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M/KE JOHN O//O

—
EXECUTIVE
CREATIVE DIRECTOR,
BRAND CONSULTANT
& ARTIST

—



MY PURPOSE

„I HELP FORWARD THINKING CLIENTS TO STAY AHEAD OF CULTURE BY CREATING CULTURE DRIVEN NARRATIVE EXPERIENCES AND SERVICES THAT ATTRACT AND CONVERT HUMANS INTO BRAND FANS“



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A FEW WORDS WHO
I AM, HOW I WORK &
WHAT I DO
-

Hello, I'm Mike John Otto. Executive Creative Director & Creative Consultant focusing on culture driven narrative experiences. My work not only draws upon visual theories and user-centred research but also data visualisation, cultural analytics and fast changing cultural trends. I describe myself as a Creative that stands in between the unseen narrative brand staging and data-orientated approach. Therefore, my strength and passion lies in creating relevant solutions with a creative, technology and data based approach.

My creative personality was shaped in the european digital boutique scene, advertising agencies and global consulting firms, where I learned to apply my skills interdisciplinarily.

I work and worked for the best agencies such as razorfish, Hi-ReS! London, BBDO, Interone, Philipp und Keuntje and ACNE or for companies such as Deloitte. Currently I am working as a Chief Creative Officer and Executive Creative Director at ACNE | Deloitte Digital and I am Founder and Part of the Blackbeltmonkey Creative Collective.



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I like to work on a variety of thematic projects that stretch across disciplines, I am able to quickly adapt to the complex and ambiguous variables of a situation, identify insights and understand challenges to create a roadmap to a shared vision that generates value for the customer in alignment with ultimate creative and business goals. My strength and passion lies in creating relevant, mostly digital solutions with a creative, technological and cultural driven approach.

I always look for the unseen narrative to tell, how to tell it and where to tell it. I believe in Narrative Experiences that convert humans into fans and I aim to change the way brands communicate: by putting the human in the center of all communication.

Most of my work emerges from the cross-application of common creative teams and collaboration with other inspiring minds from neurosciences, developers, data scientists or directors. Naturally, my passion influences my private life.

You can find me as a speaker at Festivals discussing the newest design trends, labs to test out the newest VR equipment and judging at ADC or Cannes Lions to philosophy about newest experiences and the scene.

In addition to my commercial work I am a Mixed Media Artist. With more than 20 years of professional practice, I gained the experience and had the pleasure of building products, shaping content and creating narrative experiences for some of the greatest clients.

What I am: I am a creative leader, creative consultant, visual engineer, artist, storyteller and brand shaper.

Let's find out how we can work together to change the way brands communicate within culture.



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 A FEW WORDS WHO
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 WHAT I DO
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WORK EXPERIENCE

2019-now
 ACNE / Deloitte Digital
 Chief Creative Officer / Executive Creative Director

2018-now
 Blackbeltmonkey Studio & Collective
 Founder / Executive Creative Director

2014-2018
 Philipp & Keuntje
 Managing Director Digital / Executive Creative Director

2011-2014
 Hi-ReS! London & Hamburg
 Managing Director / Executive Creative Director

2008-2011
 Blackbeltmonkey Studio
 Founder / Executive Creative Director

2004-2008
 Interone (BBDO)
 Creative Director

2003-2004
 Elephant Seven (Springer & Jacoby)
 Art Director

2000-2003
 Razorfish
 Senior Designer

EDUCATION

1996-2000
 University of Applied Design, FH Münster Design
 Diplom Designer

LANGUAGES

German, English, Italian

AWARDS

over 200 international Awards such as Cannes Lions,
 Art Directors Club, Effie, LIAA, D&AD, New York Festivals
 and many more

JUDGE & MEMBER OF

Cannes Cyber Lions
 Cannes Mobile Lions
 Art Directors Club
 D&AD
 Deutscher Digital Award
 Factory Berlin

WHAT ELSE?

I currently have no pets but a girlfriend and a little son.
 I make Art Wirth a drawing bot. My favourite time of day is
 dusk and I truly believes that two wheels are better than four
 but prefer them to be motorised and from the 60s.
 I try not to stereotype, ironically my favourite youth culture are
 mods and I am a Northern Soul lover. Well ...

... looking forward meeting you!

SUMMARY

While studying graphic design at the Münster School of
 Design, I started my professional career working as a
 freelance design student for BBDO Interactive.

I then worked as a designer for razorfish in London and
 later in Hamburg, moved on as an Art Director for
 Springer and Jacobys' Digital Spin-off e7 and become then
 a Creative Director for BBDO's Interone. I joined Hi-ReS!
 London and brought them to Hamburg and Berlin.

I was a Executive Creative Director at Philipp und Keuntje
 and worked as a freelance creative director, designer,
 artist, film director, creative leader and digital consultant
 and founded the creative collective blackbelt-monkey.

Since 2019 I am with the Deloitte Family, working at
 Deloitte Digital and ACNE as Chief Creative Officer for all
 german based Studios. But no matter where working,

I believe that everybody should have it's own purpose, a
 north star to follow. Mine is to help forward thinking
 brands to stay ahead of culture by creating culture driven
 narrative experiences.

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A FEW WORDS WHO
I AM, HOW I WORK &
WHAT I DO
-

I aim to create relevant ideas for brands and humans with a cultural impact. Ideas that make a difference and which matter.

IDEAS

STORIES

I want to create more than „just“ stories but Narrative Experiences that become the stories of those I am telling them to.

I first start with developing the shared passion of the brand's purpose, the human drive and cultural trends. The Result are Brand Experiences that convert Humans into Fans.

