

Hi.

July 20, 2011

Dear Plan.Net Munich,

After hours of tireless craftsmanship to ensure an aesthetically pleasing and, more importantly, a safe cleaver award that you can show off to all of your friends without injuring them, I am pleased to present to you the third place award for the Profero/Plan.Net 2011 BOBs Campaign of the Year.

Although each cleaver is mighty in its own way, your cleaver is the sneakiest and most ninja like. If good things come in small packages like they say, then you truly are the best! Congratulations Christian Barth and your talented team for creating a wonderful BMW campaign!

Now keep up the hard work and prepare a spot on the mantle for next year's award. That is if you think you can maintain the title...

Lovingly yours,
The Profero New York team

