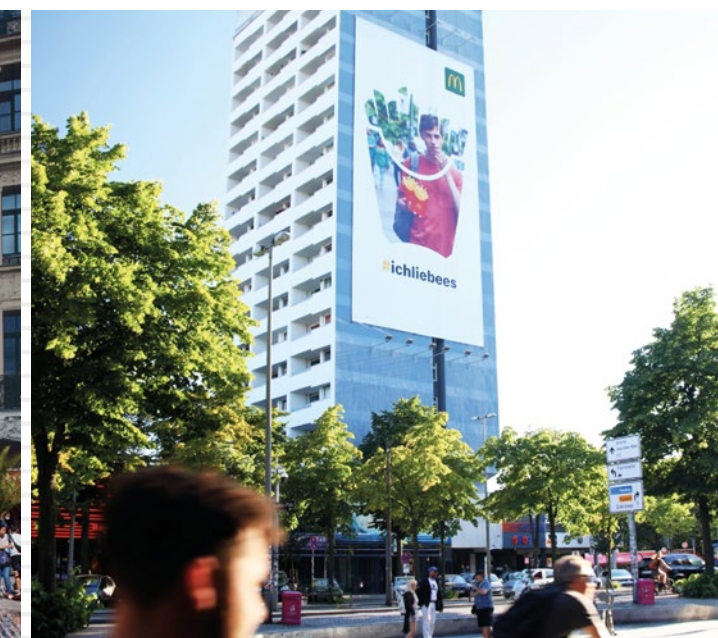
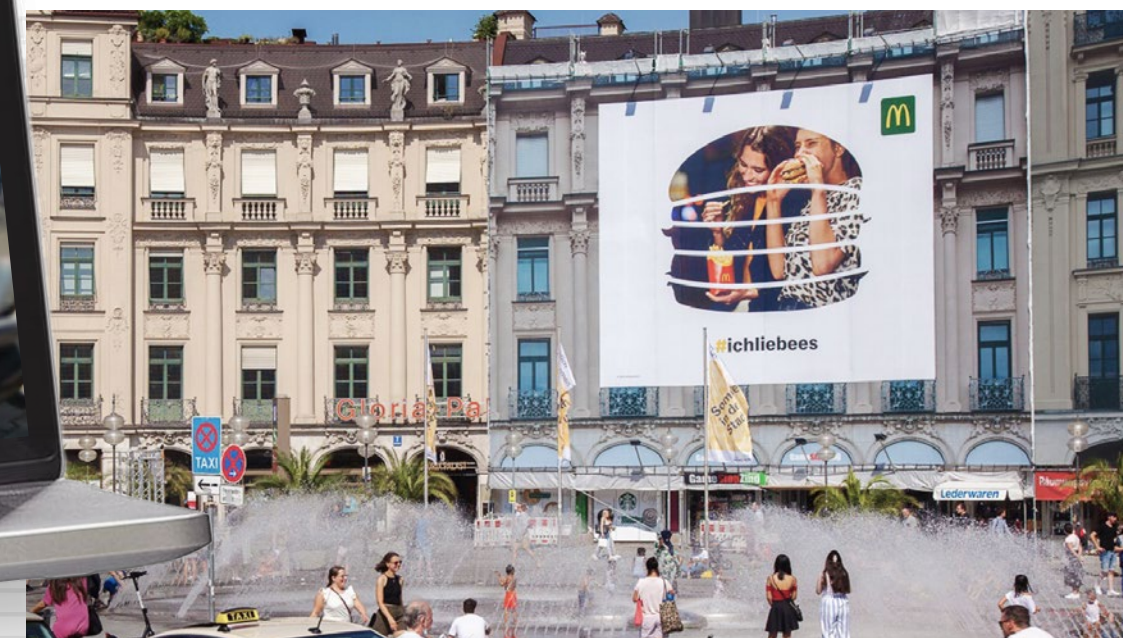
McDonald's

The Brief: Remind people McDonald's was still around during the COVID crisis.

The Idea: Show people with their favorite food, framed by the iconic shape of that product.

My Role: I created the visual style, designed a variety of different ads, and assisted on set during the shoot.

The Result: The client loved it and turned it into a massive nationwide campaign. Seeing it all over Germany was a great moment.



