

# Arno Selhorst

currently

UX Lead

@

Publicis Sapient Cologne

# *The most beautiful thing we can experience is the mysterious.*

Albert Einstein

## **A note:**

Thank you for dropping in and checking out a snapshot of the work I have done so far!

Of course you can always "[google](#)" me to find out more.

Talking of...where applicable I added links to some of the cases. Alas, not all of them are still on the Web.

## **Notes & interests:**

Being a passionate storyteller I leverage classic concept writing, a firm grip on UX, copy, technology and thoughtful innovation to bring my tales across both on- and offline. To galvanize these stories I dip my mind (and thoughts) into every possible aspect a creative should care about. Maybe that's why a colleague once called me an inspirational "truffles pig". Even though I am not a developer by craft, I wrap my mind around tech-topics such as VR & AR // UNITY & Unreal Engine (for all current XR platforms...), chatbots (worked with Dialogflow), event-driven software, automated web-based processes (triggers, services, systems), online reputation systems, WiFi mesh networks, crowdsourcing architectures as well as Bitcoin/Ethereum & blockchain innovation in general. On the other end of the spectrum I immerse myself in- and conceive Alternate Reality Gaming topics, transmedia storytelling, unfiction, interactive immersion, computer gaming, lucid dreaming and love to read up on science fiction such as „Daemon“ and „FreedomTM“ by Daniel Suarez for example.

That said, I feel we should meet and have a chat about the amazing possibilities in the auditive genre and how the stories we tell may not just add to our wealth but also become a wealth of inspiration for our listeners. So, please take a cookie, sit back, relax and enjoy a few of the mysteries I prepared. The examples are not chronological and only represent some of the projects which meant a lot to me either because the team was extraordinary, the challenge was worthwhile or the subject matter incredibly amazing.

If you want to know more about these projects or others, [let's discuss!](#) :)



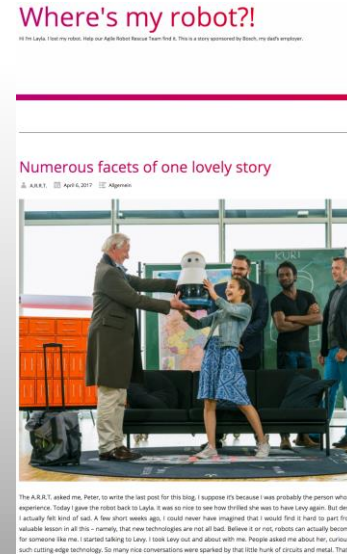
# BOSCH



## Mystery 1 - How to create buzz for an annual report.

#MyRobotExperience was a transmedia story with ARG elements (Alternate Reality Gaming) to create awareness for Bosch's annual report 2016.

I created the story, oversaw the user experience of the story and worked with the team executing on it. Won „Best“ in category "CR & Annual Report“ (German prize for online communication 2018) and „Best of PR“, Galaxy Awards, 2017. What was it all about? Let's chat!



publicis sapient

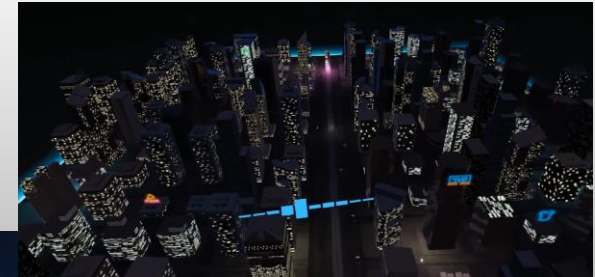
**Michael Farrugia** Great PR story. Well crafted and brilliantly executed. Well done to the whole team 🍷 And of course to the stars Kuri and Layla. Here's hoping for a sequel!  
Gefällt mir · Antworten · 6 · 6. April um 13:31

**Gernot Maltes**  
March 18, 2017 at 8:42 PM  
This develops like a thriller. Is this really happening or is it a marketing story? If it's marketing, you guys hit it out of the park with this one. Never saw something like this before. It feels like following a mystery show – live – on the web.

