

Year in Review

2020

**IT'S THE END OF
THE WORLD AS
WE KNOW IT.**

**IT'S THE END OF THE WORLD
AS WE KNOW IT (AND I FEEL FINE)**

by R.E.M.

THEY KNEW
WHAT'S
COMING...

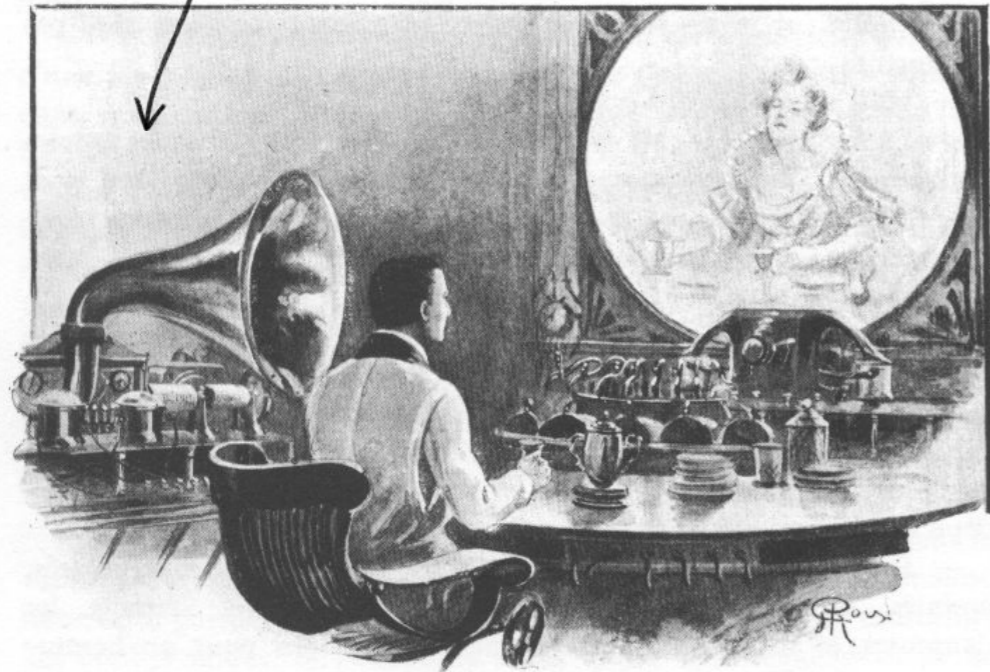


Image: In 1889 Jules Verne published a short story called "the day in the life of a journalist in the year 2889". Some of the scenarios of the futurist remained fantasy while others describe our life in 2020. The illustration above shows a gathering of loved ones, virtually — projected by a phonograph and a magic sea shell.

Illustration by George Roux:
La Journée d'un journaliste américain en 2889

DEAR FRIENDS,

No doubt, 2020 was tough, for everyone. This year we were all pushed to the edge to a place where we didn't think was possible. We were reminded what's most important in life. And we all had to dig deep, get scrappy, and find creative solutions in all areas of life. Cheers to you for making it through!

2020 was filled with so many unknown questions and unknown consequences — the ones that really keep you up at night: Will we survive? How do we keep our team safe and healthy? What if one of us contracts COVID? How do we collaborate with ease and productivity? Where do we need to adapt? Where do we need new skills and capabilities?

"Everyone has a plan until they get punched in the face"

MIKE TYSON

After a day of panic, we accepted the new normal. 3 things which helped us this year 1) our team was ready to go all hands on deck everyday, 2) saying YES to offer our creative and strategic skills wherever and whenever it was relevant, and 3) staying true to our mission to push the world forward with design. We were able to complete 66 projects and continued to grow our team.

A heartfelt thank you and high-fives to our clients, partners, friends, mentors, and collaborators for the trust to figure it out together.

