

**True joy under the Christmas tree:
Media Markt launches its advertising campaign for this
year's holiday season**

Ingolstadt, 21.11.2011: Christmas is decided under the tree. This is the motto under which Media Markt, Germany's Number One electrical goods retailer is launching into the 2011 Christmas shopping season. "After declaring an end to price madness with our new price strategy in October, the focus of the current advertising campaign is – for the first time in Media Markt's advertising history – Christmas", stated Karsten Kühn, marketing director for Media Markt. Bright-eyed children, smiling faces and loud cries of joy under the Christmas tree dominate the TV ads that will be aired throughout Germany starting tomorrow, Tuesday, 22 November 2011. At the same time – and this is also something new at Media Markt – customers will for the first time receive a Christmas price guarantee.

Notebooks, smartphones, game consoles, TVs and much, much more: electronic products are amongst the most popular gifts to be found under the Christmas tree. The great joy that this kind of present brings is also reflected in the new TV ads created for Media Markt's holiday season campaign. Focus is placed on Christmas eve, when young and old gather in the festively adorned living room to unwrap their Christmas presents together. The person receiving a gift is particularly pleased when the wrapping paper is removed to reveal an electronic product – they then give free rein to their joy. In a way that is both charming and amusing, Media Markt provides proof that Christmas is the feast of joy – and this joy is even greater with the right present. "Christmas is decided under the tree" is therefore both the motto of the campaign and the clear conclusion it reaches.

A clear message: the Christmas price guarantee

The holiday season advertising campaign also represents a consistent continuation of the company's new price strategy. Media Markt is providing a Christmas price guarantee for all purchases made during the period from 22 November 2011 to 24 December 2011. This means that every day every Media Markt store will compare their prices with those of all the major online and offline competitors and, if necessary, adjust them. If, after Christmas, the price charged at the store where an item was purchased is lower than the price at the time of purchase, the store in question will refund the difference in price. Media Markt will provide this guarantee until 7 January 2011, insofar as the product is still available. Media Markt customers can therefore purchase their presents at Media Markt prior to Christmas without having to worry about whether or not the present might be cheaper after Christmas.

Comprehensive media mix

Media Markt is again utilizing a wide variety of media (TV, print, Internet, giant billboards, city-light posters) for its new campaign right down to the point of sale. The way in which the Christmas theme is handled in the advertising will be tailored and optimized for the various media involved. Media Markt commissioned its lead agency, Ogilvy & Mather, with developing and implementing the advertising campaign. Jan Wetz directed the TV ad. Markenfilm Berlin was responsible for film production. The music was created by Sizzer Amsterdam. Other partners involved in implementing the campaign were the media agencies Universal McCann and plan.net, as well as the online agency For Sale Digital.

About Media Markt

Media Markt is Europe's Number One electrical goods retailer. The success enjoyed by the company, which was founded in 1979 and is housed under the roof of Media-

Saturn-Holding GmbH, is based on a unique selection of low-priced brand-name products, competent staff, excellent service, a distinctive advertising presence and a decentralized organizational structure. Each general manager is a shareholder in his own store and is thus responsible for the products offered, as well as for pricing, personnel and marketing. At present, Media Markt has 241 stores in Germany and 636 stores in 15 European and Asian countries.

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