

# Marketing Türkiye Dergisi 1997

## Epica Avrupa Reklamcılık Yarışması Fulmar Yaratıcı Ekip

### FULMAR REKLAMCILIK

İnönü Cad. Devres Han No: 96/3 Taksim İstanbul  
Tel: (212) 243 17 70 - 249 78 03 Fax: (212) 243 63 36

## FULMAR REKLAMCILIK



### TEOMAN İMAMOĞLU

Born in 1959 in Ankara. Graduated from Istanbul American Robert College in 1977. B.A. in philosophy from Bennington College, Vermont, U.S.A. M.A. and Ph. D. (ABD) in Comparative Literature at S.U.N.Y at Buffalo, New York, U.S.A. Group Account Director in Young & Rubicam, Istanbul. Copy Writer and Creative Director at Fulmar, Istanbul.



### ATILLA ERGÜDER

Born in 1961 in Ankara. Graduated from Istanbul Academy of Fine Arts in Graphic Design in 1983. Joined Fulmar Advertising Agency in 1985. Won various awards in cartoon animation films.



### REHA ERKAL

Born in 1945. Graduated from Istanbul Academy of Fine Arts in Graphic Design in 1968. After having worked in Günaydın Newspaper and various printing houses, he joined Fulmar Advertising. He has been with Fulmar for 20 years as Art Director and the Head of Graphic Department. He is married and has a son.

### EPICA '93

#### SIEMENS NIXDORF - TURKEY

**Product** : System integration by Siemens Nixdorf  
**Agency** : Fulmar Reklamcılık A.Ş.  
**Art Director** : Atilla Ergüder  
**Copy Writer** : Teoman İmamoğlu  
**Creative Director** : Teoman İmamoğlu  
**Category Name** : Computer System (office)

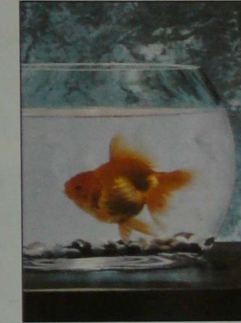
Headline: Dear Mevlana Celeleddin Rumi, your unifying philosophy based on universal love, is also a source of inspiration for our principle of integrating different systems. This headline for Siemens Nixdorf concept of system integration refers to the philosophy Mevlana Celeleddin Rumi, 13 th Century Turkish philosopher who is the leader of Whirling Dervishes preaching "unification of all human kind regardless of sect, colour nationality, under universal love." The text explores, that Siemens Nixdorf integrates all computing hardware and software systems even those of competitors' as in the philosophy of Mevlana Celeleddin Rumi.



#### SIEMENS TURKEY

**Product** : Water recycling systems  
**Agency** : Fulmar Reklamcılık A.Ş.  
**Art Director** : Atilla Ergüder  
**Copy Writer** : Teoman İmamoğlu  
**Creative Director** : Teoman İmamoğlu  
**Category Name** : Environment care

Headline: Siemens... Quality creating the quality... This ad headline reads on anti-pollution and environmental care by Siemens technologies reads: The industrial waste waters in which even your pet fish can live. The text explores that although Siemens is an electronic and electromechanic development and production company, it also cares through its research and production, to keep the environment clean. As an example the delicate aquarium fishes have been living and multiplying in the industrial waste waters recycled through a Siemens-developed system in Turkey, Kartal etc. etc.



#### SIEMENS TURKEY

**Product** : Illumination by Siemens  
**Agency** : Fulmar Reklamcılık A.Ş.  
**Art Director** : Reha Erkal  
**Copy Writer** : Teoman İmamoğlu  
**Creative Director** : Teoman İmamoğlu  
**Category Name** : Public interest

Headline: "Technology's light illuminating antique beauties." Illuminated by Siemens systems the walls and columns of the antique city of Ephesus rise in darkness of the night. The three thousand years old ruins are visited by hundreds of thousands every year. Siemens lighting technology and systems are used for the entire city, like five star hotels, hospitals large industrial plants, trade centers and stadium and express-ways in Turkey etc.