Moving Pictures

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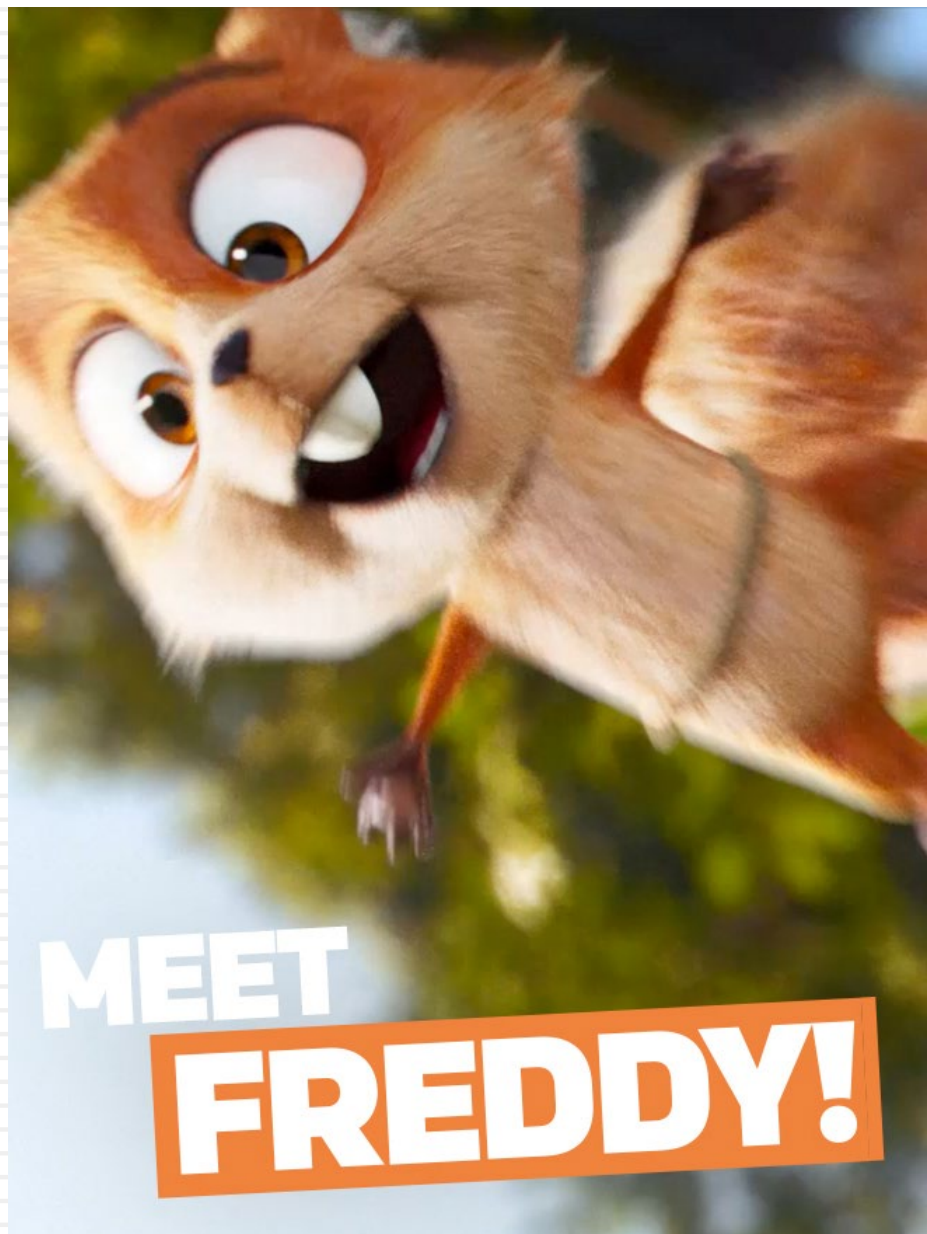
McDonald's

The Brief: A mix of shoots, campaigns, and special projects over four years.

The Idea: A curated collection showing high-volume, fast-paced creative work.

My Role: I worked as a lead creative across multiple projects, handling everything from concept ideation to execution.

The Result: Four intense years of hard work where I learned a lot, grew as a creative, and met great people.



Moving Pictures

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<https://vimeo.com/manage/videos/381647838>

Bionade Revive the Brand

The Brief: My first big pitch to bring a brand back to life.

The Idea: A rough, imperfect „papercut“ style driven by blunt honesty and humor.

My Role: I pitched the original concept, developed the unique papercut illustration style, and wrote the copy.

The Result: One of my favorite projects. It's an authentically simple idea that brought some welcome honesty to advertising.



