

Heiko Schmidt

Creative Direction

**HONDA**  
The Power of Dreams



*The new Queen: Hornet 600. [www.honda-innovation.de](http://www.honda-innovation.de)*



**HONDA**  
The Power of Dreams

**HONDA**  
**MARINE**

*The BF-Outboard motors with up to 225 horsepower.*





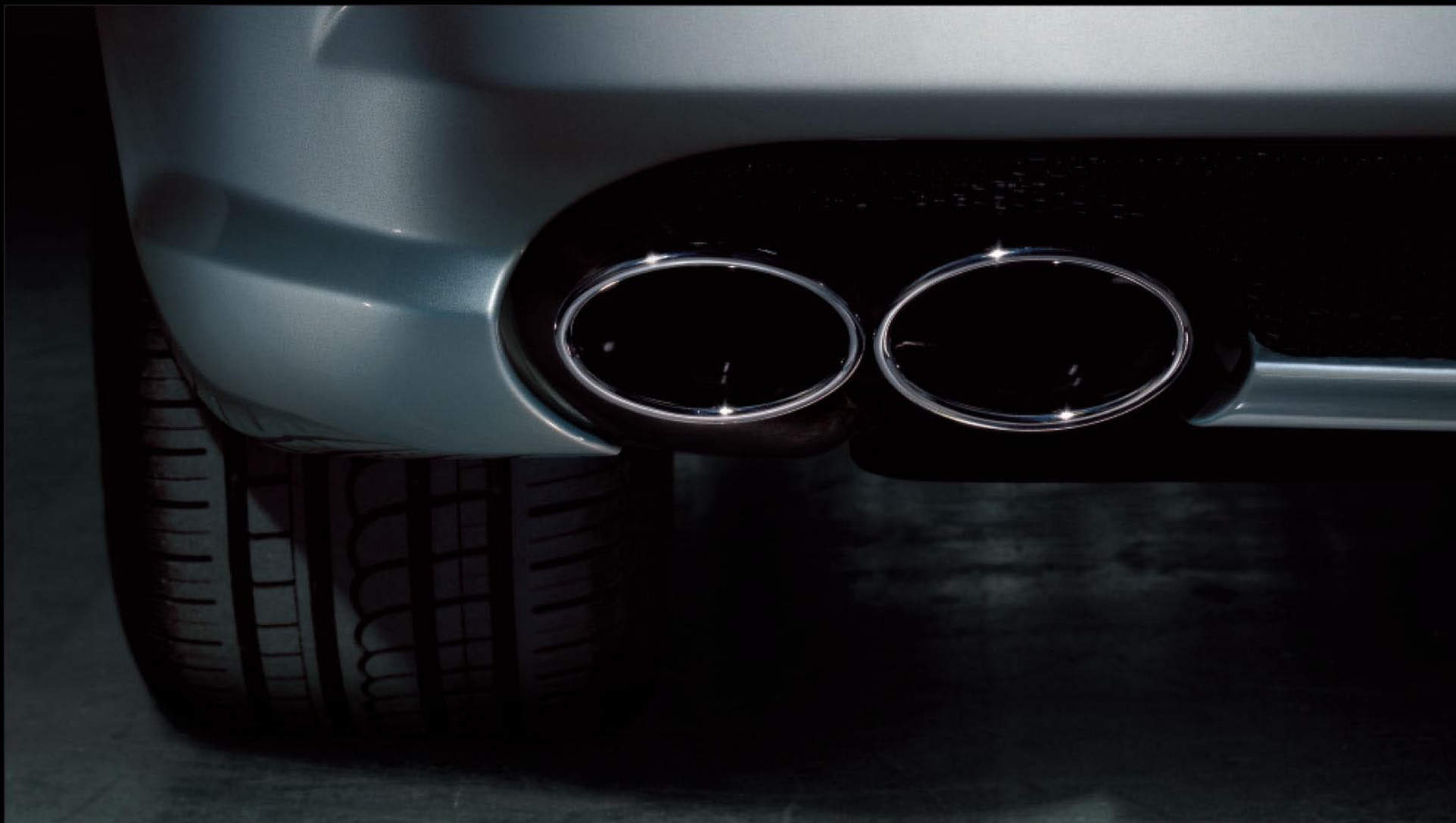


Driving it may put strain to your heart. Not driving it might break it.

Experience sport as never before. The new SL.



Mercedes-Benz  
The future of the automobile.



The new SL. Winner in the category Sound Design.



