





PASCAL HIERHOLZ

Creative director

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Founder of Sekali, the idea foundry, a creative consultancy structure based in Indonesia since 2011.

Creates advertising campaigns, writes creative strategies, designs through the line brand communications, traditional and digital media, interactive ideas, social media content and management, packaging and print design.

Art direction and creative direction for brands and agencies around the globe.

Executive Creative Director at Y&R Canada, Publicis Finland, Y&R Jordan, McCann Indonesia, Advantage Indonesia.

Digital CD at Nurun China Interactive (Shanghai), Profero Shanghai, Toolbar Jakarta.

Worked for brands around the world, based in France, Canada, Finland, China, Jordan, Qatar and Indonesia.

Love for great communication goes along with love for languages. Speaks French (native), English, Dutch, Spanish, Indonesian, Chinese (Mandarin) and a few others fluently.

BRAND EXPERIENCE • *FMCG*: Danone, Lipton, Burger King, Godrej group, Hit, Stella, Orang Tua, Cussons, Nyu hair, Nestlé, Pizza Hut, Indomilk, Colgate, Subway, St-Hubert grills, Dairy bureau of Canada, Cupping Room HK • *Beauty/Fashion/cosmetics*: L'Oréal, Olay, Wardah cosmetics, Natur-e, French dressing, Everbest, Darya-Varya, Soho group • *Airlines*: Air Canada, Jordanian Airlines, Iberia, Lufthansa, Star Alliance • *Retail*: The Mall, Watson's, Mattel, Azai bikes • *Automotive/transportation*: Ford, Volkswagen, Toyota, Mazda, Seat, Silja lines • *Services*: Axa, Crédit Lyonnais, Canal D, Aljazeera finance, Bank of Jordan, Mister Aladin, Interac • *Telecom*: Telia, AT&T, Esia, Orange • *Alcohol/tobacco*: O'Keefe beer, Woodpecker cider, Gudang Garam • *Audio/Video/equipments*: Technics, Panasonic, Philips • *Art/Social/Misc.*: Montreal's Museum of fine Arts, Opéra de Montréal, Doha's museum of Islamic Art, Quebec's breakfast Club, Domtar papers, Air Miles, Veikkaus lottery, Tunas Peduli sekali, Lotus foundation, Museum Pasifika, Bali 100.