**Samia Haimoura** At first I really thought you lost the Robot. But I take my hats off now for the well orchestrated Marketing campaign 😊 ... this is genius! lol  
Gefällt mir · Antworten · 58 Min

*Mystery 2 - How VR engages millennials for financial products.*

Wrote concept for an immersive experience to be used at the PoS at Volks- & Raiffeisenbanken in Germany. Players were tasked to help their future self to create a better life. [Video impressions here.](#)





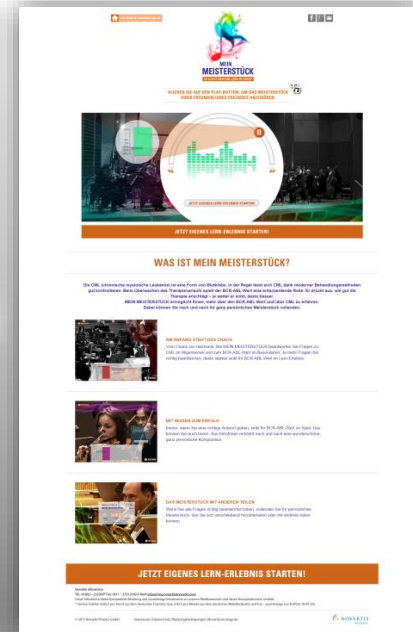


## Mystery 3 - How AR sells the need for 5G speed.

Telekom asked us to create an experience what it would be like to watch a soccer game in a world where 5G is the norm. I ideated for an immersive AR experience, wrote the concept/copy and worked with a splendid team to make „AR Sports“ real. Won silver Stevie Awards, 2019 – W3 Gold, 2018 – Echo, 2018



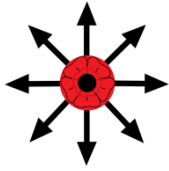
Idea, rough concept and executional supervision of „My CML Masterpiece“, an interactive learning experience where users create a music score by answering questions regarding „Chronic Myelogenous Leukemia“ (currently [still online](#))



*Agency*



# Agilby



## Mystery 5 - How to go undercover amongst your own colleagues.

Conceived, planned and executed an intra-agency transmedia storytelling prototype, which was aimed at finding the right members for my Innovation Lab. Held a [talk about the adventure](#) at „Creative Mornings“ Cologne.

A basic storyline was tweaked on the fly as participants gave unwitting feedback. The story played out on Tumblr, Blogs, our Intranet, the agency's office rooms, hijacked company videoscreens, unlisted YouTube videos ([„final reveal video“ example](#)) and Facebook.



# Agilby

*Mystery 6 - How to formalize change and open up towards the future.*

Led Ogilvy Düsseldorf's first Expert Lab on innovation. Created the innovation lab's concept, defined roles & responsibilities, conceived a re-financing business plan and hand-picked its staff.

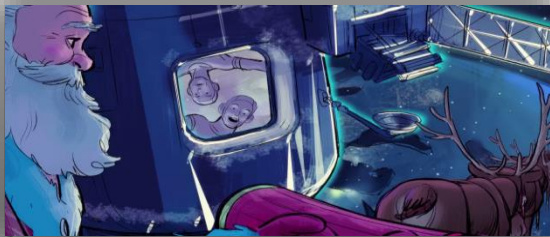






*Mystery 7 – How an immersive VR experience brought back Christmas magic.*

Coca Cola Christmas truck visitors could experience a santa ride by stepping into a magical sled ([prototype video](#)) and putting on VR glasses. Listen to the [story concept](#).