Mercedes-Benz  
The future of the automobile.






Too bad you missed it.

That's Entertainment. **BUNTE**





Too bad you missed it.

That's Entertainment.

**BUNTE**





NO REFUND. NO RETURN.

*The new Apollinaris Queenspack*





SIMPLY CLEVER



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SIMPLY CLEVER

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Toshiba recommends  
Windows Vista™ Ultimate



The most legal way of expanding  
your consciousness.

■ Microsoft Active Notifications ■ Toshiba EasyGuard ■ Broadband 3G

Love to lead? The new Portégé R400.

Discover the world's first notebook optimised for Microsoft's Windows Vista™ Ultimate on [www.love-to-lead.com](http://www.love-to-lead.com)

**TOSHIBA**  
Leading Innovation >>>



Toshiba recommends  
Windows Vista™ Ultimate



■ Microsoft Active Notifications ■ Toshiba EasyGuard ■ Broadband 3G

Love to lead? The new Portégé R400.

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Look professional. Especially when  
you're playing online.

**TOSHIBA**  
Leading Innovation >>>



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From

...

tomorrow on  
August on  
time to time

...

I'm searching for

...

a first-class breeding mare.  
a top location for a coffeshop.  
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**ADVANCE**  
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*As flexible as you are.*



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Next month  
After the dessert  
Another day

...

I'm going to ask

...

my girlfriend  
my boss  
the cook

...

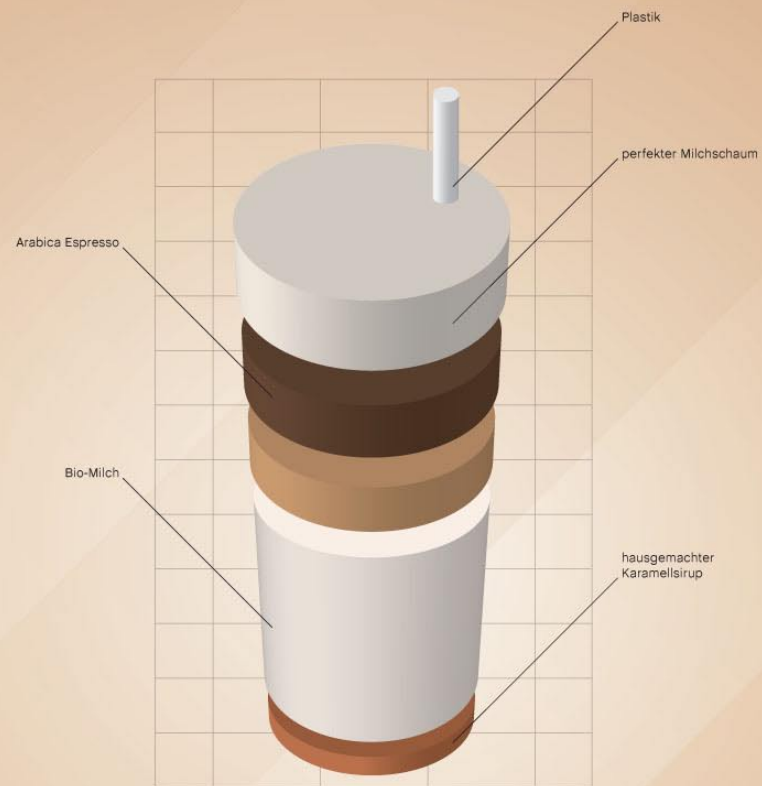
to marry me.

Whatever your plans are - your Advance Finance Planer follows. Whether you are a straight business man or not. He guides you in career as well as in investment and provision terms. His strategy changes with every new challenge your heading for. Check [www.advance-finanzplanung.de](http://www.advance-finanzplanung.de)

