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Martin Biela

Chief Creative Officer

Selected work

Five campaigns from my time at MRM, 2019 to 2024

Overview

Work	My role	Awards (selection) or result	Page
Life Donor Card Mastercard MRM Germany, 2024	Chief Creative Officer	Cannes Lions 2025: Silver, 2 × Bronze Eurobest 2025: Gold, 2 × Bronze D&AD 2026: 2 × Wood Pencil	2
SIGNS German Youth Association of People with Hearing Loss MRM//McCann, 2019	Executive Creative Director, Head of Lab13 EMEA	D&AD 2019: Graphite Pencil Epica 2019: 2 × Gold, Bronze Gerety 2020: Gold	3
My Carer Alzheimer's Society, United Kingdom MRM//McCann and McCann London, 2019	Technology	Cannes Lions 2020: 2 × Bronze LIA 2019: Gold, Silver, Bronze ADC 2020: 2 × Bronze	4
#TrendTheSyrianWar Aktionsbündnis Katastrophenhilfe MRM Germany, 2021	Creative Supervision	The One Show 2022: Merit Gerety 2022: Bronze LIA 2021: 2 × Bronze	5
For a World Without Expiration Date Mastercard MRM Germany, 2021	Creative Supervision	525,000 trees planted 100 tonnes of plastic waste removed from rivers	6

About the boards

Each page shows the presentation board the work was entered with at the Cannes Lions, in its original English. My role is given as it appears in the official credits. Next to each board are all awards the work received, as listed in the archives of the award shows. The case films for Life Donor Card, SIGNS, My Carer and #TrendTheSyrianWar are on martinbiela.de.

Life Donor Card

Client
Mastercard

Agency, year
MRM Germany, 2024

My role
Chief Creative Officer

Awards

Cannes Lions 2025
Silver, 2 × Bronze, Titanium shortlist

D&AD 2026
2 × Wood Pencil

Clio Awards 2026
Silver

Clio Health 2026
Silver

Eurobest 2025
Gold, 2 × Bronze

LIA 2025
4 × Silver, 3 × Bronze



SIGNS

Client

German Youth Association of People with Hearing Loss

Agency, year

MRM//McCann, 2019

My role

Executive Creative Director, Head of Lab13 EMEA

Awards

Cannes Lions 2019
5 shortlists

The One Show 2020
Merit

D&AD 2019 and 2020
Graphite Pencil, Wood Pencil

Clio Awards 2019
Bronze

Eurobest 2019
2 × Silver, Bronze

Epica 2019
2 × Gold, Bronze

Gerety 2020
Gold

New York Festivals
Silver

LIA 2019
Bronze

Webby Awards 2020
2 × Webby Award

ADC New York 2020
Merit



My Carer

Client

Alzheimer's Society, United Kingdom

Agency, year

MRM//McCann and McCann London, 2019

My role

Technology

Awards

Cannes Lions 2020
2 × Bronze

Clio Awards 2019
Silver

Epica 2019
2 × Bronze

LIA 2019
Gold, Silver, Bronze

ADC 2020
2 × Bronze



#TrendTheSyrianWar

Client
Aktionsbündnis Katastrophenhilfe

Agency, year
MRM Germany, 2021

My role
Creative Supervision

Awards
The One Show 2022
Merit

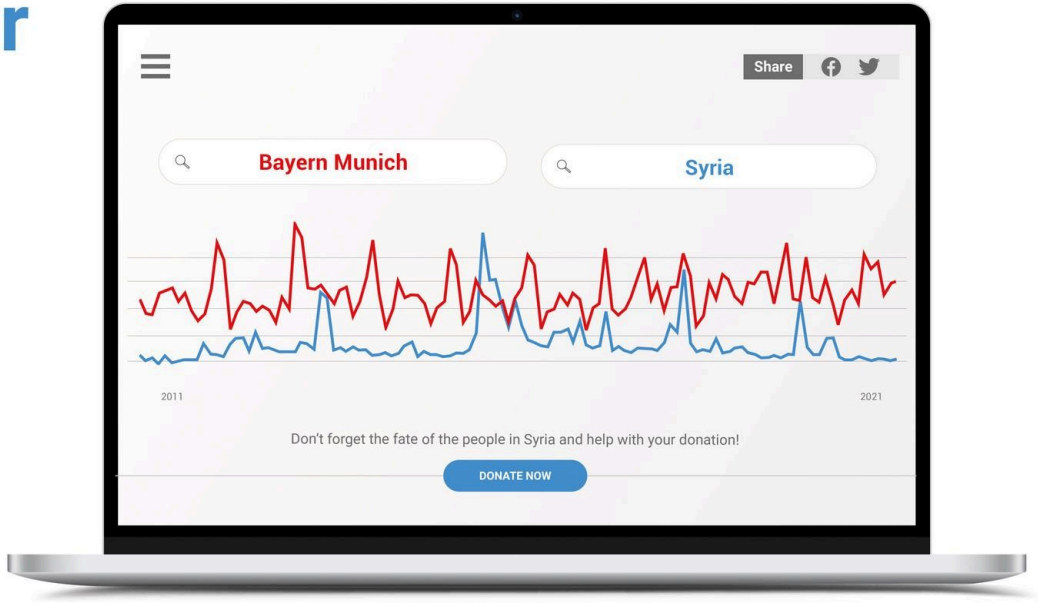
Gerety 2022
Bronze

LIA 2021
2 × Bronze

#TrendThe SyrianWar

After 10 years the Syrian war has largely disappeared from our collective memory. It's not only the media that has lost interest. Our search behavior shows the same. Bayern Munich, Netflix, and even Tax return is searched for more frequently than Syria. That's why we created (Tr)end The Syrian War – a data-driven platform that shines a light on shocking search results.

With the help of Google Trends, we created an algorithm to scan all search terms in Germany. It identified thousands of keywords that are searched for more often than Syria. The search trends were visualized in real-time on our platform.
A data-driven campaign targeted users based on their search behavior.

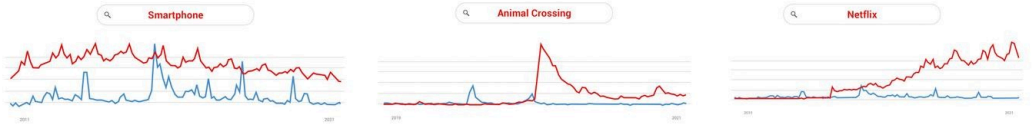


Data SOURCE: Google Trends (https://www.google.com/trends)

+83% Search Queries

+72% Donations

9 M Media Impressions



AKTIONSBÜNDNIS KATASTROPHENHILFE · caritas international · unicef · Deutsches Rotes Kreuz · Diakonie Katastrophenhilfe

For a World Without Expiration Date

Client
Mastercard

Agency, year
MRM Germany, 2021

My role
Creative Supervision

Result
525,000 trees
planted

100 tonnes
of plastic waste removed from rivers