Moving Pictures

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<https://vimeo.com/manage/videos/467777084>

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Pizza Hut / Melts

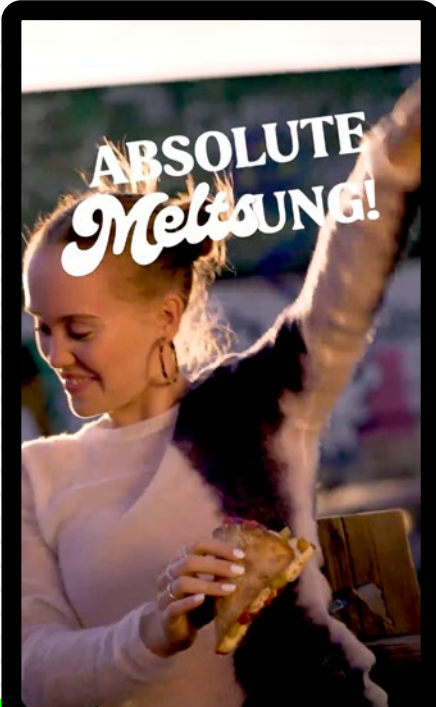
I took care of all creative output across all channels. The project that stood out the most, though, was the launch of the new Pizza Hut Melts.

The Brief: Introduce the new Pizza Hut Melts to a younger, on-the-go audience.

The Idea: Create a fresh, youthful look and a new slang vocabulary with slogans like „Melts dir!“.

My Role: I managed the creative output across all channels, developed the visual identity, and created the campaign language.

The Result: A great campaign that brought Pizza Hut closer to its core target group again and made the brand ready for the future.





SIKU AI

The Brief: Create a new series of product videos for highlights and new releases (like a new control system and pullback motors) despite heavy budget cuts.

The Idea: Use modern AI tools to generate high-quality content that matches the premium feel of the products without a massive budget.

My Role: I handled the entire production of the videos completely on my own—fewer people involved meant a much better price for the client.

The Result: Beautiful, cost-effective videos that perfectly showcase the new products and prove how new tech can solve budget challenges.