With openness for 2021,

KREATIVES®

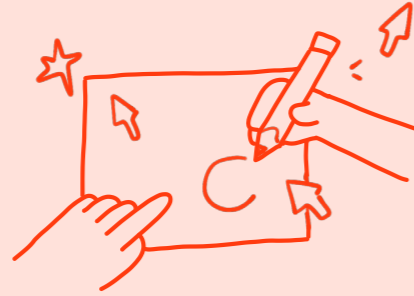
OUR YEAR IN NUMBERS

Fig. 1



Cups of coffee: **2.500**
Meals delivered: **+300**

Fig. 2



of Team stand-ups: **104**

Fig. 3



Fig. 4



Canceled projects in March: **18**

Fig. 5



of Kreatives (incl. puppy): **5,5**

Fig. 6



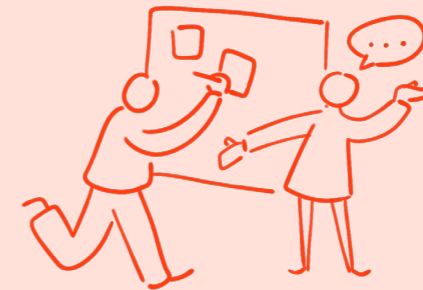
Emails received: **31.760**
(40% increase from 2019)

Fig. 7



Files Created: **72.212**

Fig. 8



Days of running a workshop in person: **9 days** (72 in 2019)

Fig. 9



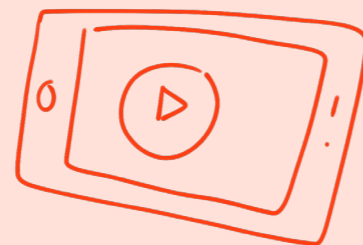
Days of running a workshop virtually: **34 days** (3 in 2019)

Fig. 10



Pictures taken by Sebastian: **13.681**
(71,5% less than in 2019)

Fig. 11



Videos produced: **39**
(50% more compared to 2019)

Fig. 12



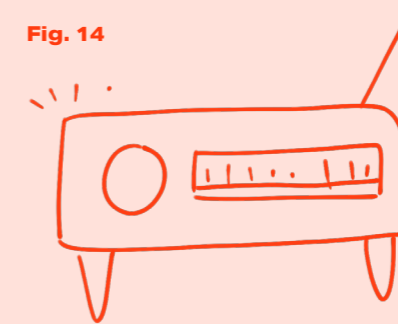
Doodles/illustrations by Julie & Franz: **+12.400**

Fig. 13



Days of having fun: **365**

Fig. 14



Still the **#1** Playlist on Spotify: Tartine San Francisco

Fig. 15



Nr. of online meetings: **TOO MANY**

2019

2020



Paris, Vancouver, Shenzhen,
Athens, Hong Kong, Geneva,
Berlin, Mallorca, Tokyo, Frankfurt,
New York, Istanbul, London,
Santorini, San Francisco.

Paris, Berlin, Frankfurt, Bonn.

66

Incredible Projects.

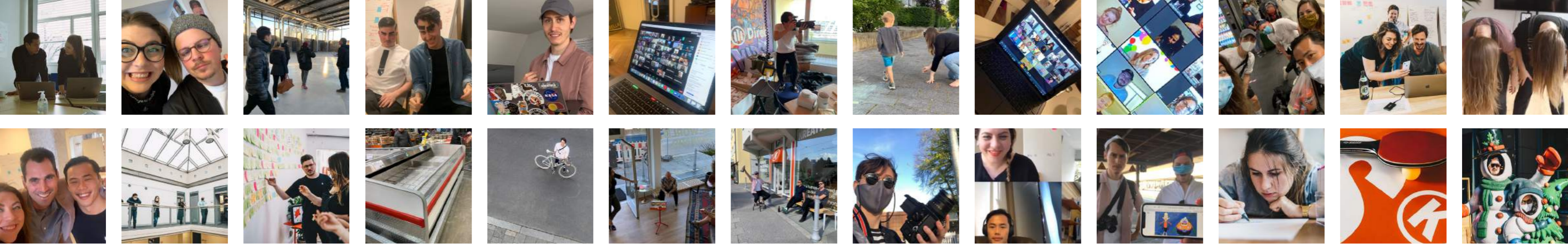
72 in 2019.

In such an extraordinary year, we are grateful to our clients and partners for the bold trust to take on the challenges side by side with us. We are proud of the work and impact we've created together.