*Azily*

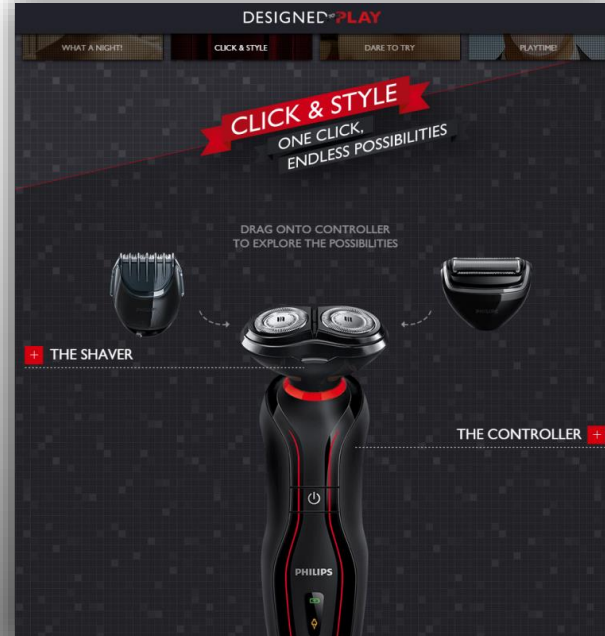
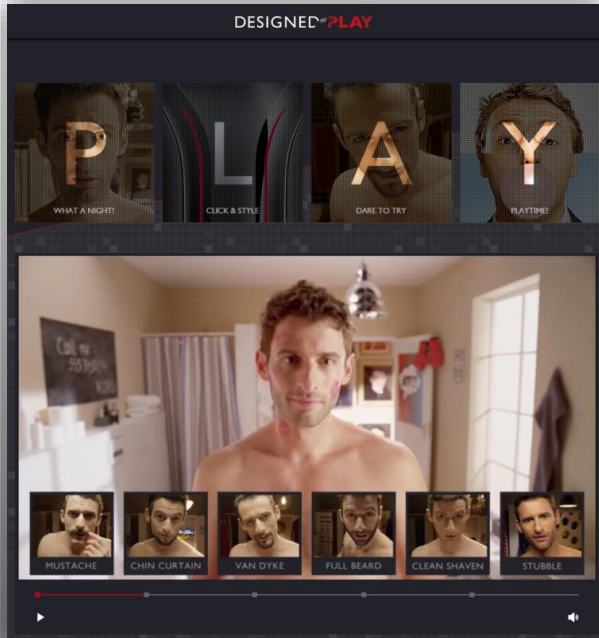


*Mystery 8 - How playful concept design gets millennials back to shaving.*



Concept development for Philips' playful online experience “[Designed to Play – One guy, 5 styles, 625 possibilities.](#)“

Viewers can select the beard style of the main character to unlock different storylines. Won a [Silver Effie in 2014.](#)



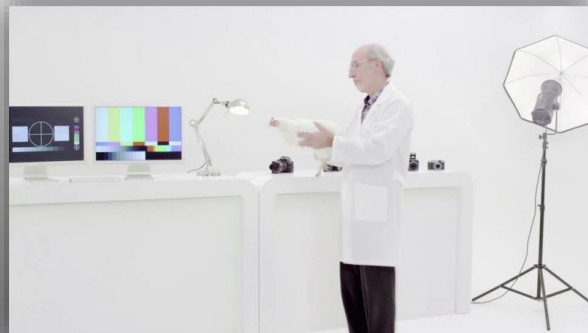
Ogilvy

*Mystery 9 - How a chicken started selling cameras.*

Concept and strategic support for „[The chicken](#)“. The short YouTube clip utilized a pretty simple nature-given phenomena to visualize the benefits of the all-new FujiFilm image stabilizer.



Keep a steady head.



With the triple image stabilizer of the Fujifilm X-S1.