EXPERIENCES

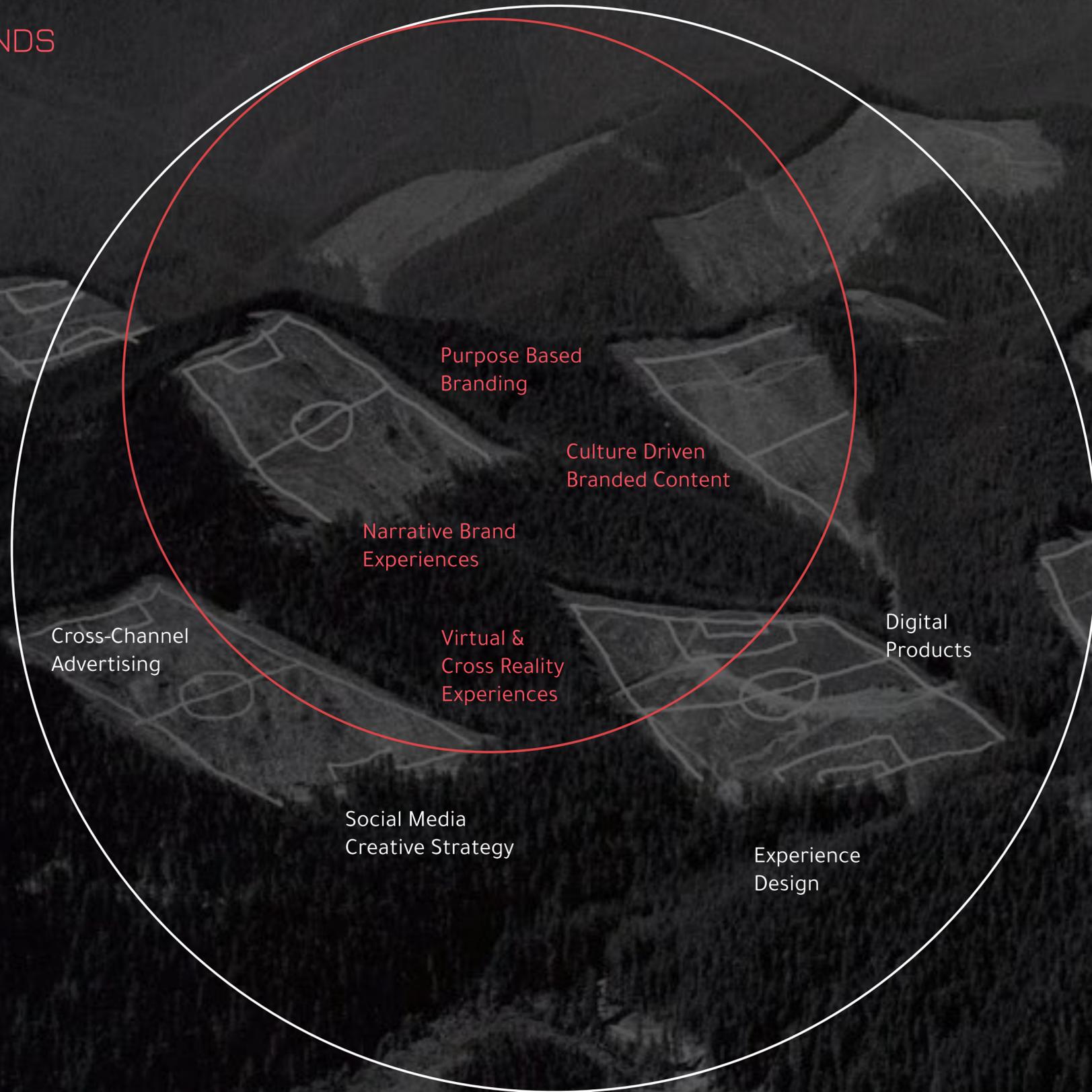
PRODUCTS

Elevating the Experience of a Brand often comes from great digital driven services and products. I always try to innovate a brand through new digital products.





