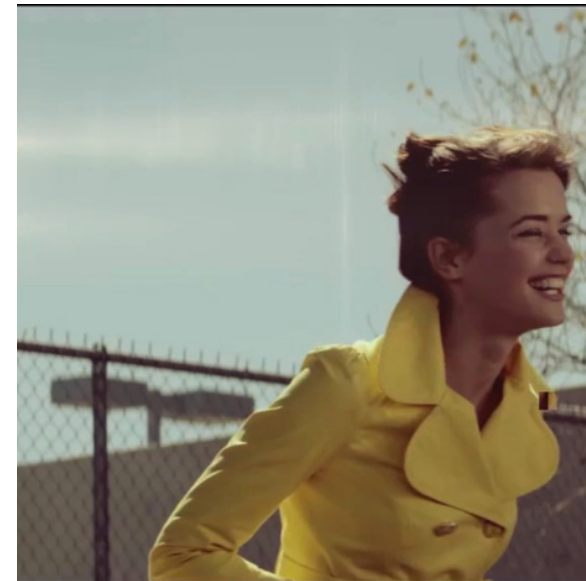


CRISTINA BERGFELD

PRODUCTIONS PORTFOLIO

as producer, project manager,
editor, copywriter, director



C&A TVC



https://www.dropbox.com/scl/fi/znc0uikydney00s4cw/CuA_SU3_ALLDIV_TVC_10s_16-9_v01.mp4?rlkey=yy5jtvx0durf3hz4pjvacdc5j&st=t4vv82r8&dl=0

Two TV copies in original length for TV & YouTube.

- TVC 1 for families
- TVC 2 for men and ladies



https://www.dropbox.com/scl/fi/w0zj713f2dulrykn98pbp/CuA_SU3_Reel_07_16-9_Logo_v01.mp4?rlkey=mjp46xchjly6hf3wuuzt8l8ly&st=vffmpxq2&dl=0

DB REGIO

#wiederunterwegs

“Wieder Unterwegs” – a music video with
Reggie B. Ahn

Client: Deutsche Bahn Regio [@db.regio.bayern](https://www.db.regio.bayern)

Artist: Luis Baltes (part of “Fünf Sterne Deluxe”)

Content Strategy



Full length music video:

https://www.dropbox.com/scl/fi/gsewi22xq4fxhm9ag2j5g/200904_DBRegio_Wieder_Unterwegs_DB_FINAL_H264.mp4?rlkey=cxuzgxb16xcbukdw8anjlcia8st=am8m866g&dl=0

- Teaser Clip with quiz
- Teaser Clip with revelation of quiz
- Music video in original length
- A certain number of short Clips & Stills
- Channels: Facebook, Instagram, TikTok, Youtube
- Regular Posts, Carousel Posts (Mix of Clips & Stills)
- Stories for teaser phase, revealing phase & publishing of original music video
- Short Clips for YouTube
- Accounts: DB Regio Bayern, Mein Herz Schlägt Schlager, Luis Baltes

LEGO NINJAGO



LEGO Ninjathek mit Webtutorials über die Ninjago Tugenden

- 8 Folgen
- LEGO Website
- Youtube, Instagram + Facebook
- [Link to tutorial video](#)

220404_Ninjago_Trailer_YouTube.mp4

Shared with Dropbox



REWE "FOOD IS IN THE AIR"

REWE "Food is in the air"

- branded entertainment videos with tutorials about healthy food
- in connection with the soccer EM
- crossmedia channels online

[Link to video](#)



PROSIEBEN HD KAMPAGNE

ProSieben HD-Campaign

- commercial to promote the HD features of the ProSieben channels

[Link to video](#)



PRO7 TAFF “GO VIRAL”

Task: Storyproduction

- ProSieben taff-Series
- 3 episodes
- copywriting, storytelling
- editing

[Link to video](#)



GoViral: So wird man zum Social Media Star

Heutzutage möchte jeder Social Media Star werden. Genau deshalb ist auch Mario aus Deutschland extra nach Amerika gezogen. Sein Ziel ist nämlich ein Vertrag mit Scott Lipps zu bekommen. Der macht nämlich...

 prosieben.de / Jun 21, 2017

DFL STIFTUNG MANUEL NEUER



[Link to video](#)

MEDERAÑO SPONSORING

Film direction
Production

[Link to video](#)



EHRMANN TVC "VERLIEBT"



[Link to video](#)

BEATS BY DRE (THE VOICE)



[Link to promostory video](#)

WICK TVC + SPONSOR



[Link to video](#)

OPEL + GNTM



[Link to commercial video](#)