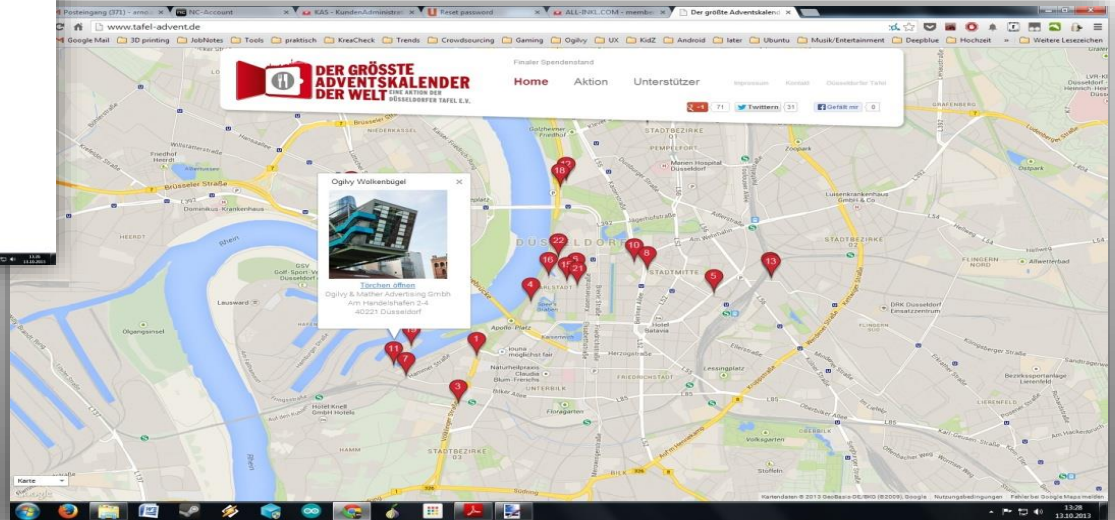
# Düsseldorfer Tafel e.V.

*Mystery 10 - How off- and online make for a perfect charity opportunity.*



Created the World's Largest Advent Calendar. ([Case](#))

Won a [Bronze Effie in 2012](#).



Ogily

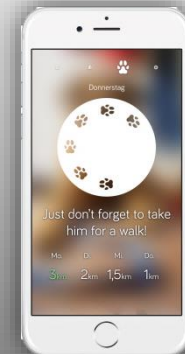
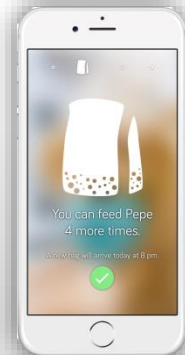
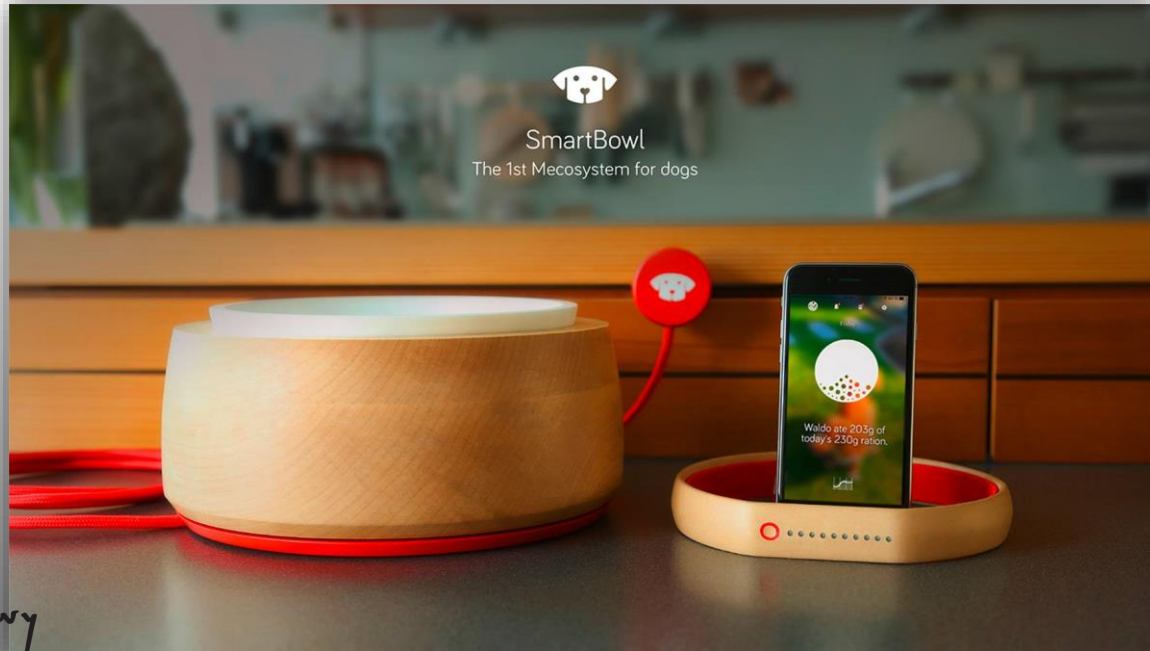