- MY
CREATIVE
PLAYGROUNDS
-



Purpose Based
Branding

Culture Driven
Branded Content

Narrative Brand
Experiences

Virtual &
Cross Reality
Experiences

Cross-Channel
Advertising

Social Media
Creative Strategy

Experience
Design

Digital
Products

Change
& Transformation
Processes

Mixed
Media Art

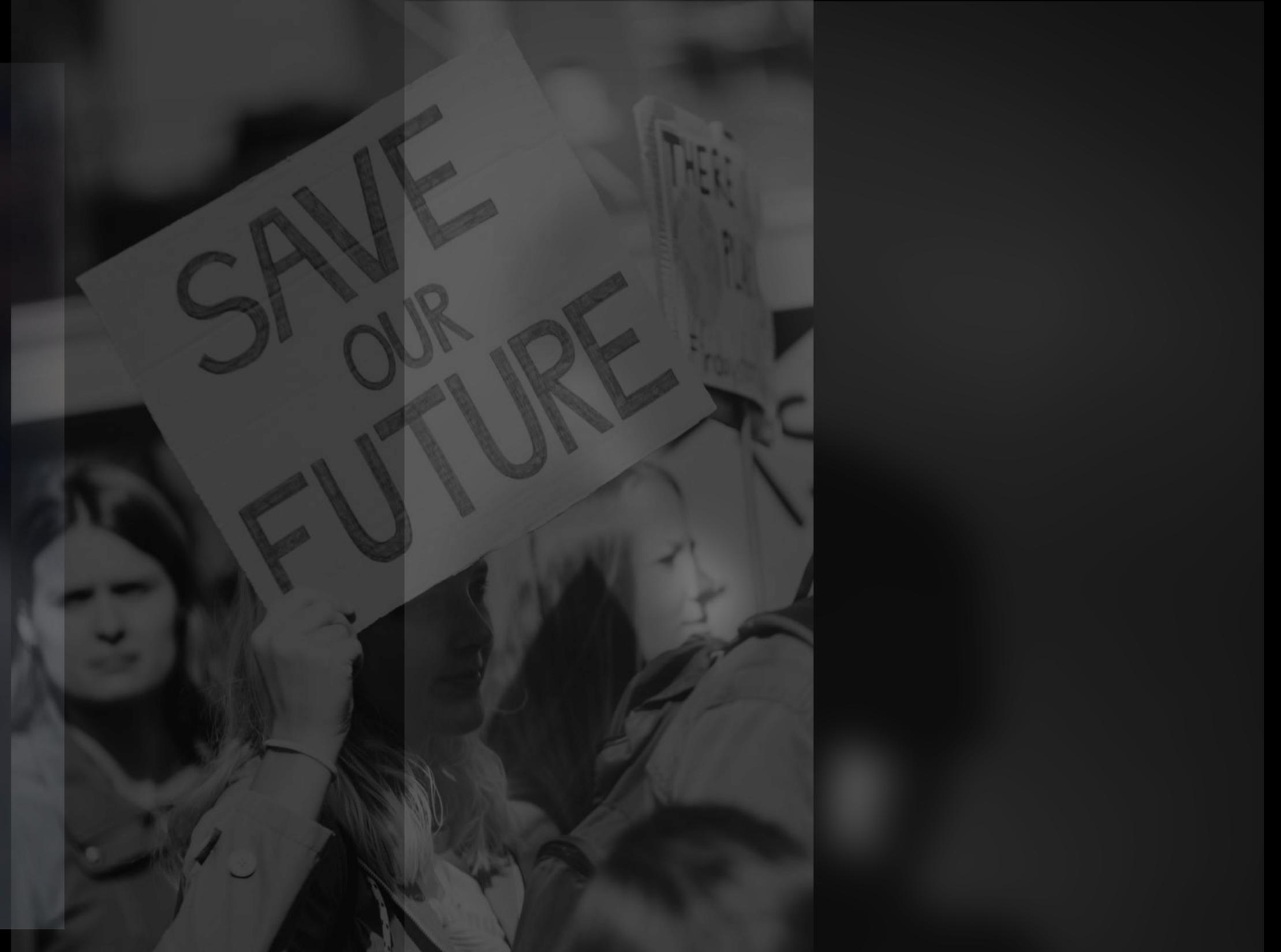
-
STAYING AHEAD
OF CULTURE
-

Change like never before. Never in the history of mankind has there been more change in ever shorter cycles. Due to our extremely high degree of networking and mutually dependent innovations, we are seeing changes on an unprecedented scale. Whether economic, political or in terms of dimensions such as inclusiveness, diversity and equal opportunities, no time has held more change in store.

Humanity is more political than ever. And they fight: Digital and analog as well. Young and old. It positions itself, it reacts to changes and it takes to the streets. The great concerns of humanity are also issues for which people are burning or for which they want to take a stand. And even the Corona Pandemic is only a symbol for a larger question:

How do you manage brands in a world of constant change?

By finding the right passion point between brands, humans and culture.

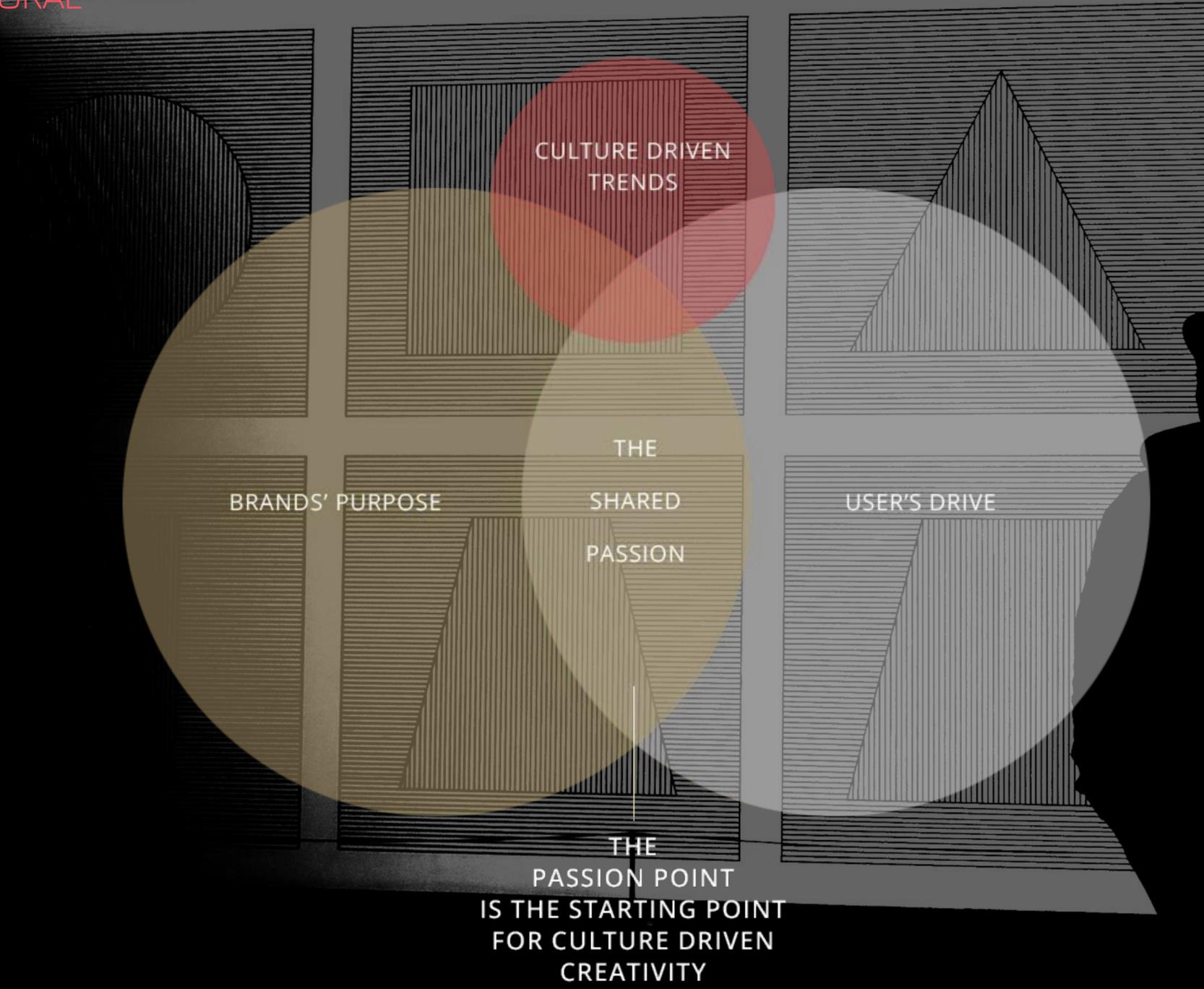


- I BASE MY WORK ON THE METHODOLOGIES OF HUMAN-CENTERED DESIGN, CULTURAL TRENDS AND PURPOSE DRIVEN COMMUNICATION.

- With the triad of the brand's purpose (i.e. "Why does my brand exist in the world"), what drives humans/ audiences, and what's culturally relevant, I use the "Passion Point": a shared passion that works authentically between brand, society and people. If I develop a narrative out of an insight or a problem which connects my brand and my product with current developments in society, and can communicate this in a way that matters. This is what I call "Culture Driven Narrative Experiences".

A "narrative experience" means to create an experience that has a lasting impression on humans. It is about creating an environment for (brand) stories that become the story of those we're telling it to. I try to offer people (on behalf of the brand) an experience that solves their problems, triggers them emotionally or simply becomes a valuable experience.

This leads you to spot gaps in the market and drive innovation, as well as to develop a better understanding of your target group and their mindsets based on a social and cultural impulse.



