

Press Release

Amsterdam, Thursday 24<sup>th</sup> January, 2008

**2008 has arrived: Amsterdam creative leaders kick off the New Year with the launch of a bright new start-up.**

Amsterdam's creative scene is set to welcome a new creative shop to its ranks. The big little start-up offers the combined talent and experience of some of Amsterdam's most established and celebrated brand thinkers. The impressive team is called 2008 and has its headquarters in the harbour in Amsterdam's west.

2008 is a shop formed under the premise that we live in rapidly changing times. That's why next year the agency will be called 2009, 2010 the year after and so on. 2008 see themselves as a team of fast-response specialists, and the creative thinkers most likely to deliver solutions to today and tomorrow's business challenges.

This team of specialists brings together considerable talent in the area of brand consultancy. Bela Stamenkovits, founder of Netherlands TBWA\Company Group and PMSvW/Y&R is joined by Uli Kurtenbach ex Wieden+Kennedy International Senior Planner, Marcel Beerthuisen founder and managing director of TBWA\Brand Experience Company and Jeroen de Bakker ex head of Strategy and Innovation at TBWA and founder of award winning digital branding agency Qi. The team also consists of other ex Wieden+Kennedy and TBWA players including Maja Beckman (MA in Strategic Management), Mischa Schreuder ex TBWA art director and founder of mobile marketing agency, Bluetooth Advertising and his partner and copywriter Ramon Stalenhoef, also ex TBWA.

2008's combined experience includes major international accounts across a variety of industries including beverage, banking, technology, fast moving consumer goods, fashion, entertainment and sports. Their work is highly awarded including Effies, Esprixs, ADCN and Cannes Lions and Marcel Beerthuisen was 5 times named as most influential person in the Dutch sponsorship industry, the last time in 2007.

With this kind of roll call, how can 2008 be anything but exciting?

2008 is an internationally focused creative shop founded in Amsterdam. For more information contact Marcel Beerthuisen +31 626 202 142, [marcel@thisis2008.com](mailto:marcel@thisis2008.com), [www.thisis2008.com](http://www.thisis2008.com)