## *Mystery 11 - How to get pet owners to stick to a brand.*



App concept development for [innovative dog food CRM](#) including a „Smart Bowl“ and a „Smart Collar“.

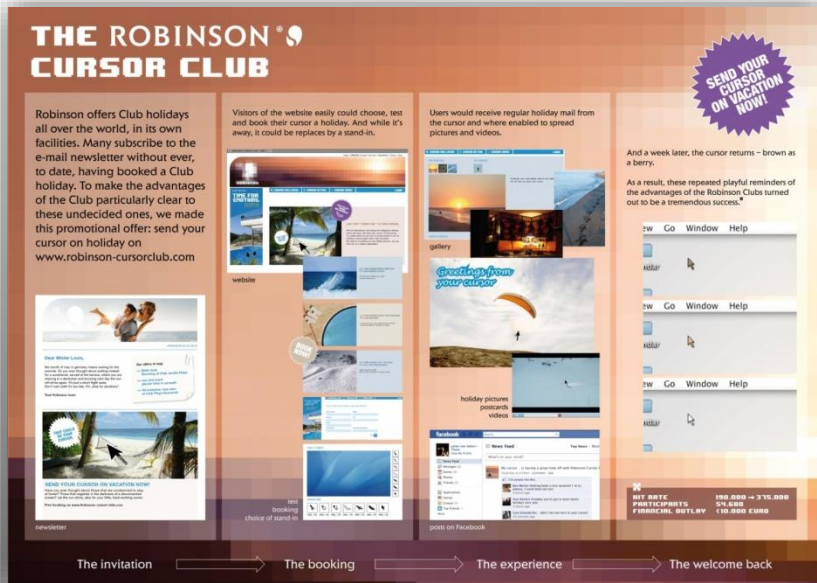
Shortlisted for the Cannes Innovation Lions 2015. Working Prototype ([Video](#)) was due to be realised with partner.



# Mystery 12 - How a mouse cursor got a break from work.

Creative idea and concept for users to send their mouse cursor on holidays.

Cannes Shortlist 2010.



**THE ROBINSON CURSOR CLUB**

Robinson offers Club holidays all over the world, in its own facilities. Many subscribe to the e-mail newsletter without ever, to date, having booked a Club holiday. To make the advantages of the Club particularly clear to these undecided ones, we made this promotional offer: send your cursor on holiday on [www.robinson-cursorclub.com](http://www.robinson-cursorclub.com)

Visitors of the website easily could choose, test and book their cursor a holiday. And while it's away, it could be replaced by a stand-in.

Users would receive regular holiday mail from the cursor and where enabled to spread pictures and videos.

And a week later, the cursor returns – brown as a berry.

As a result, these repeated playful reminders of the advantages of the Robinson Clubs turned out to be a tremendous success.

SEND YOUR CURSOR ON VACATION NOW!

GET THE CURSOR BACK TO WORK!

JUST SAY "THANK YOU" TO YOUR CURSOR.

Find the appropriate club among the categories: beaches, active and more, and send your cursor on the journey. The place where it can surf on actual courses or just to resting or spent quality time in the mountains. Red table it is sending you nice holiday pictures, you can fully rely on a holiday replacement.