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I CREATE
CULTURE DRIVEN
NARRATIVE EXPERIENCES
THAT CONVERT HUMANS
INTO BRAND FANS

—
SELECTED CASES

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SUSE
IPO XR
EXPERIENCE
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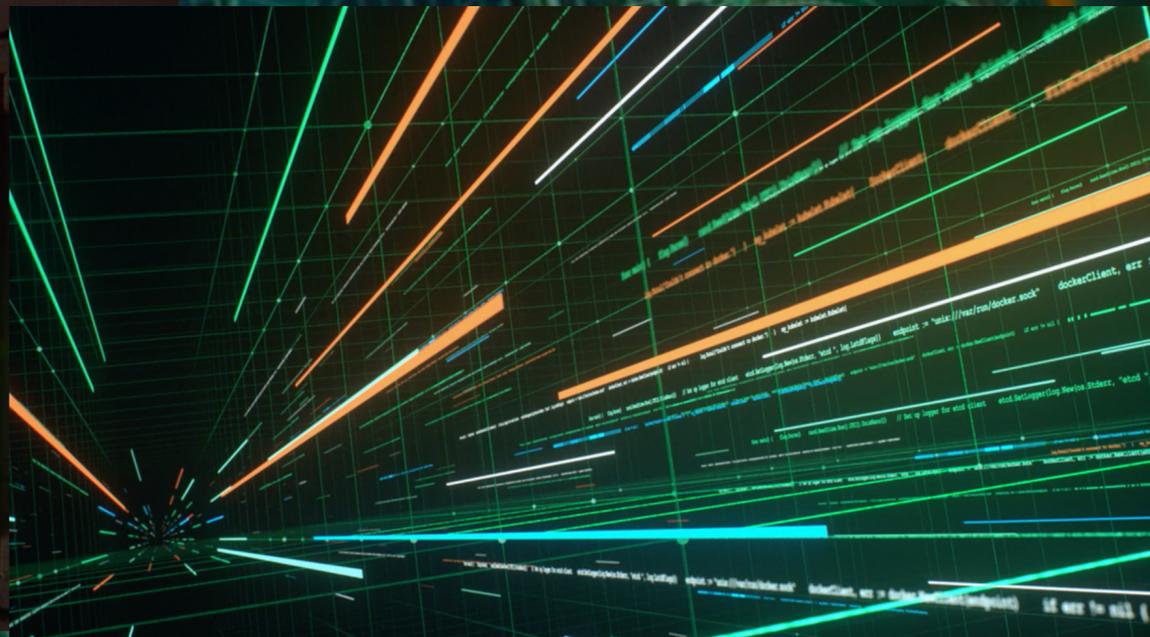
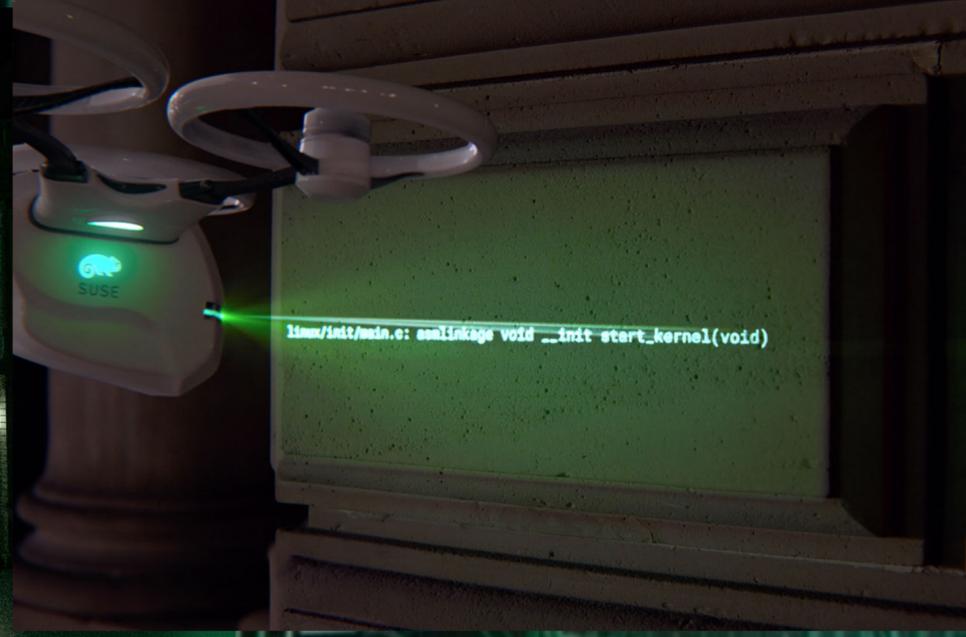
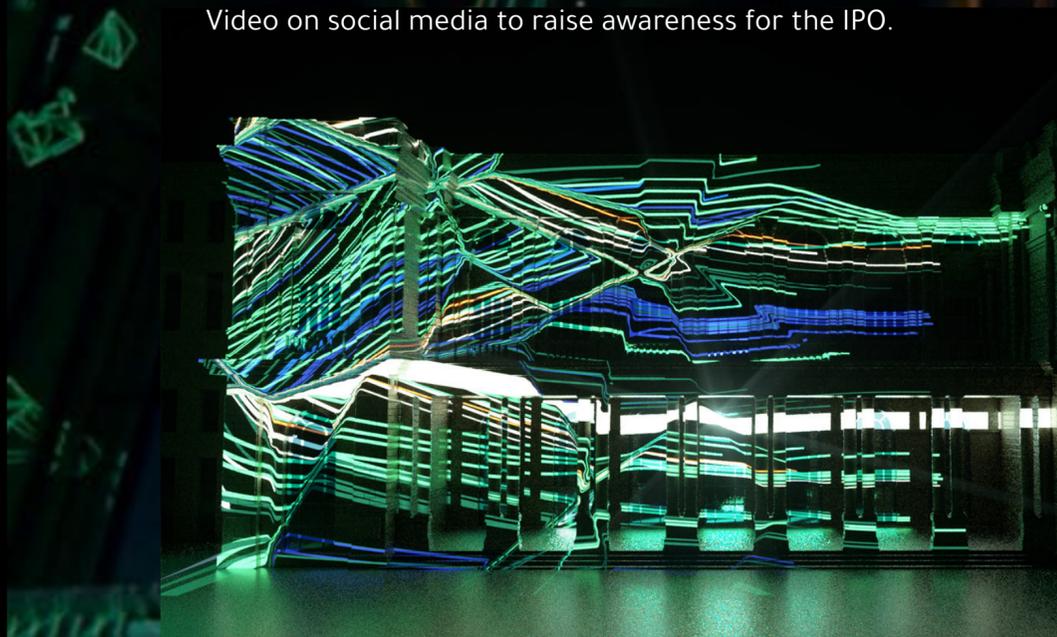
<https://mikejohnotto.com/project/suse-ipo/>

SUSE IPO PROJECTION MAPPING

For SUSE's IPO announcement, we developed a virtual projection takeover of the Deutsche Börse Façade and a 20 minutes long XR Keynote Format.