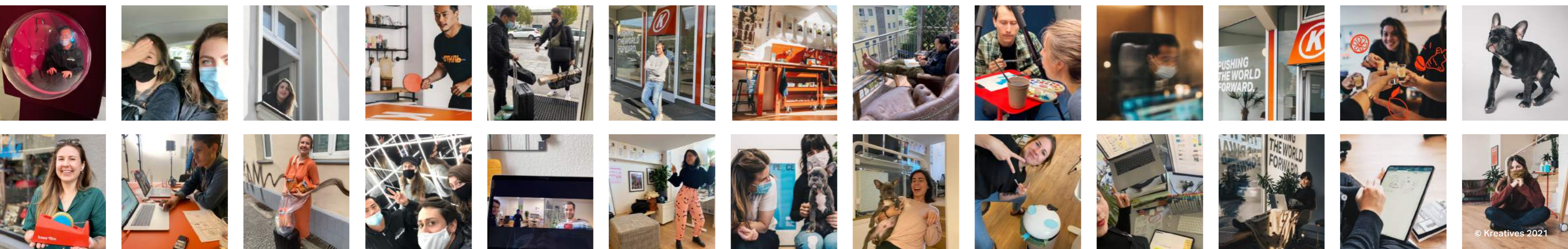
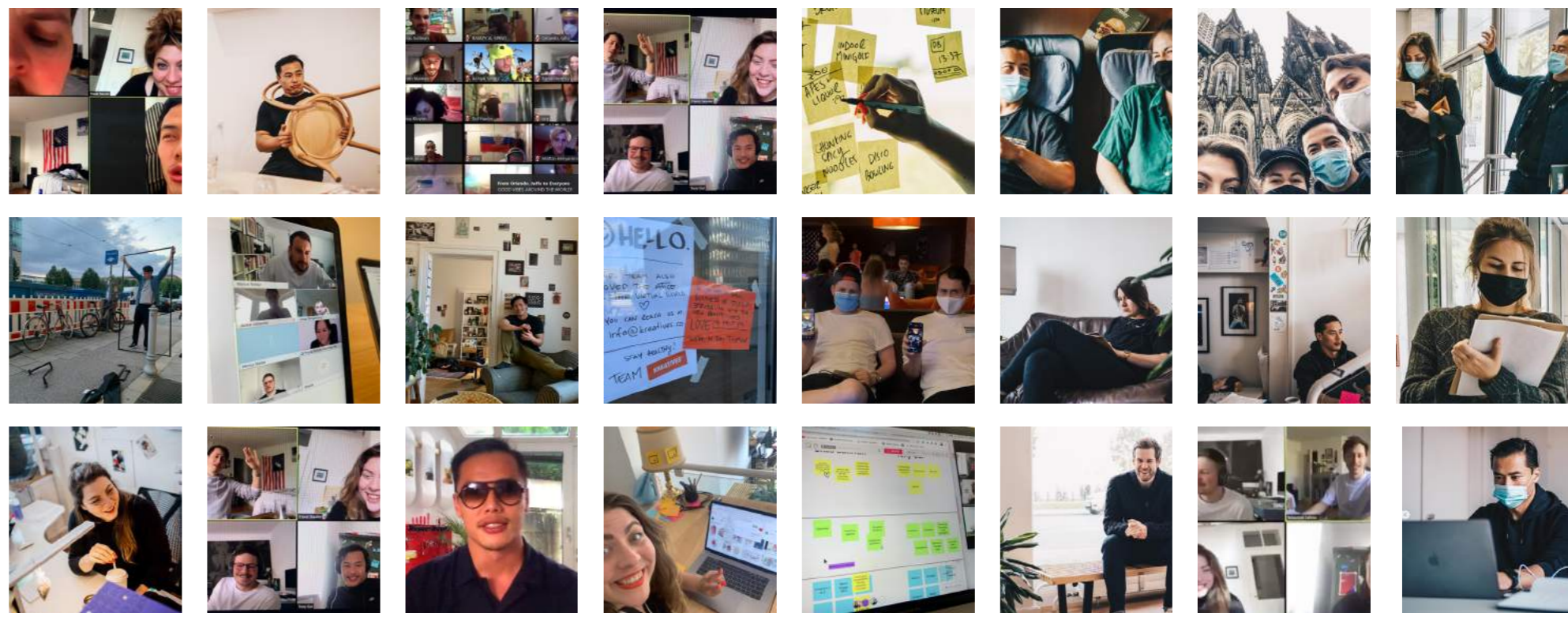


From helping students become informed and engaged voters in the United States to amplifying the stories and strategies towards a cleaner and greener future. We even explored ways to improve quality of life for people living with Heart Failure.

