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After the Olympics is before the Paralympics: Creative agency creative cosmos 15 creates campaign for the National Paralympic Committee Germany for the world's third-largest sport event

Press Contact
CROSS ALLIANCE
communication GmbH
Jens Jüttner
+49 (0) 89 125 09 03 30
jj@crossalliance.de

Impressive images, strong messages and music by Rammstein: Nine days before the opening of the Paralympics in Tokyo, the National Paralympic Committee Germany (in German: Deutscher Behindertensportverband (DBS)) will kick off the hot phase of its "My Way" (in German: "Mein Weg") campaign on Sunday evening, whetting the appetite for the world's third-largest sporting event. creative cosmos 15, the creative agency of Joko Winterscheidt and Matthias Schweighöfer, is responsible for the creation and production of the spots. Following the motto "Choose hard. Never easy.", the aim is to attract the greatest possible attention and raise awareness of top-level sports for people with disabilities in Germany to a new level. After all, after the Olympics is before the Paralympics.

Accompanied by the Rammstein song "Ich will" (in English: "I want") and emotional messages from the athletes of Team Germany Paralympics, "these are probably the strongest images of paralympic sport ever seen in Germany," emphasizes DBS president Friedhelm Julius Beucher. "These clips, we are already sure about that, will cause a sensation and reach an audience of millions. After a great deal of organizational effort and with a lot of passion and professionalism, clips have been created that make us very happy."

At the center of the cross-media moving image campaign are six top athletes representing Team Germany Paralympics, as well as the national women's wheelchair basketball team, who provide insights into their path to Tokyo and their goals. The main spot and the seven individual spots convey the willpower of the Team Germany Paralympics athletes and pay tribute to their impressive achievements. "In terms of dramaturgy, we deliberately refrained from staging the disability, but wanted to bring closer

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the people and the tough fight that leads to their top performances," explains Florian Ross, who directed the project.

The spots were mainly produced in the familiar surroundings of the protagonists' respective training facilities, but some were also spectacularly filmed in the marble hall of the Steigenberger Hotel on the Petersberg mountain in Königswinter during wheelchair fencing on a red carpet.

After the campaign launch on Sunday evening, the individual clips will be played out daily between August 16 and 22 on the social media channels of Team Germany Paralympics as well as on the athletes' pages and distributed by other people. Thanks to the cooperation with the DFL Foundation, the main spot will also be shown on stadium screens during tomorrow's Supercup final between Borussia Dortmund and FC Bayern Munich, attracting further attention.

"We hope that you can see the commitment and passion of each contributor in the spots and that we will succeed in making the athletes proud and the spectators curious," says Nico Buchholz, managing director of creative cosmos 15, who produced and developed the campaign with creative cosmos 15. DBS president Beucher hopes this will give a further boost to the Paralympic movement as well as to sports for people with disabilities in general. "Despite all the positive developments, attention for para-sports is far from a given. We still have to fight to ensure that our athletes receive the perception they deserve on the basis of their achievements. It is therefore all the more pleasing that the world-famous band Rammstein has released the use of their apt song "Ich will" for this project, thus giving us additional radiance. Likewise, my thanks go to all those involved, partners and supporters who have made this ambitious project possible. These spots are the highlight of our "My way" campaign, which we launched together with the German Olympic Sports Confederation and Team Germany."

The clips will be published on Team Germany Paralympics' [Facebook](#), [Instagram](#) and [YouTube](#) channels.

About creative cosmos 15:

The creative agency creative cosmos 15 appeals to partners who love radical concepts, want to explore new communication paths and simply entertain. Behind the successful joint venture are actor Matthias Schweighöfer and presenter Joko Winterscheidt. creative cosmos 15 is headquartered in Munich and Berlin. Among its well-known clients are eBay, XXXLutz, Flink, Daimler, Amazon and Nike.