Moving Pictures

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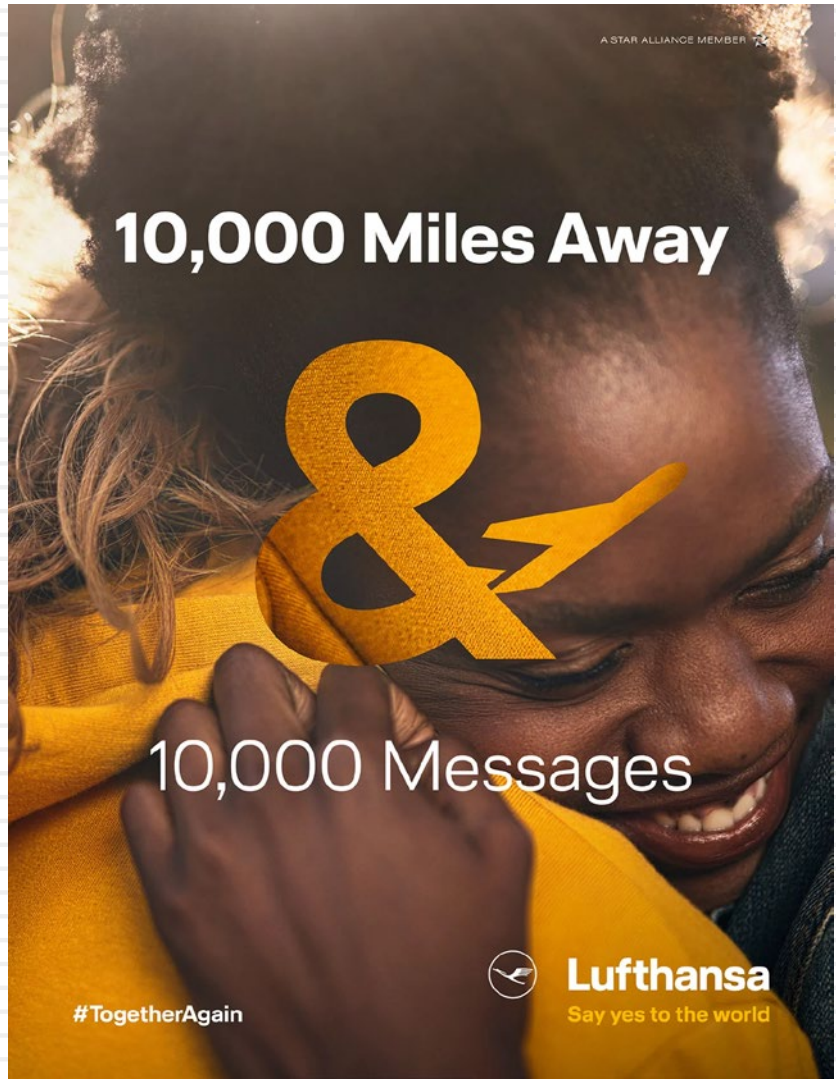
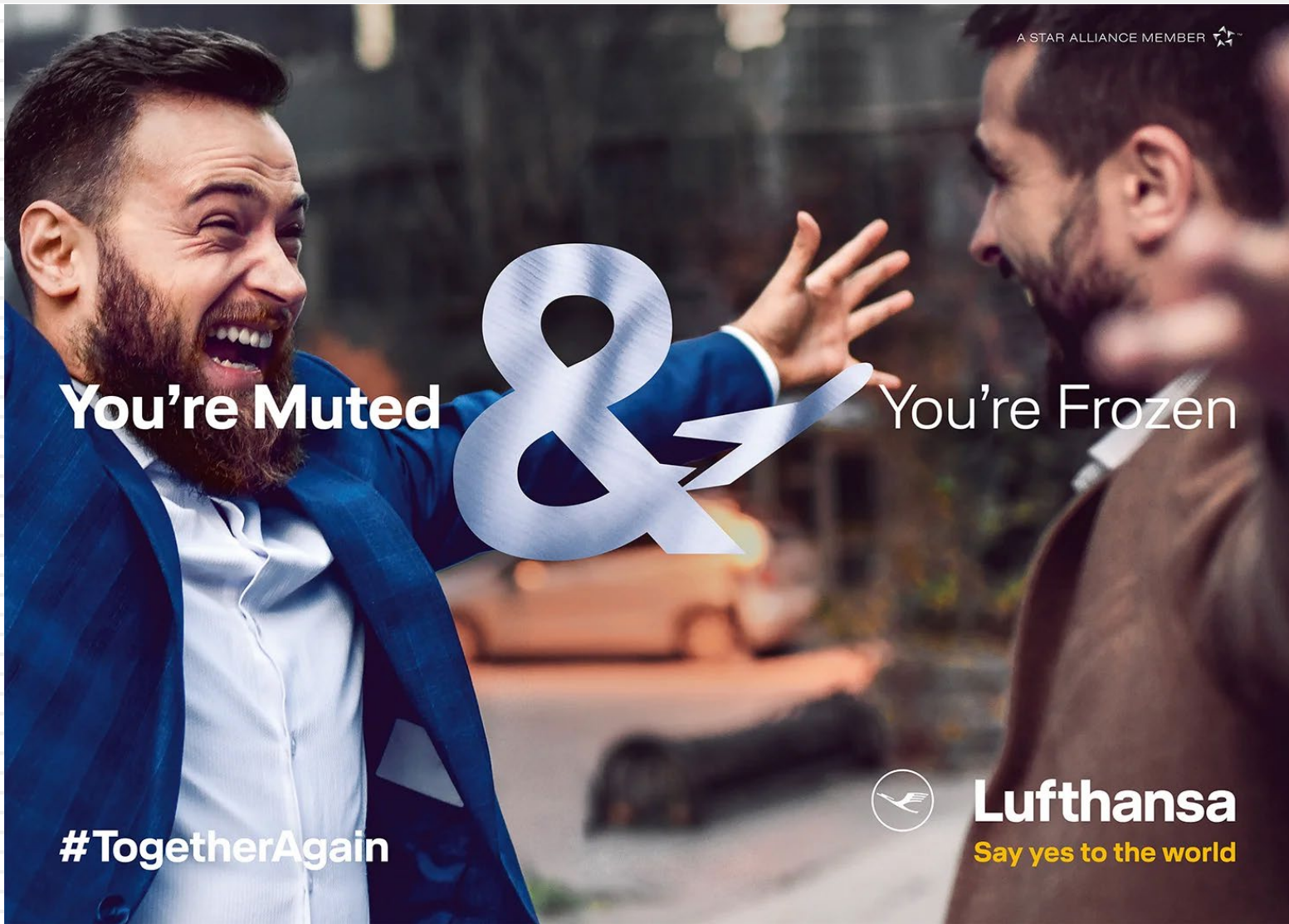
Lufthansa

The Brief: Launch a campaign right after the first COVID-19 lockdown to show that people can finally be together again, with Lufthansa connecting them.

