

Hi!

I work as an creative in the youth- and lifestyle (sports-) market for almost 6 years now. My business is brand-activation. I believe in concepts and corresponding projects, which put branded product in context and perspective and allow customers to relate to a brand as friend and supporter of personal identity projects.

My working background through my teen and twen years is in writing, copywriting, PR and editorial work. My academical career granted me a diploma in International Business Studies with a focus on consumer behavior, marketing and strategic management.

I obtained my diploma researching the exchange-relationships between sub-cultures and pop-culture and developed a simple model which allows to check for completeness in brand-consumer communication and allows to evaluate the image-value of any communicating asset and/or endorser.

No worries though, it is not all that theoretical. My basic believe that in the end great ideas make the difference. Plain and straight: It's gotta be sick!

I shred and surf a ton and enjoy any sort of creative inspiration found in art, music, literature and the city I live in.

Please check my website www.rf-b.com for some references and client-list.

- Christian Bach, April 2014