# Franz Röppischer and Lorenz Langgartner named top executive creative directors



Franz Röppischer and Lorenz Langgartner, leading executives at Serviceplan, have been named the most-awarded executive creative directors (ECDs) in The Drum’s World Creative Rankings for 2025. This recognition marks a significant milestone in their decade-long partnership, which began when they both joined Serviceplan’s Munich office as interns in 2009.

Over the years, Röppischer and Langgartner have cultivated a distinct approach to creativity, maintaining a focus on executing compelling work across various media while prioritising a low profile. “We still meet every morning," Röppischer commented, highlighting their enduring collaboration, "and we still have plenty of routines that remain intact after 13 years”.

The duo operates within Serviceplan Innovation, a unit established under the Serviceplan umbrella in 2015. At the time, they had no designated workspace, which they liken to a startup environment. They have since carved a niche for themselves by exploring opportunities outside traditional advertising briefs, seeking out startups and meaningful projects that often lack the financial clout to engage a conventional agency. "We look for startups and meaningful projects that might not always have the money to pay an agency like ours," Röppischer explained, emphasising the importance of narratives that resonate well in award ceremonies.

Their accolades speak volumes about their success; the pair has garnered 50 Cannes Lions and a D&AD Black Pencil amongst other awards, solidifying their position in the industry. With a compact team comprising just nine members, they maintain a streamlined operation that prioritises creativity over extensive management. Langgartner expressed a preference for remaining actively involved in the creative process rather than being bogged down by management responsibilities, stating, “I like writing… I like being on the job and on doing the creative stuff.”

The pair's approach to client relationships also sets them apart. They engage directly with executives, influencing decisions that lead to innovative campaigns. Langgartner noted the benefits of this style, saying they are able to propose disruptive ideas that delve deeply into the core of a client’s business model.

Among their notable projects are advertisements for Sky Sports, which creatively incorporated snippets of Champions League matches into ads aired on free-to-view channels. This level of innovation often stems from an open dialogue with company leaders, something that might be stymied in conventional approval processes handled by marketing departments.

On the more profound end of the creative spectrum, their collaboration with environmental tech firm Meter and non-profit Fukushima Saisei resulted in a substantial publication crafted from decontaminated rice paper sourced from the site of the 2011 nuclear disaster.

Despite their impressive list of accolades, Röppischer and Langgartner maintain a cautious and considered approach to awards. They advocate for a healthy relationship with the awards system, recognising that while accolades are part of their strategy, they do not overshadow the core mission of their work: “We have, let’s say, a healthy relationship with it,” said Röppischer.

Their preference for privacy over public appearances is notable. They have not granted interviews for a decade, a decision rooted in their commitment to focusing on the work itself rather than personal accolades. Röppischer articulated this sentiment, stating, “I don’t want to see our faces everywhere… I like being in the engine room of what we do.”

Langgartner, reflecting on their long-standing partnership, underscored the balance in their professional relationship: “We share the same determination... the shared will to make really good stuff and not compromise the quality.” Their shared commitment to excellence and collaborative spirit continues to define their accomplishments at Serviceplan.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://en.wikipedia.org/wiki/Serviceplan> - This URL provides background information on Serviceplan, including its founding and structure, which supports the context of Franz Röppischer and Lorenz Langgartner's work within the company.
2. <https://www.red-dot.org/serviceplan-germany> - This URL highlights Serviceplan's innovative approach and global presence, which aligns with the creative and collaborative environment Röppischer and Langgartner operate within.
3. <https://lbbonline.com/news/serviceplan-at-50-always-integrated-always-independent-2> - This article discusses Serviceplan's history and its commitment to innovation, which is relevant to the work of Röppischer and Langgartner in exploring new creative avenues.
4. <https://www.thedrum.com/news/world-creative-rankings> - This URL would typically provide information on The Drum's World Creative Rankings, which is where Röppischer and Langgartner were recognized as leading executive creative directors.
5. <https://www.canneslions.com/awards> - This URL is relevant to the numerous Cannes Lions awards won by Röppischer and Langgartner, highlighting their success in the advertising industry.
6. <https://www.dandad.org/awards> - This URL pertains to the D&AD Black Pencil award, another prestigious recognition received by the duo, underscoring their creative achievements.
7. <https://www.thedrum.com/news/2025/02/26/meet-the-ad-world-s-best-ecds-the-creative-pair-behind-specialist-innovation-unit> - Please view link - unable to able to access data