The Idea: Relatable stories and visuals about reuniting with loved ones after the lockdown.

My Role: Working as a freelancer, I sourced the right stock imagery and combined different elements to create the final campaign visuals.

The Result: A timely, emotional campaign that captured the feeling of the world opening up again.



Jazzamind Award

The Brief: Create the entire visual identity for a new music award across Europe.

The Idea: Capture the freedom and playful nature of jazz using dynamic lines and a grumpy dog mascot named „Jazzper.“

My Role: I handled the entire visual process alone, designing the logo, the corporate identity, numerous visuals, and the website.

The Result: A beautifully cohesive and fun project that perfectly matched the spirit of jazz. Unfortunately, due to management disagreements, the award was never officially launched.



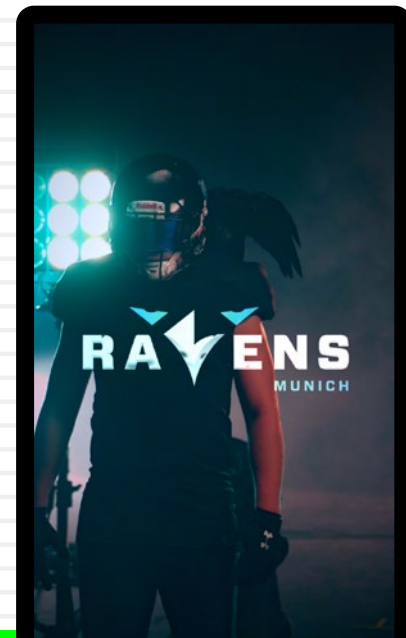
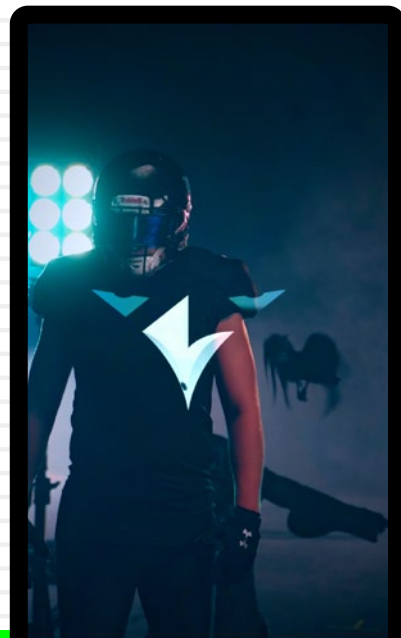
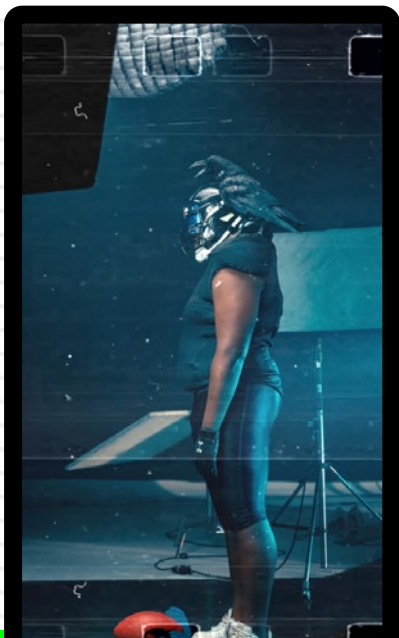
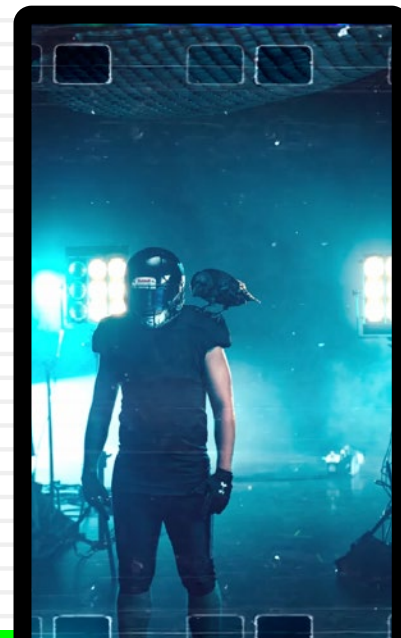
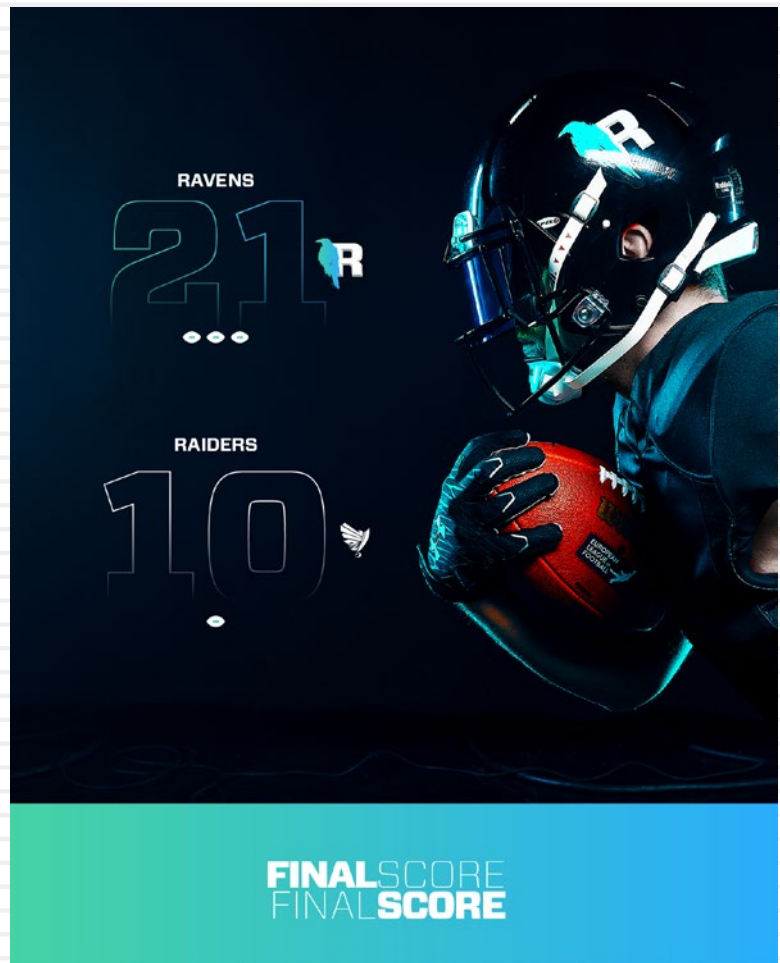
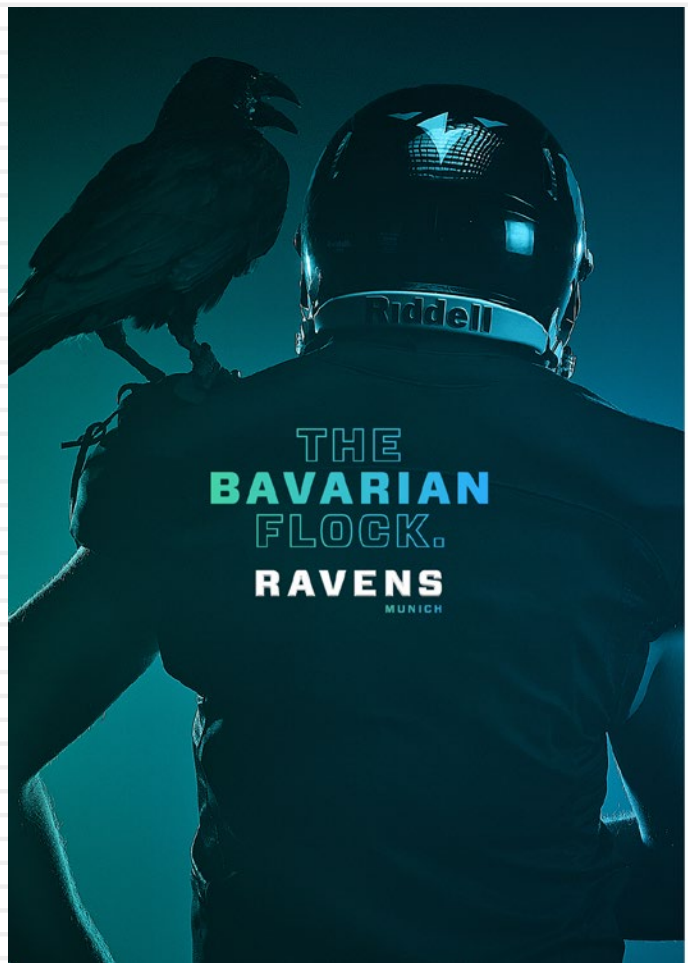
Munich Ravens

The Brief: Create the branding for a brand-new American football club based in Munich.

