

“Soo! muss Technik”: The consumer electronics chain Saturn launches into the holiday shopping season with a new advertising campaign

Ingolstadt, 4 December 2011: On Saturday, 3 December 2011, Saturn unveiled its new advertising slogan, “Soo! muss Technik”, which is part of a large-scale advertising campaign. “The campaign clearly highlights Saturn’s two key strengths: a passion for and competence in technology”, explains Carsten Strese, Managing Director of Saturn Management GmbH. In a move that develops its brand environment further, the company presents its new advertising message in humorous TV and radio spots as well as in print ads, outdoor advertising, online and at the point of sale.

Having celebrated its 50th anniversary in 2011 and successfully implemented its multichannel concept with the launch of its online shop, Saturn is now also using the campaign to relaunch its marketing strategy. With its self-confident claim “Soo! muss Technik”, Saturn is moving a fascination for technological innovation to the forefront of its advertising message to a greater degree. “Our customers buy electronic products primarily because they love technology”, says Carsten Strese. “Saturn is synonymous with state-of-the-art technology. In our stores and in the online shop, we offer a wide range of brand names and offerings, an attractive information platform and specialist advisors who are familiar with the products, who are able to explain them in a way that is easy to understand and who are fascinated by the products themselves.”

A key component of the advertising campaign will be a series of humorous TV spots. The first spot, for example, plays with scenes from the classic movie “Ben Hur”. In this spot, a sequence in which a technologically more advanced rocket-propelled vehicle accelerates to a high speed has been incorporated into the well-known chariot

race. Saturn thus highlights the advantages of technological progress with plenty of humor under the campaign motto “Weil neue Technik besser ist! [“Because new technology is better!”].

The “Soo! muss Technik” campaign not only involves TV spots but also radio spots, print ads, outdoor advertising, as well as advertising online and at the point of sale. In addition, references to the new online shop www.saturn.de will be incorporated in all the marketing measures. In the course of implementing its multichannel concept, the company has also adapted its communications strategy accordingly and is conducting a more active dialog with the customer via social media such as its own Facebook profile and the Saturn YouTube channel. In addition to online and performance marketing activities, Saturn also recently launched the cross-media customer magazine “Turn On” together with a corresponding iPad app.

The new advertising campaign was once again developed and implemented by the creative agency Scholz&Friends in Berlin. Partizan GmbH, Berlin, was responsible for production of the TV spots. The agency Mediaplus in Munich is responsible for media planning.

About Saturn

Founded in 1961, the company has been housed under the roof of Media-Saturn-Holding GmbH - Europe’s leading consumer electronics retailer - as an independently operating company since 1990. At present, Saturn has [number] stores in [country] and [number] stores in 12 European countries. Saturn stores are characterized by their city-center location, a comprehensive range of up to 100,000 electronic articles, an extensive sales area covering up to 18,000 square meters, a competent sales staff, excellent service and consistently low prices. In Germany, Saturn has built on the strengths of its bricks-and-mortar business by launching an online shop. This multichannel strategy allows Saturn customers to combine the advantages of online shopping with the shopping experience and service provided at their local store as they see fit.

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