After 28 years in the market SUSE, the world's largest independent open-source software company, planned to go public. With the world around us right in a pandemic and radically different from just a year ago, SUSE had to rethink how to make their debut on the Frankfurt Stock exchange a historical day.

We developed a virtual projection takeover on the Façade of the Deutsche Börse in Frankfurt to create a Teaser Video on social media to raise awareness for the IPO.





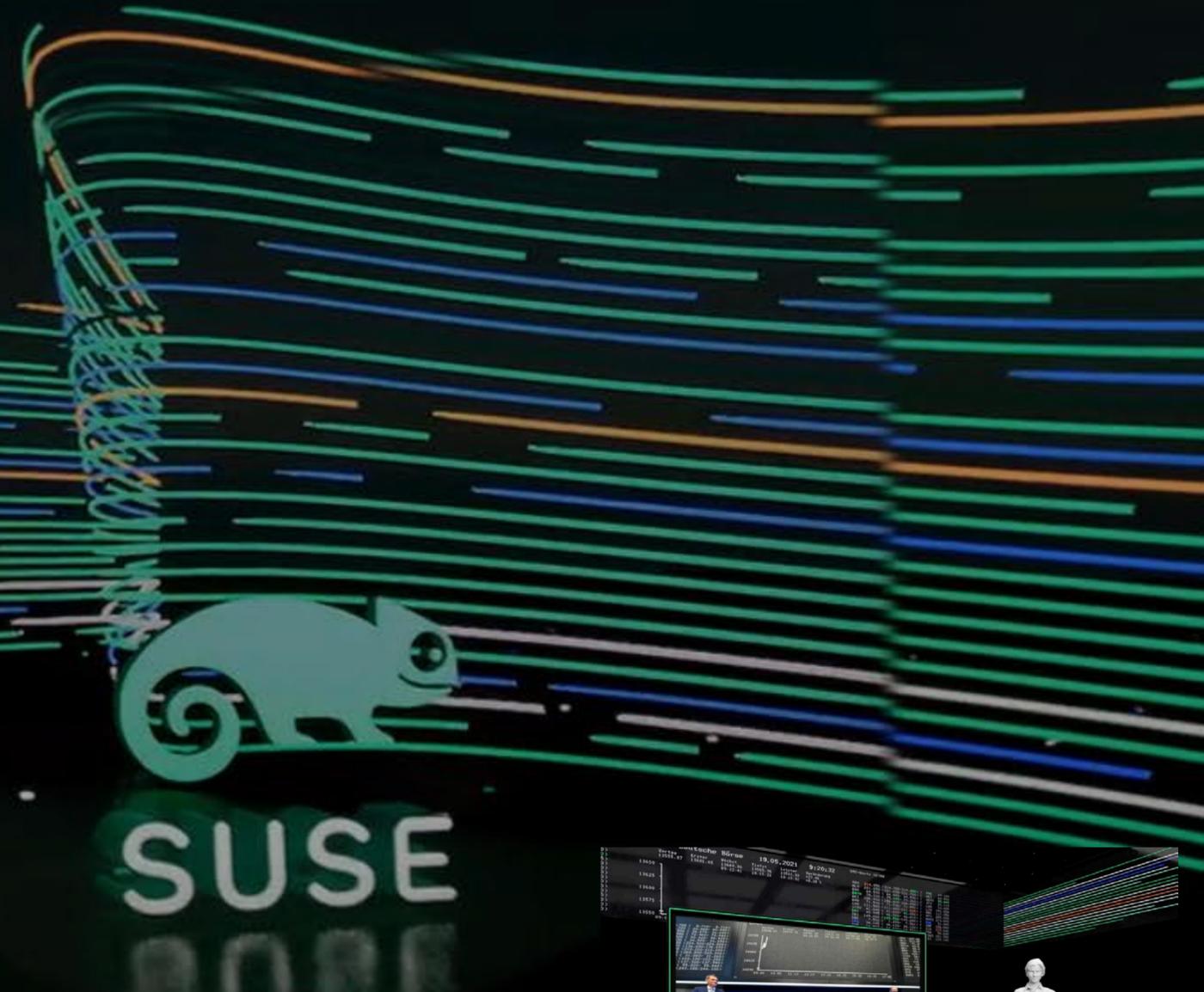
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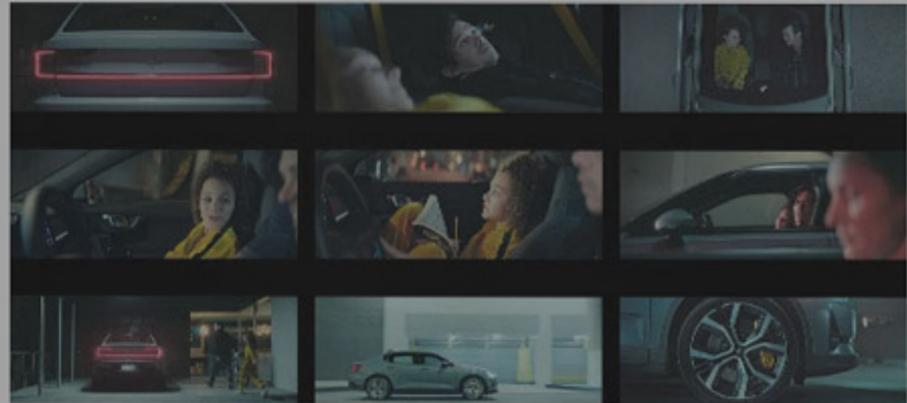
SUSE IPO XR KEYNOTE

As a result of the COVID-19 pandemic and related travel restrictions, Melissa Di Donato, SUSE's CEO and SUSE employees couldn't be physically onsite to celebrate SUSE's IPO on the trading floor of the Deutsche Börse. To reinvented the entire Listing Experience,

We shot with Melissa Di Donato, CEO of SUSE, in a XR Studio where she led through the IPO Keynote and ceremony and appears "virtually" to the Deutsche Börse listing floor.