The Idea: Out of several team names and animals proposed, this specific raven identity won the client over immediately.

My Role: I designed the logo and the entire visual identity from scratch, created the logo reveal video, and was on set for the first shoot featuring a real raven.

The Result: A highly successful launch with a powerful sports branding style that stood out completely. The logo instantly defined the club's new identity.



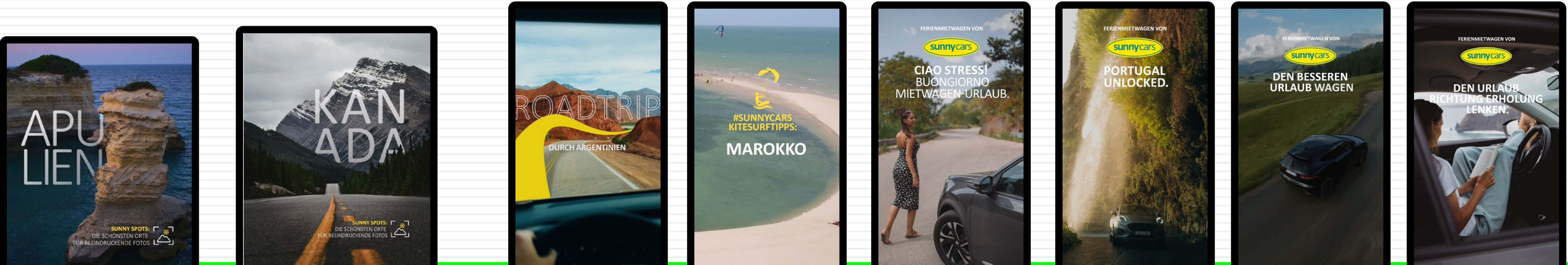
Sunny Cars

The Brief: Manage the creative output for a major car rental broker, blending high professional standards with a lighthearted, positive holiday vibe.

The Idea: Use warm holiday imagery, attention to detail, and plenty of „dad jokes“ and pop culture references to make renting a car feel fun and easy.

My Role: I was responsible for all creative output for three years, creating countless ads, films, B2B projects, trade show materials, social media content, and special May the 4th Star Wars campaigns for the management team.

The Result: A highly successful, long-term collaboration that brought a fresh, approachable humor to the brand and made customers excited for their holiday road trips.