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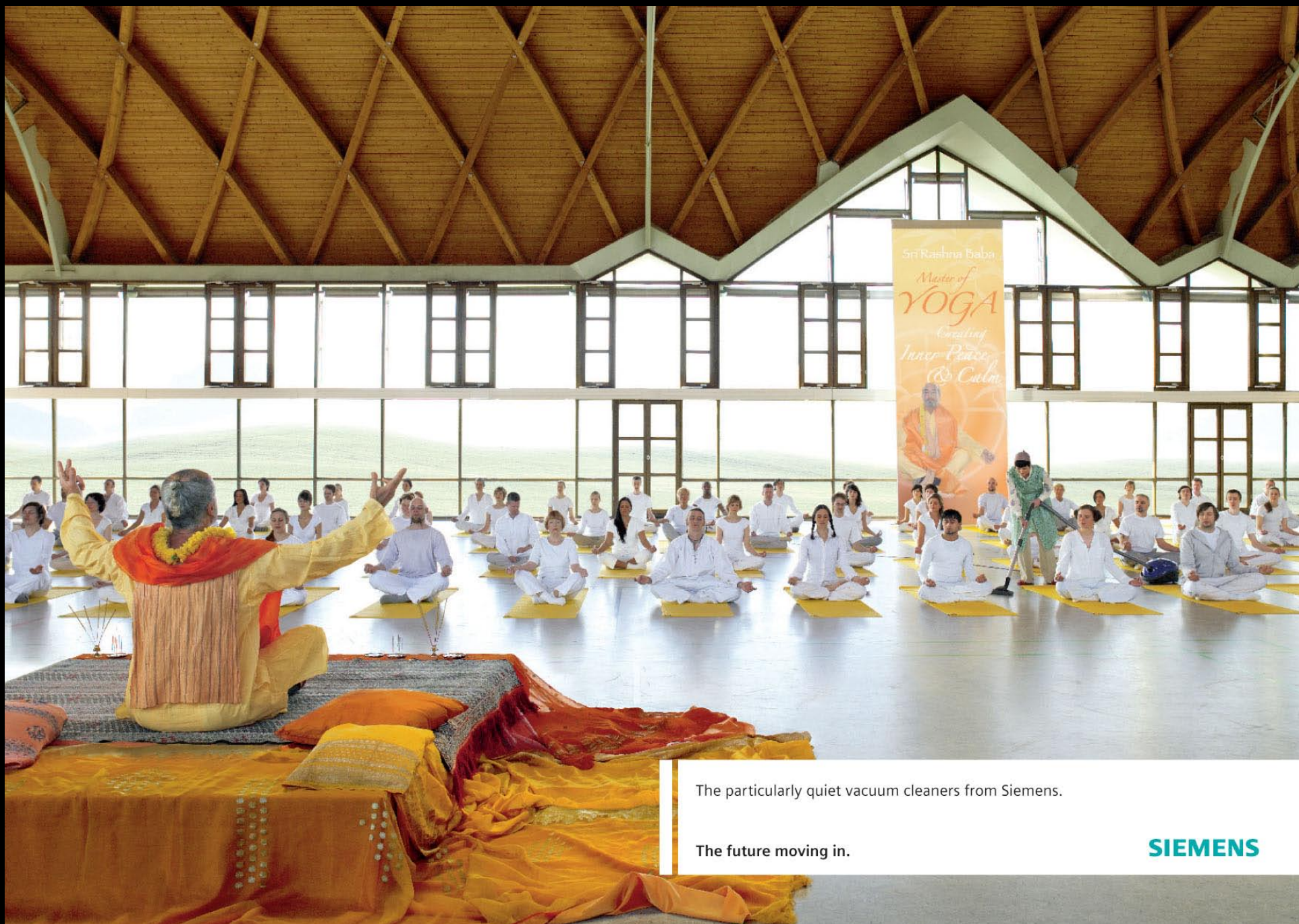


The particularly quiet vacuum cleaners from Siemens.

The future moving in.

**SIEMENS**





The particularly quiet vacuum cleaners from Siemens.

The future moving in.

**SIEMENS**



If you don't move,  
you get fat.

DEUTSCHER OLYMPISCHER SPORTBUND











TV Mercedes



Praktiker



Hamburg  
Mannheimer

Skoda  
Siemens  
Apollinaris



Holsten  
Telekom  
Pulmoll  
Wempe



Heiko Schmidt

\* 25.03.68 Bonn

1994	MenzelNolte
1994-98	Scholz & Friends
1998-03	Springer & Jacoby
2003-06	Leagas Delaney
2006-07	Scholz & Friends
2008	Freelancer

ADC member since 2005



Clients

Skoda, Mercedes, BMW, Honda, Goodyear, Siemens, Toshiba, Compaq, Holsten, Apollinaris, Brinkhoff's Nr.1, Coca-Cola, Reemtsma, Pulmoll, Fisherman's Friend, Perlweiss, Hamburg Mannheimer, CosmosDirekt, Wempe, Advance Finanzplanung, Premiere, Postbank, BUNTE, stern, auto motor und sport, Robinson Club, Praktiker, FDP Schleswig-Holstein, Sat1, Telekom, Schleswag, Borussia Mönchengladbach, RadioMarketingService

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