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POLESTAR 2
BABYSITTER
CAMPAIGN
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LINK

<https://mikejohnotto.com/project/polestar2-thebabysitter/>

POLESTAR 2 THE BABYSITTER FILM

The almost two-minute campaign film takes up some of these features with humorous storytelling: In the clip, an unconventional uncle and niece team borrows the Polestar 2 for a night-time joyride from the girl's mother, thereby engaging in all kinds of mischief.

However, the campaign does not highlight the advantages of electric driving, but rather the new infotainment system in Polestar 2. Together with the electric car, the Google-based Human Machine Interface (HMI) will be introduced, which is based on Android and comes with a range of integrated Google apps and services. The system works with voice control and supports the user not only with directions but also with other useful topics such as the display and availability of charging stations, music control, creation of shopping lists and reminders of important dates.



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SENNHEISER
RESHAPING
EXCELLENCE
WEB GL
EXPERIENCE
—



LINK

- <https://mikejohnotto.com/project/reshaping-excellence/>

SENNHEISER RESHAPING EXCELLENCE WEB GL EXPERIENCE

Over a million people from exactly 184 countries created their unique sound sculpture and made their contribution to build the monument.

A monument to sound that changes its shape frequently with every new monolith and, eventually, becomes complete by an accumulation of thousands of individual created sound sculptures. To create his very own sound sculpture, the user journey lead into a canyon where he finds his monolith to shape.

After the process of shaping, the sound sculpture will be send to the monument and takes his place to be part of the monument to sound.



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RIMOWA
ELECTRONIC
TAG
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LINK

<https://mikejohnotto.com/project/rimowa-electronic-tag/>



**RIMOWA
ELECTRONIC TAG
PRODUCT DEVELOPMENT & CAMPAIGN**

The RIMOWA Electronic Tag replaces the usual paper label with a digital data module to which the airline's luggage data is transmitted. Travel means freedom.

With RIMOWA Electronic Tag you will enjoy even greater freedom. Check-in your luggage from home, the hotel or on the go - it's your trip and your decision.

The innovative link between suitcase and smartphone makes this possible.



POLESTAR SPACES



LINK

<https://mikejohnotto.com/project/polestar-spaces/>

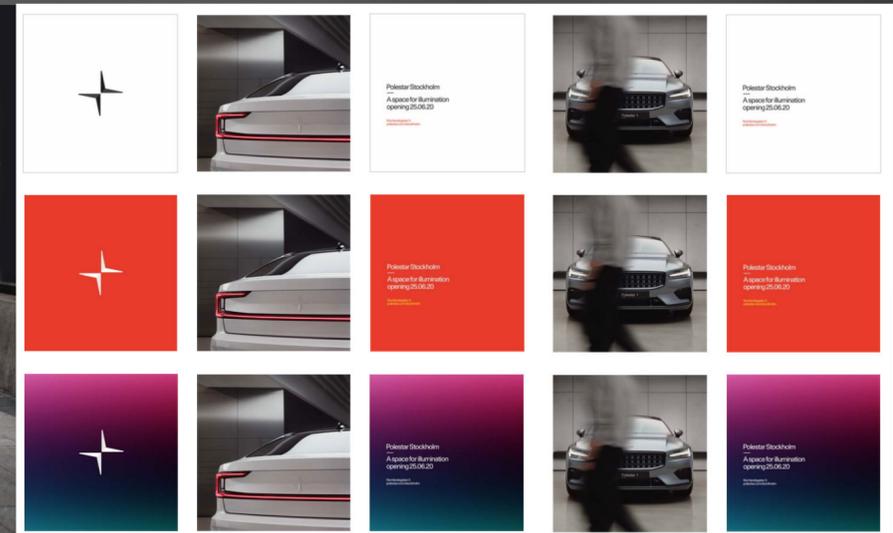
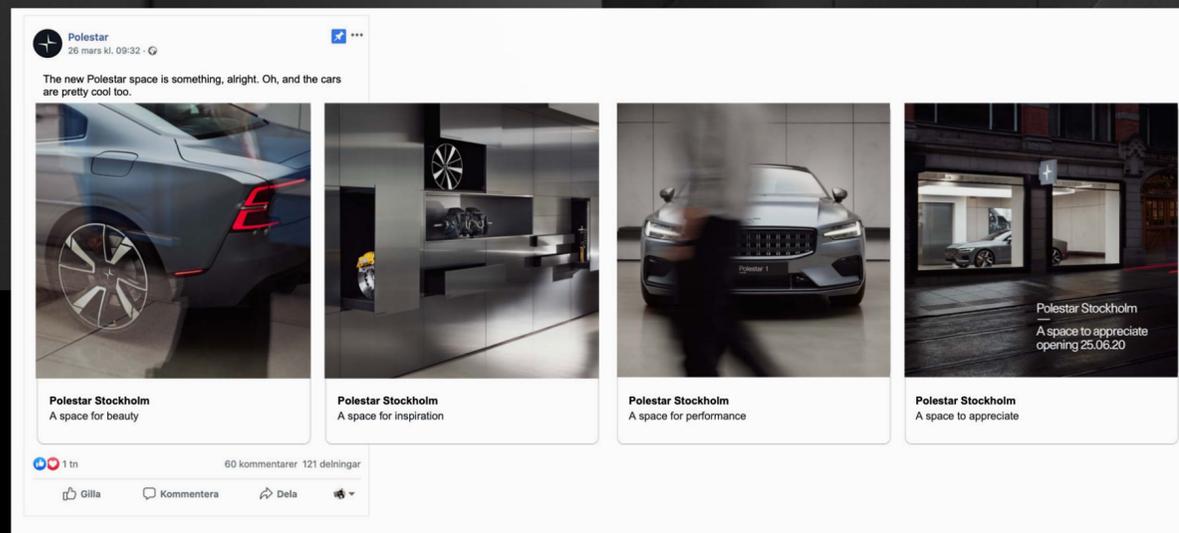
POLESTAR SPACES

A space for everything The Polestar Space is so much more than a showroom for cars. It's a space for pioneering tech, outstanding design and sustainability.

It's a space for everything - cars included. The difference between a Polestar Space and a traditional car dealership goes well beyond cosmetics however.

As cars are ordered online, visiting customers will not experience hard-sell commission-based salespeople or the pressure of signing a contract.

Instead they can focus entirely on getting to know the brand and its products both digitally and physically.