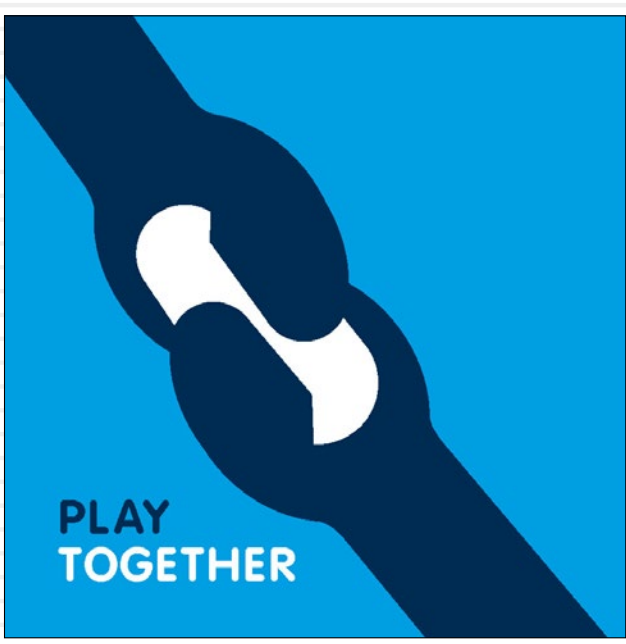
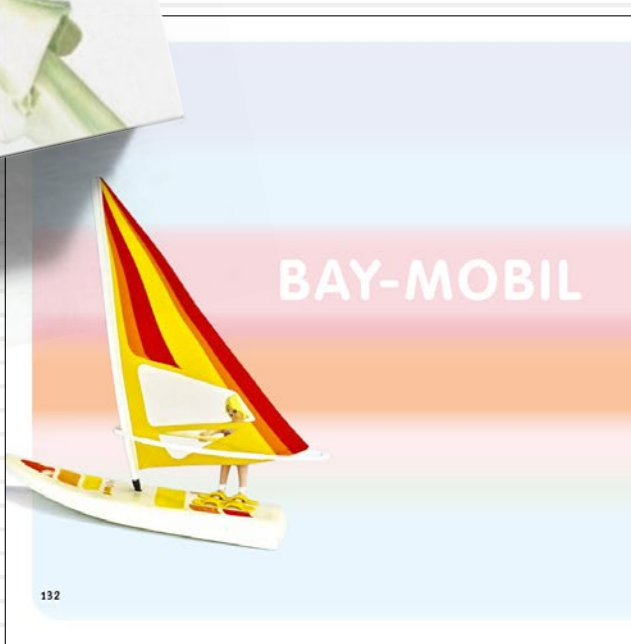
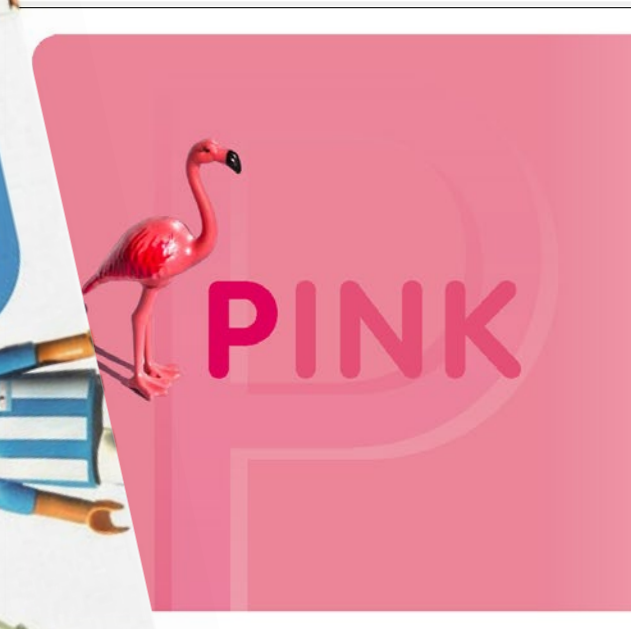
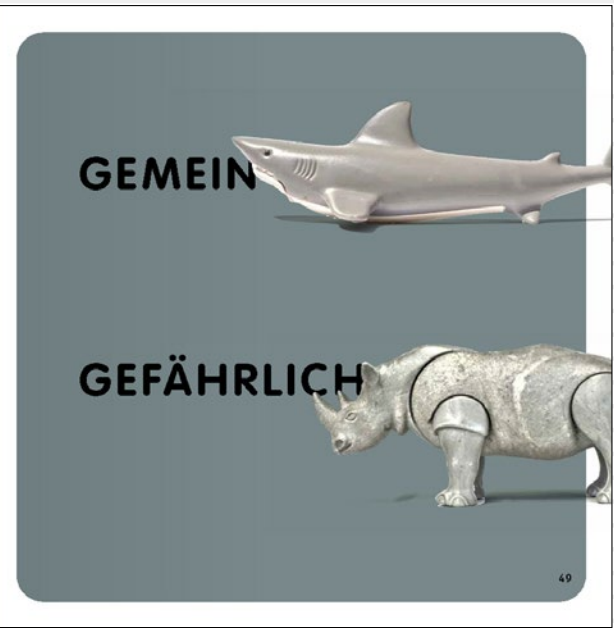


Playmobil Book

The Brief: Create a special anniversary book combining childhood memories, fan anecdotes, and photographs by Christian Blanck to celebrate 50 years of Playmobil.

The Idea: Bring the stories and wonderful images together in a highly colorful, vibrant layout that perfectly reflects the playful spirit of the brand. My Role: Having worked with the author before, I joined the project to develop the colorful visual look, create the illustrations for the chapter dividers, and help write many of the playful captions for the images.

The Result: A beautifully vibrant, „play-full“ book that captures nostalgia and joy, celebrating a massive milestone for an iconic brand.





Other Projects

Weird, random weird looking drawings and burping objects. That's exactly my kind of humor, and it's something I've always loved messing around with in my free time.



www.instagram.com/greygore_nft



<https://www.instagram.com/burpingthings>

Right now, though, I'm diving into a completely different passion project: developing my own video game with a friend. **DieMons**. It's a Pokémon-inspired game, but with a twist. Instead of collecting monsters, your goal is to get rid of them.

Each monster represents a different mental load or psychological challenge that you pick up throughout life. It's a creative way to turn heavy real-world topics into a playful, relatable gaming experience.





Our next project?

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