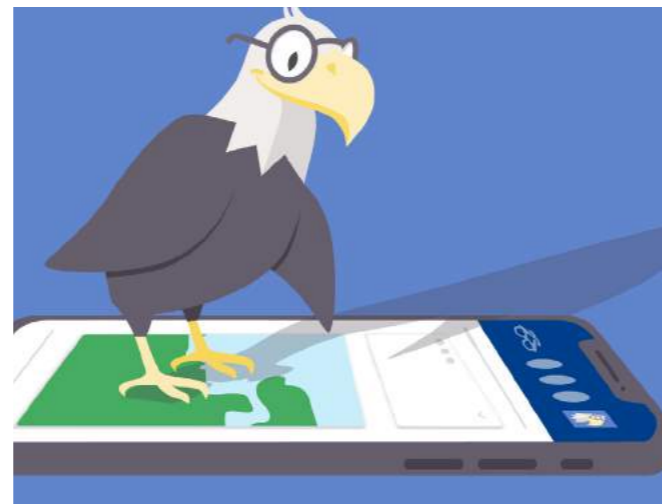
Thank you for challenging us to make the world better, one project at a time.



A SNAPSHOT OF OUR YEAR IN ACTION



ALLIANZ



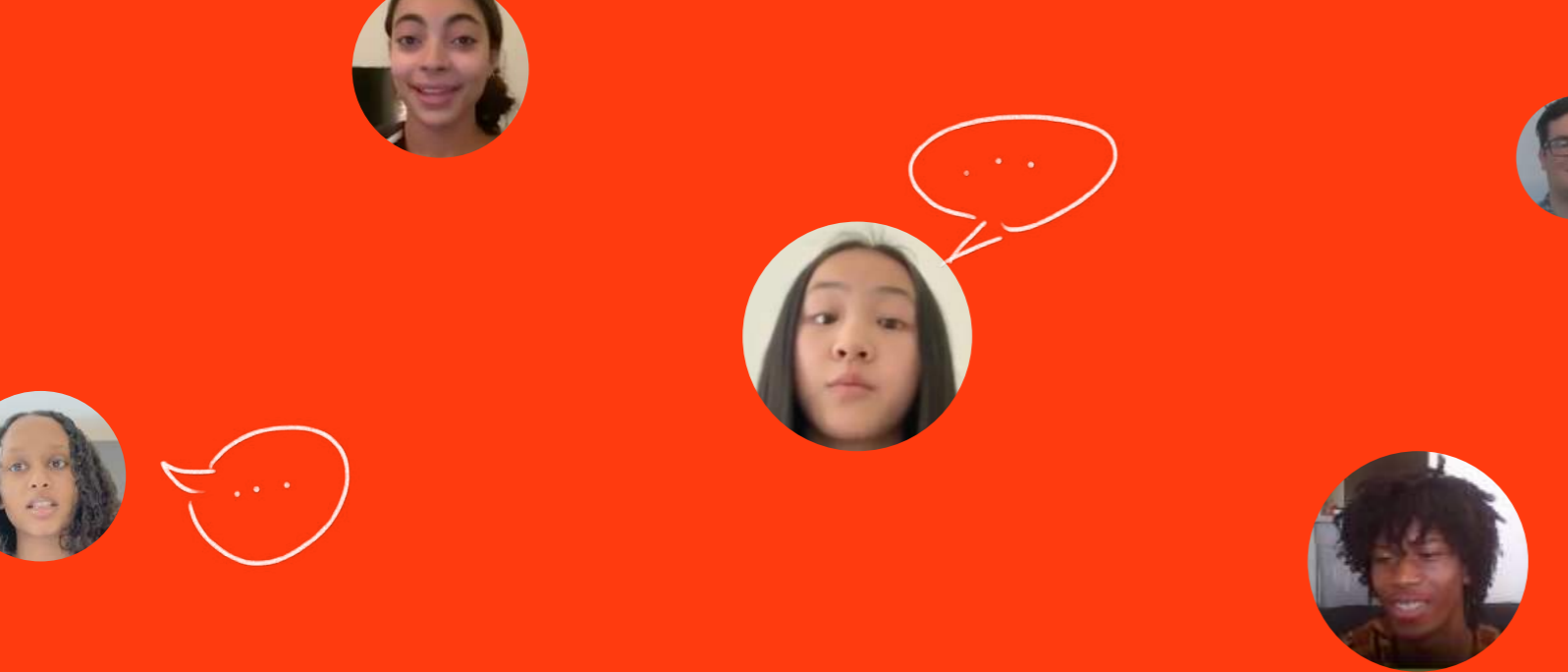
TIP:
CLICK



Pushing for a sustainable future.

We're proud to be a creative partner to the number one global insurance brand. Allianz has been a champion in pushing for a sustainable future for people, communities, businesses, and the planet.