THE INVITATION → THE BOOKING → THE EXPERIENCE → THE WELCOME BACK



Home | ROBINSON Concept | Service | Newsletter | Press | Jobs

ROBINSON

TIME FOR EMOTIONS. THE ROBINSON CURSOR CLUB

CURSOR WELLSIED | CURSOR ACTIVE | CURSOR SINN | LOGIN

SEND YOUR CURSOR ON VACATION NOW!

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The Robinson Cursor Club

Nachdem Du hier bestätigt hast, beginnt die Urlaubsvertretung ihre Arbeit. Auf der rechten Seite im Infobereich der Taste erscheint das Robinson Cursorclub-Symbol. Dort kannst Du jederzeit Deinen Originalcursor aus dem Urlaub holen.

OK Abbrechen



# PROVINZIAL

Mystery 13 - How insurance became a lifestyle product.



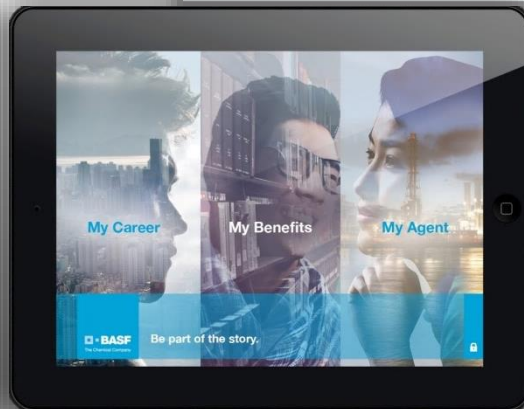
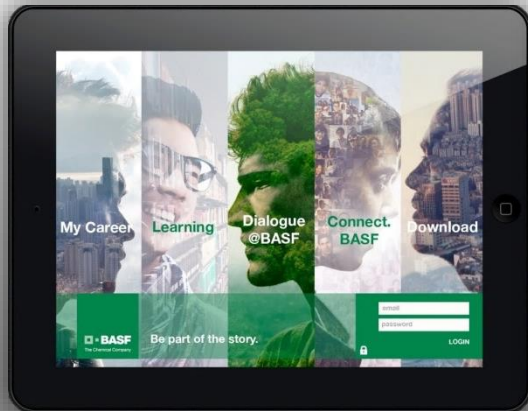
Concept for iPad magazine app „[HIER](#)“. At it's time it was the first [iPad magazine for an insurance company](#). App activation coordinates became part of the individualized magazine title. Each article features two experiential options for readers: a playful horizontal format and a vertical content-rich version. An intuitive navigation directs readers to articles, exposés or to the app store. ([Feedback](#)) Won multiple awards.



Ogilvy

Developed „Brand Ambassador“ concept for pitch-winning employer branding campaign.

Created pitch-concept for [2 iPad apps](#).



*Agilvy*

Aside from the mysteries mentioned above I was also busy conceiving, discussing, prototyping, testing and releasing website/app/creative concepts for the following brands.



Allianz 



Standard Life 

HSBC  Trinkaus

XING 

  
Unilever



DPD 



  
Wachstum erleben.





TOYO TIRES  
*driven to perform*





Schwäbisch Hall   
*Auf diese Steine können Sie bauen*

BOSS  
HUGO BOSS







prodir <sup>®</sup>

Kamps 


*make the connection*  










 **die lobby für kinder**  
DEUTSCHER KINDERSCHUTZBUND - ORTSVERBAND KREFELD E.V.



**Marc Hässicke**  
Manager Experience Design  
bei Publicis Sapient

March 19, 2020, Arno worked with  
Marc in the same group

Arno is a great sparring partner for every ideation. He has extremely inspiring ideas, is super smart, always committed, always motivated and always positive. Arno is just the kind of guy, who you always like to have around you. And: he literally knows e-v-e-r-y-t-h-i-n-g. Which also makes him a great think tank. If anyone really embraces the future, it is him. He probably knows so much about it that he can actually predict it. (I think.) Arno's the man!