—
SENNHEISER
MOMENTUM
BRANDED
CONTENT
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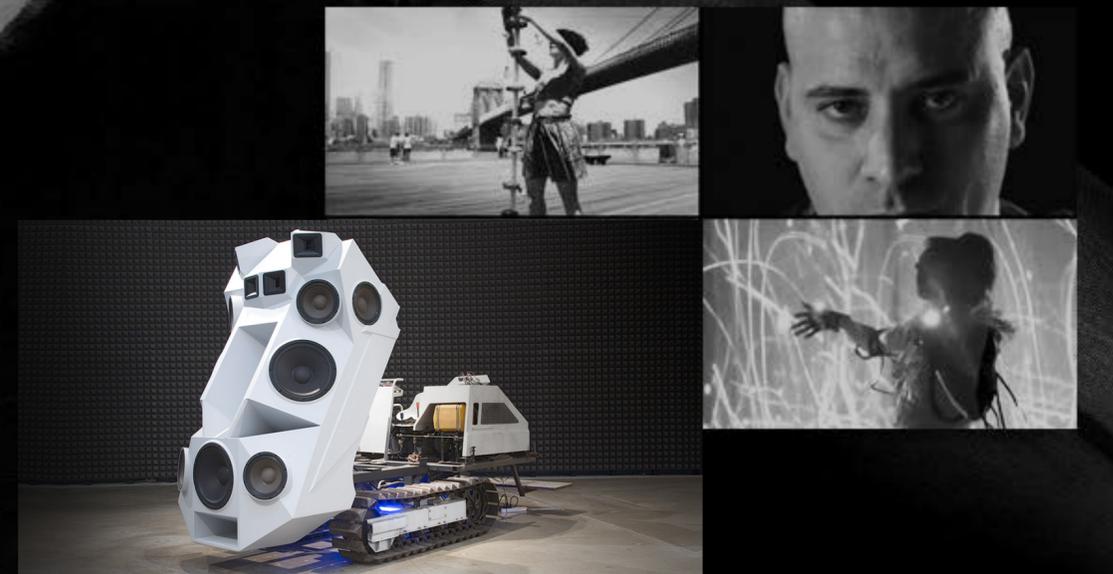
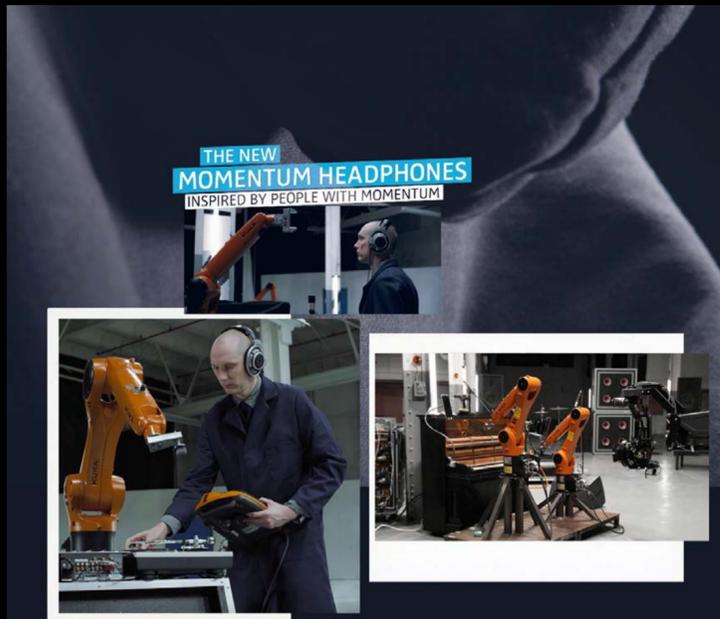
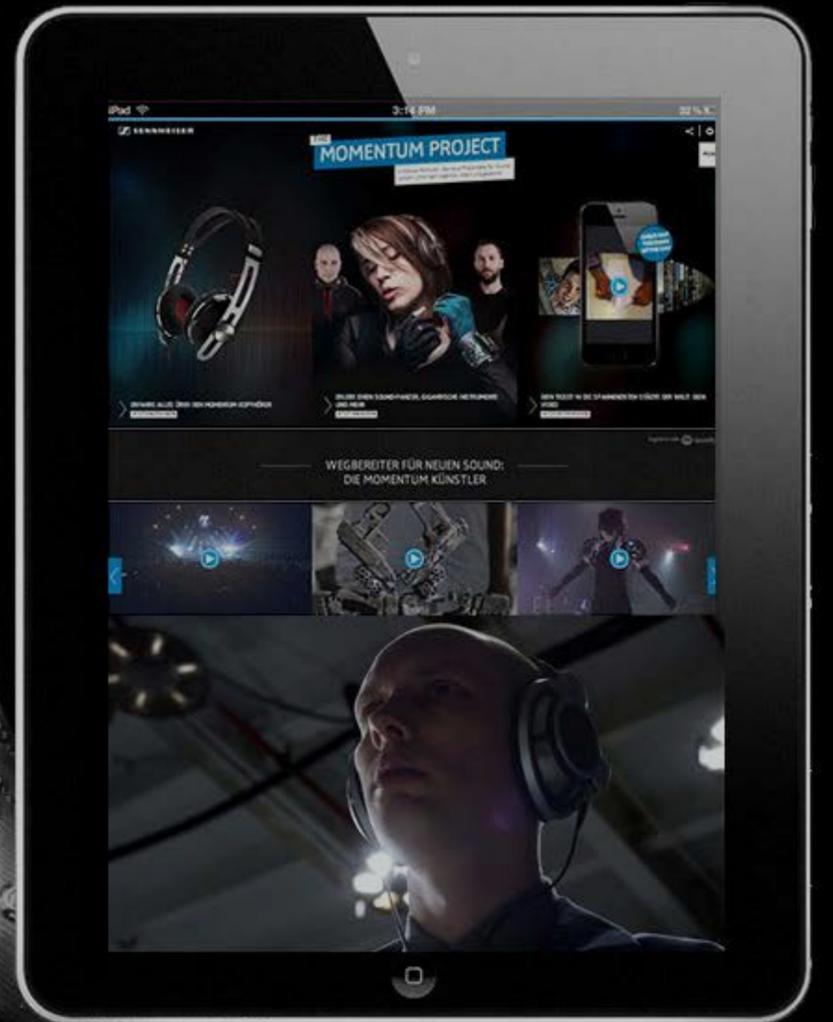
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<https://mikejohnotto.com/project/sennheiser-momentum/>

SENNHEISER MOMENTUM HEADPHONES BRANDED ARTISTS CONTENT

This headphone series is inspired by people with momentum and we show these extraordinary people.