Over the year we've had the opportunity to support on a number of initiatives — from internal innovation to telling the stories of how Allianz has supported during the pandemic in all areas to life. To hosting a digital youth leadership experience with partners from the International Paralympic Committee, the Formula E, FC Bayern Munich, MoMA, and MoMA PS1.



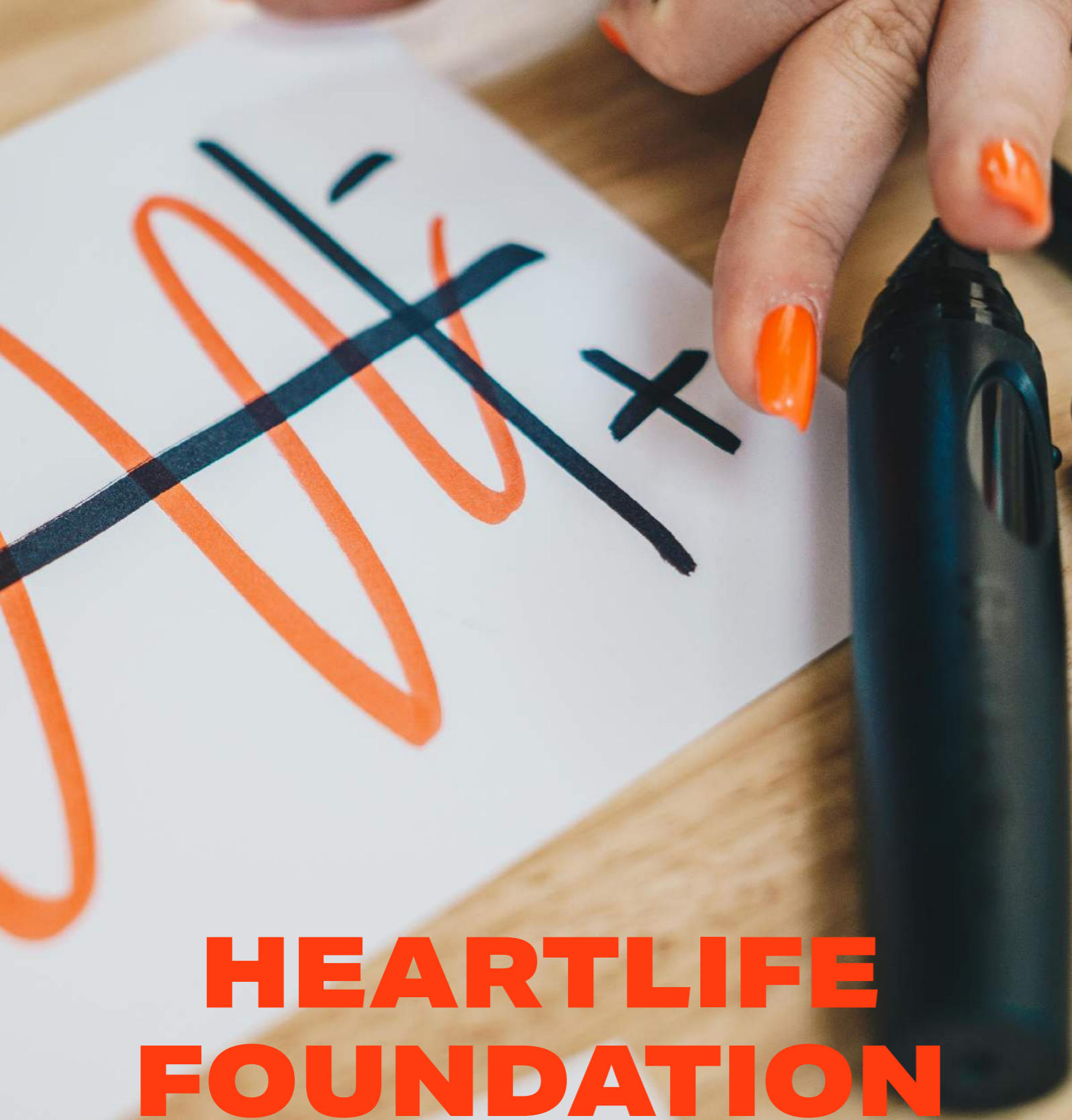
Promoting civic engagement and agency among next gen voters in the U.S.

