

Press Release

Management buyout at artwork McCann Germany / Restructuring of the company for the digital era

Frankfurt am Main / Nuremberg, Germany, 14 October 2015. Ralf Menikheim, years-long managing director for artwork McCann Germany, will take over all shares in the company, which is a member of McCann Worldgroup Germany. The current parent company will support the years-long McCann manager in making this move to becoming an entrepreneur. The most important client, the NORMA retail chain, will remain with artwork McCann.

Ralf Menikheim has been managing director for artwork McCann since 2011. Before this, he was responsible for the areas of production and studio services within McCann Worldgroup Germany. In 2006, he took over the development and leadership of the international production and coordination system for McCann. Ralf Menikheim successfully headed artwork McCann, and he was able to win numerous new clients while expanding the business with existing clients. In his time before McCann, he headed brands from the automotive, financial and lifestyle areas both at creative agencies in Germany as well as in Asian networks.

Ralf Menikheim will lead the 21-member agency team at the Nuremberg office together with his new partner Henrik Schmidt under the label myartwork and with a new concept. At the Nuremberg office, the agency will be positioned independently as an expert for cross-media campaigns.

“The management buyout is the best step that artwork McCann can make at the Nuremberg office in independently establishing and expanding the agency. In addition to our most important client, NORMA, we will invest in the digitalisation of the company and our new business in the Central Franconia region,” says Ralf Menikheim, managing director, artwork McCann.

“artwork McCann has been operating independently for a while now. Thus, we are happy to put the agency in promising, successful and trustworthy hands. It is a win-win situation. Thanks to his years-long experience in the management board for artwork McCann, Ralf Menikheim has the business savvy to lead the agency on a long-term course of success and to make it even stronger for the future. Our two companies will remain on friendly terms,” says Ruber Iglesias, CEO, McCann Worldgroup Germany.



About McCann Worldgroup Germany

McCann Worldgroup, part of the Interpublic Group (IPG), delivers marketing solutions that transform brands and grow businesses. In Germany there are more than 400 employees from over 30 different countries working at McCann and MRM//McCann, both creative agencies of the McCann Worldgroup.

Ever since McCann Erickson was established 102 years ago, the agency group has become a leading global marketing company in more than 120 countries thanks to its “Truth well told” philosophy. As a full-service agency with 20 years digital experience, the agency group stands for the interaction between consumers and brands by pushing the importance of creativity, technology and performance.

About Henrik Schmidt

Henrik Schmidt is founder of Appel Grafik. He worked as managing partner at Springer & Jacoby for over a decade and is a pioneer of the digital age. 2004 Schmidt founded MSP AG. Since 2012 he acts as freelance consultant for numerous agencies, publishing companies and corporates.

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