[See less](#)



**Thomas Schwarz**  
Geschäftsführer bei  
SevenOne AdFactory GmbH

July 29, 2015, Thomas managed  
Arno directly

There are strategists, digital experts, Content Developers and there's Arno. I've never worked with a man who combines all these strengths in a person. Arno stands for curiosity, enthusiasm, passion and above all he drives innovation like no other. All in all, Arno is a great asset to any team.



**Panos Papadopoulos**  
Freelance International  
Strategic Planner at  
Freelance

July 27, 2015, Arno worked with  
Panos in the same group

Arno is one of the most switched-on guys in the business. He lives and breathes digital and he's always one step ahead of the savviest and the fiercest of the digital crowd. A natural lateral thinker, he's always inclined toward innovative solutions that dream big but never depart from the practical requests of the project. He's sharp and detail-oriented, he questions the commonplace and advances the team's thinking without ever being pushy. He's an avid gamer but not a super-geek, he's smart as a whip but not arrogant. He's a creative, a technologist and a strategist, all in one formidable package. And he's a fine dude to boot, a brilliant team player with a finely honed sense of humor and an ingrained friendliness toward his brothers & sisters in arms. Can't wait to join him in the trenches again, hopefully in the near future. [See less](#)



**Tim Buesing**  
Group Creative Director at  
Publicis Sapient

March 3, 2020, Tim was senior to  
Arno but didn't manage directly

Arno is the consummate professional in consulting on and designing for digital products and services. What you will get as part of the package is someone who is also passionate about innovative channels and formats and the human role in them. Clients and colleagues trust him equally when it comes to computational design, conversational interfaces, proof of concepts and digital experiments. [See less](#)

## LinkedIn Recommendations



**Eike Rojahn**  
Creative Planning Director

August 11, 2015, Eike was senior to  
Arno but didn't manage  
directly

Arno is the "Gyro Gearloose" amongst the strategists I team up with. He's always on a mission to explore the tomorrow rather than being stuck in the established. Arno is – not just for me – always a source of great inspiration. He is playful in a highly professional sense and always casts a spell over anybody while doing so.

Arno believes in future communications through technology and gaming. He continually uncovers true innovations which either mark the start of change in our industry or at least will change the game soon. Some of his predictions (e.g. AR/Oculus Rift) already went into today's mainstream and many more will follow soon.

His verve of sharing his knowledge is viral and does not only foster the new blood.

If I would have to build a rocket I would ask for Arno! [See less](#)



**Martin Alles**  
Managing Director,  
Marketing International at  
Lidl Stiftung & Co. KG

July 30, 2015, Martin was senior to  
Arno but didn't manage  
directly

Innovation paired with persistence paired with playfulness and the ability to form and lead teams onto a new path is what makes Arno a truly valuable member for any organization. Arno has always a good sense for which technology will become important and the patience and persistence to align people behind his vision. On the other hand Arno has a obsessive attention to detail and is working incredible hard to get stuff done. I can recommend Arno highly as a true innovator and sober strategist. [See less](#)



**Frank Vogel**  
Managing Partner DOROTHY  
GmbH

July 27, 2015, Frank managed  
Arno directly

Arno is great. If you ever have a question about digital applications or technological innovation ask Arno. He's the one, who drives things forward, who thinks around corners and discovers new things. His enthusiasm about nerd stuff is contagious - thank god he introduced Oculus Rift and other weird gadgets to me. The good thing about Arno is that he never loses track of real business life. He knows that innovation is not an end in itself. And above all he is real nice person and a team mate you can always rely on. [See less](#)



**Matthias Schmidt**  
Managing Director & Partner  
at antoni GmbH

April 23, 2013, Matthias worked  
with Arno in different groups

Arno is a great thinker, a true digital native and a very nice person to work with.

Thank you.

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arno.selhorst@gmail.com // [LinkedIn](#)