Vote by Design is a non-partisan learning experience designed to promote civic engagement and agency among all voters. Incubated as a Stanford d.school pop-up class by Designer in Residence Lisa Kay Solomon, futurist Nancy Murphy, and neuroscientist Brie Linkenhoker. Vote by Design helps new voters find clarity on what leadership qualities are most important to them in a U.S. President — and why.

Kreatives was on the forefront to support by visual design and storytelling so the experience can reach the most number of students in the U.S. Since it's debut, Vote by Design has been awarded a 2020 Fast Company Innovation by Design award in the learning category. And has even been endorsed by the Chicago Bulls!



VOTE BY DESIGN



HEARTLIFE FOUNDATION

It's about life, not failure.

The HeartLife Foundation is Canada's first - and only - national patient-led heart failure organization. Together we wanted to understand and explore "How Might We empower a global community living with and caring for heart failure"?

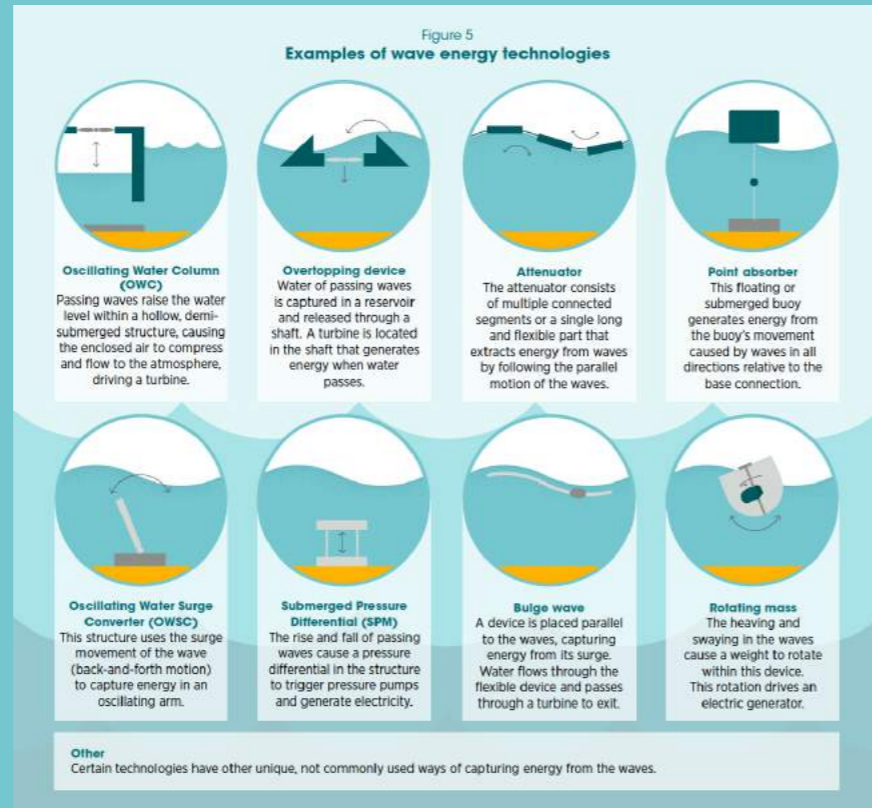
To answer such a big question, together, we conducted many virtual interviews with a range of people who have a relationship with heart failure including patients, caregivers and healthcare professionals. We developed the first ever heart failure patient journey map for Canadians which highlights the current experiences, pain points in the care journey, and seven opportunity spaces to gently improve quality of life.

