

Professional Background - Uschi Leucht

1966 to 1979

From Junior Copywriter to Creative Director
(Advertising Agency - J. Walter Thompson GmbH in
Frankfurt, Germany)

Working examples:

- responsible for national and international brands of
Unilever and Lever Fabergé.

- working for Coral (Unilever):

- in coordination with crew members of Yellow
Submarine, developing the detergent brand as an
alternative to the leading brand Persil at that time.

- working with the CD skin care product range and the
slogan "I only use water and CD for my skin",
designing a new woman and products model with
testimonials from e.g. Jil Sander.

since 1975

Authorized signatory representative (Prokurist) and
Creative Manager

Working example:

Member of the team creating the relaunch of Jacobs
Krönung, which became an exceptionally successful
brand in the German food retailing sector. Karin
Sommer was the main actress.

1979

Attaching a diaper changing table to my desk and
switching from a Creative Director and Manager to a
freelancer.

since 1979

Creative Consultant for different advertising agencies and companies

Working examples:

- creative consultant for brands such as L'Oreal, Wella, Vaihinger (first concept of 100% original juice), Vileda, Hessischer Sparkassen- und Giroverband, Nestlé, Ferrero Duplo.

- author responsible for creating a one-year maternity leave issue in Germany; the brochure was published by the Federal Center for Health Information with a circulation of 88 million copies.

- concept and script for the MercedesCard for Mercedes-Benz in Stuttgart. Motto: 'The Brand is the Person.'

1999

Development of a community advertising for optometrists

'Optioo' presentations at optical establishments such as Dancker, Friedrichs, Hepp, Krell, Meurer, Nosch, Ryser, Scherzer, Wagner, Zickenheiner etc.

2003

Publication in the 'Year Book for Advertising' regarding a new communication concept for image branding for leading independent opticians locally.

2004

In coordination with the 'Frankfurter Societäts-Druckerei' of the Frankfurter Allgemeine Zeitung:

- developed the concept for an optometry and ophthalmic optics customer magazine

- presentations at ZVA in Düsseldorf and at Spectaris in Köln (associations).

Starting 2008

Creative Consultant for medium-sized businesses in
opticians and office furniture

Service
Spectrum

- developing brands and profiling brands
- personalizing brands in conjunction with target
markets
- assisting with brand management in the areas of
logo, company image CI/CD, print, direct marketing,
TV, radio, web

Core
Competencies

- developing creative strategies, concepts and ideas
as well as earnings.

Uschi Leucht
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