

MediaMarktSaturn Retail Group

» Corporate News: Christmas Campaign // Ingolstadt, December 13, 2021

“Christmas made for me”

MediaMarktSaturn makes Christmas wishes come true in its new brand campaign

» The MediaMarktSaturn Retail Group (MMSRG) is launching a new, uniform 360-degree Christmas campaign across Europe. Under the slogan "Christmas made for me", the MediaMarkt brand presents itself in an entertaining and humorous way as the perfect gift provider that always finds the right solution for its customers. Following the successful launch in December 2020 and the broad-based service campaign in October of this year, the Christmas spots are the third part of MediaMarkt's international "Made for me" campaign.

Santa Claus and his Christmas elves are very busy. In the commercials for MediaMarktSaturn's Christmas campaign, they are therefore working very hard to fulfill even the most demanding wishes, get presents at the last minute, and deliver them on time for the festive season - with success: thanks to the wide range of attractive electronic products, the competent and helpful specialist advisers, and the numerous services, everyone will find the perfect Christmas presents on time at MediaMarkt. Even Santa Claus and his elves.

Experience technology firsthand

"According to our brand claim 'Made for me', the spots in our Christmas campaign once again emphasize what makes us so special and what customers can expect from us," explains Giuseppe Cunetta, Chief Marketing & Digital Officer (CMDO) of MediaMarktSaturn Retail Group. "With us, you can not only buy technology, but also experience it firsthand and try it out right away. In addition, we are using our campaign to highlight our services - from personal advice to Click & Collect and our Ready-to-go service. It was important to us, especially at this time, to find the right mood and convince people of us and our offers with ease and joy."

MediaMarktSaturn's new Christmas campaign is the third edition of the "Made for me" campaign, which was developed by the Italian agency Armando Testa and focuses on the

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customer in an extraordinary way. In addition to Germany, the campaign will also be seen in Poland, Portugal, Spain, Italy, Belgium, the Netherlands and Switzerland.

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. With its portfolio of formats and brands, MediaMarktSaturn responds flexibly to the needs of different customer groups and countries. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,000 stationary stores in 13 European countries with online sales platforms. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 53,000 people and is majority-owned by CECONOMY AG.

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