The report will be launched in February 2021 during Heart Month.

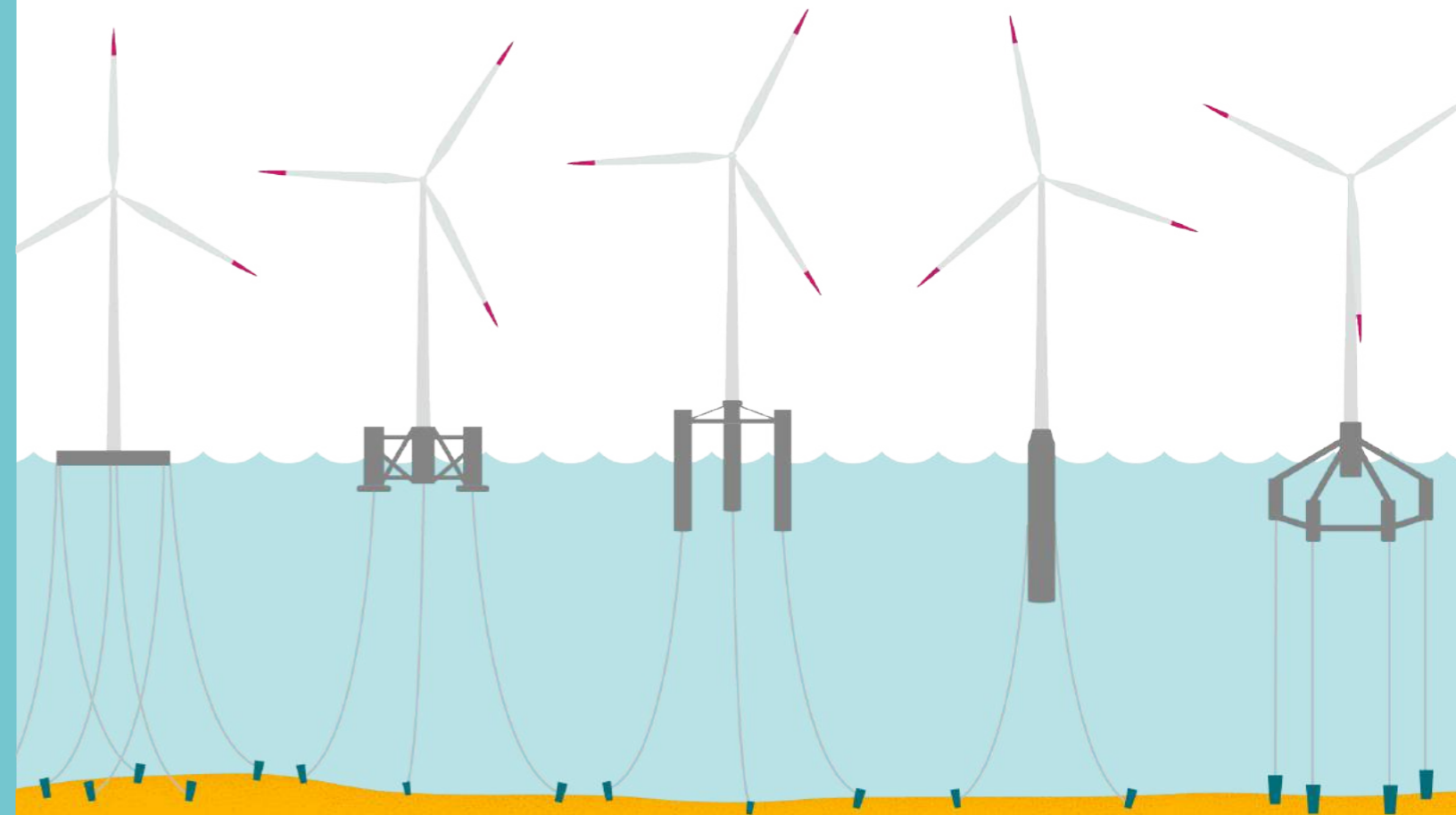
Working towards a net zero future.

