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## STRAWBERRYFROG ON FENG SHUI CHIC

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We all want more fortune and prosperity in our lives. So, come on, take our advice, stop standing around and waiting for something to happen. Use our practical guide to Feng Shui that can help you in six key areas of everyday life. But why stop there, Feng Shui will also help you create stunning advertising.

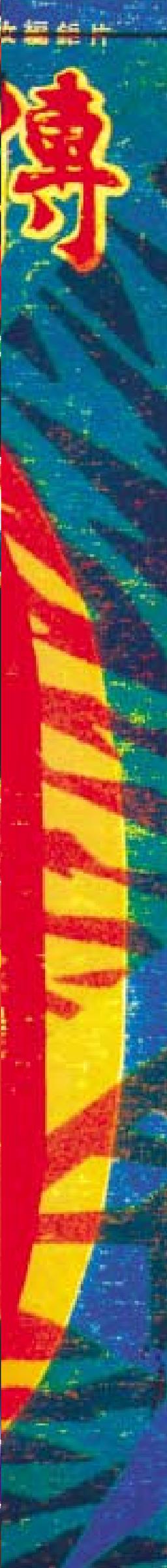
Feng Shui is a Chinese philosophy that has existed for more than 4000 years... It's about arranging environments to make better use of them. The underlying principle is to live in harmony with an environment so that the surrounding energy works for you rather than against you.

These days, more and more people think about ads as environments – to not only convey a message to people, but to encourage a dialogue with them that makes both them and the brand emerge stronger and happier every day this relationship continues.

Feng Shui says you'll attract fortune and prosperity with beautiful and aesthetically pleasing ads more than you will with ugly ads. So, use Feng Shui to increase business profitability, to gain competitive advantage, to create an efficient working environment, to enhance staff well-being, to maximise health, wealth and happiness to run a successful office, to improve family relationships, to reduce stress at work and at home, to make major life decisions, to choose the right time and the right place, and to turn adversity to your advantage. Here's how...

StrawberryFrog is a modern practitioner of Feng Shui. StrawberryFrog has set the pace in Europe by stepping out of line. Based in Amsterdam, this international agency challenges huge international corporate ad agency dinosaurs for cross border brand building. Swiss ad legend Uli Wiesendanger is chairman. And last year, StrawberryFrog beat several agencies, including Fallon London for the global Credit Suisse account. During the past two years, the frogs have worked for clients such as Elle, Dockers, Swatch, IMD Business School, Smart, O'Neil, Sprint, Heron, Ericsson, Microsoft, Motorola, Europcar, Heineken. [www.strawberryfrog.com](http://www.strawberryfrog.com)

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## *Love and romance*

es, people have relationships with brands. Difficulties in relationships are caused by an imbalance in energy. As humans, we stand between the heavens and the earth. While we take our inspiration from the heavens, we are connected to the earth. Fire, energy, excitement, good times, and passion makes energy burn bright. Although relationships naturally move on, the heat of fire must always burn strong to stoke lust to endure.

## Happiness and well-being

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e all have the potential to feel happy. Happiness requires courage. When you are happy, there is no excuse for not trying to achieve your ambitions. It's natural to want to feel as comfortable as possible, but it may shrink our horizons and limit our opportunities for growth. Be determined to do that new ad or that new logo - in spite of every single sign that you shouldn't. Everything we do, say, and think will exist in the universe at some point and become real - so influence the kind of energy that flows around you. Create and increase positive energy by avoiding ugly or dull advertising. Rather, strive for the beautiful, the passionate, the funny, and the gorgeous advertising of a high quality for your brand that will inspire people.







## *Wealth and prosperity*

**B**anish thoughts and objects, which symbolise failure and poverty. Or at least imply a lack of prosperity. Something boring or ugly is a symbol to the world that you are prepared to accept less than the best. Own something beautiful. Positive symbolism is everything. This is particularly critical when someone has a negative vibe and cannot break out of a negative cycle of thought. It is well worth spending limited resources on one really beautiful action like a well designed ad as a means of starting to introduce prosperity into a brand. You can invite fortune by altering a negative outlook.

