Birger Linke

Design Agency

View the full portfolio at http://www.thecreativefinder.com/birger_linke

Professional Experience and Curriculum Vitae
Holistic creative thinker, brand builder, doer.

With two decades in the industry, Birger has worked on both, agency and client side, as a creative and marketeer for Springer & Jacoby, Saatchi & Saatchi, JWT, Leo Burnett, Ogilvy, BBDO Interone, set up TBWA\Vietnam, is partner in headphone start up Lynxsonic, and currently the Group Creative Director at Hylink, where he looks after VW, among other clients.

Working across disciplines, Birger has won more than 150 national and international awards, incl. Gold at Cannes, the first ever D&AD for Vietnam, was named most awarded DM creative in Asia, "hottest" creative in Vietnam, and ranked in the Top 100 of “Hottest Creatives in Asia”.

Birger's “TransMariner” campaign for the Republic of Singapore Navy was ranked No.4 in the world (Won Report), his Coke "Olympic Beat" campaign garnered 400 Million views within the first month on air. He created the world's first WeChat ad for BMW, helped make Saatchi & Saatchi Singapore the most awarded direct marketing agency in the world, and TBWA\Vietnam the most awarded agency in the country.

Birger became a member of the advisory council of the University of Economics, Ho Chi Minh City and is ranked top in Creativepool's "Top 25 Inspiring & Influential Art Directors".

With his own design consultancy, Birger focuses on the healthcare industry, working for clients such as Bioformula, Livinguard or S.G.F. Biotechnology. During the Covid 19 pandemic, Birger helped to launch a reusable mask into the Chinese market, that eliminates viruses upon impact. The project picked up design awards worldwide, incl. a coveted Red Dot.

He is a member of D&AD and The Design Society. He was a judge at London International, New York Festival, Adfest, Award, Young Guns, Pinasthika, AdStars, Golden Bell, Vega Digital Awards, Chillies and Creative Circle Awards.

In his free time, Birger lectures across Asia on marketing and advertising, and works on design projects. He holds a Private Pilot License.

Previous Clientele
Automotive: Mercedes, BMW, Toyota/Lexus, Ford, VW, Borgward
FMCG: Nestlé, Unilever, P&G, Coke, Pepsi
Finance: HSBC, UOB, Standard Chartered
Beverage: Diageo, Heineken, APB
Health: Abbott, Friso, Vinamilk, Wyeth
Beauty: Nivea, Unilever, Bioformula
Tech/Telecommunication: Apple, Xiaomi, Siemens, SFone, Vinamobile
Retail: JD.com
Institutions: Republic of Singapore Navy, Health Promotion Board, Changi Airport
Sports/Apparel: Adidas, Li-Ning
NGOs: Unicef, Greenpeace

Awards and Accolades
http://www.linkedin.com/in/birgerlinke

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