

Ulrich Tillmanns: Managing Director, Ogilvy & Mather Advertising Düsseldorf

I have been at Ogilvy since 1990. Hard to believe that it all began with little more than a business idea. And from that idea has grown a large business unit for which I am today the Managing Director. First it was Ogilvy & Mather Special, then Tillmanns, Ogilvy & Mather and in 2010 Ogilvy & Mather Advertising, Düsseldorf. The fusion of two successful Ogilvy units into a single, holistic operating agency for campaigns makes us more powerful than ever. Competence and experience ideally complement each other, affording our customers equally strong creative as well as strategic possibilities like never before.

For me, people are the most important. I believe that today we are a creative agency in which the business problems of our customers take center stage. Our employees and colleagues can focus on finding solutions to these challenges regardless of other interests.

For the last several years, we as an agency have experienced a paradigm shift: using previous methods of brand management and purchase activation are no longer realistic. Not everything has gone digital yet but it will continue to grow. And in contrast to the past, we can no longer reach the consumer or customer via four or five channels, but instead we must reach out via 50, 80 or even more methods and channels. Or even better: provide communication options which allow consumers to actively engage with brands. Accordingly, our creative today is very channel independent and works online as well as offline.

My career highlights include, for example, 2003 when I was named Agency Head of the Year, 2004 when we were named Agency of the Year and 2010 when I was entrusted to head up the fusion and then lead Düsseldorf's classical advertising agency.

What does being Head of Office at Ogilvy & Mather mean to me? Working for many diverse customers who are at the same time sparring partners; being a colleague, friend and coach as much as a boss to our employees; and often feeling that you have your finger on the pulse when it comes to designing the content of what is arguably only a small advertisement. It can be well summed up as simply: The greatest job in the world!

David Ogilvy said: "Managing an agency isn't all beer and skittles." He was right.