We visited Sound and Music Artist such as Nigel Stanford, Imogen Heap, Pedro Reyes, Nik Nowak, Honne and Portugal the Man. In a series of documentaries and snack sized media formats we discussed what inspires them and what their individual purpose is all about.



LINK

<https://mikejohnotto.com/project/sennheiser-theoracle/>

SENNHEISER THE ORACLE LONG FORMAT FILM

Sometimes videographers have to travel to the most remote locations.

In our film the videograph Steve is heading off to a small village to lift the secret of a legendary Oracle: It awakes only once every ten years to predict the future. Legend has it that it foresaw the discovery of America, the first landing on the moon and the invention of the massage cushion. But no one seems to know how old it is. Will Steve be there when it awakes after 10 long years?

What will The Oracle predict? And will Steve be able to capture this critical moment perfectly in sound and vision? This film gives all the answers.



CHARACTERS



STEVE

Wherever something is about to happen – Steve is there. International clients engage him to capture very special moments in sound and vision. Steve speaks six languages fluently – except one word: rush.



THE MAYOR

He takes every person in the village seriously. First of all himself. Every ten years, when the big event is about to happen, it is his privilege to choose the one who is allowed to ask the one question to the Oracle.



THE ORACLE

Despite the fact that The Oracle is well-known we almost know nothing about it. Some assume that it came to the village about 600 years ago. Others argue that it can only be some extraterrestrial lifeform.



THE GIRL

The rural parents of the girl are more than proud that she was the chosen one to ask the question – the youngest person in the history of The Oracle. The girl has been thinking about the right question for years and years. Now the time has finally come.



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HYUNDAI
i40 LIGHT
REVEAL
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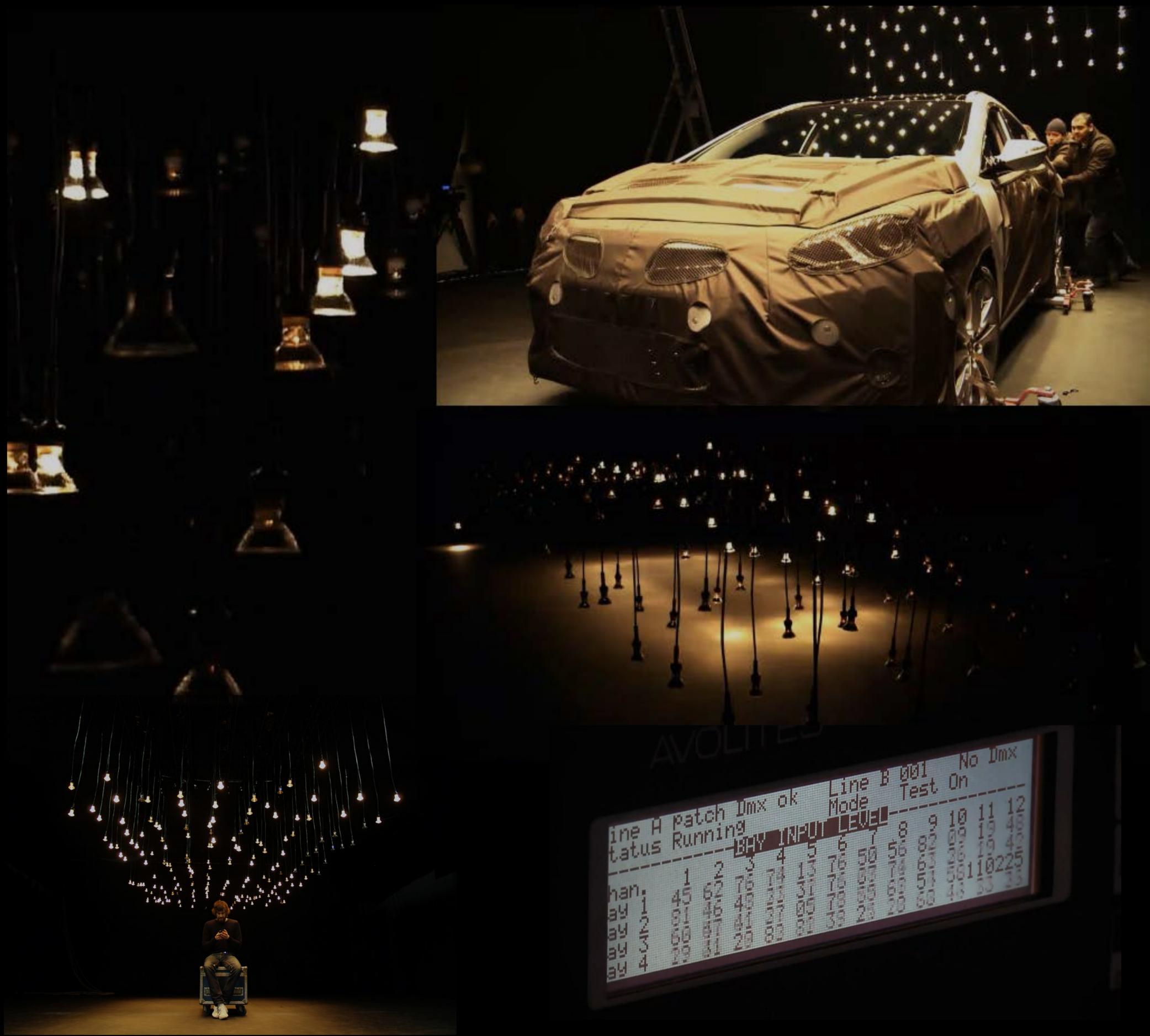
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<https://mikejohnotto.com/project/hyundai-light-reveal/>

HYUNDAI i40 LIGHT REVEAL EXPERIENCE

A live event that ran for 7 days prior to the unveiling of the new Hyundai i40 in Geneva. Users could assume control over a light-rig composed of 200 lights over the Internet and use it to reveal parts of the, then still secret, design of the car with the result streamed back by 3 cameras from the studio in Germany.

A custom software allowed realtime control over the light rig which plugged into the website created by Hi-ReS! where users could draw strokes on a virtual model of the light rig and then see the results played through the streaming cameras.



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av	2	45	2	75	3	4	5
av	3	45	2	75	3	4	5
av	4	45	2	75	3	4	5

- MORE ABOUT ME
AND MORE CASES
- mikejohnotto.com

Thanks, Grazie, Danke!