The International Renewable Energy Agency (IRENA) is an intergovernmental organization that supports countries in their transition to a sustainable energy future.

Throughout the year, we had the opportunity to use design and storytelling to amplify and advance the renewable energy efforts. We're grateful and proud to have contributed to initiatives such as the Race to Zero Dialogues, Reaching Zero Report, the Climate Ambition Summit, and the Ocean Energies Technologies Report, etc. All collaborative efforts are working towards a Net Zero future.



IRENA





AUTODESK



Using technology to enable sustainable steel production.

Another highlight of the year was the collaboration with Autodesk's Sustainability team where we looked into the challenges and opportunities towards sustainable steel production and how we could use technologies to enable the efforts to reach zero emissions.

WOLT

Sweet dreams are
made of cheese!

We're excited to support the hot and new food delivery
start up Wolt with their entry into the Munich market in
2021. Try them out!





AND MANY MORE

← JUST REACH
OUT IF
NEED YOU
HELP!



A toast to our small and mighty team. For the endless creativity, the care for everyone and everything, and relentlessness to push through 2020.

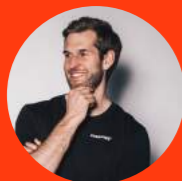
PLEASE GIVE A ROUND OF APPLAUSE TO OUR NEWEST TEAM MEMBERS:



JULIE FRANK
Illustrator and Designer



TAINÁ CECCATO
Art Director and Designer



We also wish our dearest Jules and Felix a kick-ass 2021. You'll always be part of the Kreatives family! Show the world how it's done!



TOWARDS A NEW NORMAL

As the dust settles, we've all adapted to a new way of living, working, relaxing, traveling, and connecting with one another. We believe 2021 will be a transitional year as we build our lives, businesses and communities towards a new normal.

Our virtual doors are open for new collaborations in the space of design, innovation, brand building or storytelling that advances people and the planet.

If you (or your peers) have an idea in mind, reach out to us. info@kreatives.co

We're always on the lookout designers to join our team. If you know someone who is talented and could be a culture fit. Hollar at us!

As always, you can follow our mission on Instagram: [kreativesco](https://www.instagram.com/kreativesco)



Philipp & Caro Osswald • Lisa Kay Solomon • Ari Eisen • Karina Dobner • Nigel Huw
Leppitt • Arvind Drubhra • Dirk Wahl • Rowena Wai Fan Chan • Blina Kruja • Stijn Aalbers •
Rena Wiese and echtjetzt Team • Ruth Blackshaw • Klas Moldeus • Simon Bettighofer •
Jarrod Miller • Lena Ludwigs • Birgit Ihmann • Priscila Kinoshita Arie • Roopa Kochhar
• Caro Widenka • Patrick Schwarzkopf • Anne Wendel • Chas Sullivan • Catherine
Wolf • Marius Nistler • Benedikt Schwanzer • Jonas Stangenberg • Lukas Zierke •
Eric Hartung • Rozica Sekulovski • Barbara Busi • Sisouda Dayre • Florian Grigoleit •
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Katharina Voelker • Katinka Barysch • Angelika Latunji • Meike Martens • Christine
Dautzenberg • Karen Zuern • Ekaterina Vinci • Simon Thun • Priyanka Vinnakota • Peter
Pointner • Daniela Mittmann • Mark Dokoupil • Heleen Nicolien Ketelaar • Delphine
Asseraf • Domenica-Isabell Fraas • Alexandra von Klaudy • Andrea Mawad • Domenico
Taverna • Gesine Doop • Tim Norris • Franziska Glauner • Neil McDonald • Ling Ling
Federhen • Anke Sanders • Susanne Sessler • Alexa Sunderland • Jiahui Yu • Yong
Boon Ng • Thomas Krakau • Zoe Bezpalko • Friedrich Bachmaier • Elle (Linda Yaven) •
Bettina Chou • Fabienne Herlinger • Lennart Hoehl • Felix Ecke • Aleksandar Ubchev •
Larissa Boaschi • Bernd Plattner • Ilemobola Martins-Kuye • Aura Maria Patino Casallas
• Jelle De Ridder • Adriana Santamaría • Isabella Edelman • Yan Shikhvarger • Martin
Weber • Thank you for a fabulous 2020. We made it. Together!

