

8 to 14 May 2019

## **MediaMarkt gives away mydays experience vouchers in time for Mother's Day**

Ingolstadt, 08.05.2019: Mother's Day, which in many countries is held on the second Sunday in May, is a red-letter day for families. It's on this day that daughters, sons, and of course fathers honour the most important person in their lives: Mum! It usually involves a present of some sort, and especially when children are in their teenage years or have grown up and left home, it's an opportunity to spend time together again. And this is precisely what the campaign taking place from 8 to 14 May both at MediaMarkt's 275 stores in Germany and in its online shop is aiming at. Throughout this period, all customers spending €50 or more will receive a free mydays experience voucher as a contribution to an exceptional Mother's Day gift.



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Under the slogan “Shop for some time together”, MediaMarkt is inviting customers to choose a very special gift for Mother’s Day by offering them an experience voucher – and this is where campaign partner mydays comes in. The company specializes in providing original experiences such as city breaks or spa days to give to your nearest and dearest – or even yourself! mydays has great gift ideas in its programme for Mother’s Day, too, ranging from massage for power mummies and cake-making courses for domestic goddesses to balloon flights for intrepid mums! Experience vouchers received from MediaMarkt can be redeemed when booking a mydays experience.

#### **Vouchers from €20 to €100**

The amount of the experience voucher depends on the amount spent. Purchases of €50 and above qualify for a €20 voucher. Spend at least €100 and the value of the voucher rises to €25. Customers spending €300 or more will receive a €30 contribution to a mydays experience, while those spending at least €500 will receive a €50 voucher. The biggest voucher is for €100, awarded to those who spend €1,000 or more. This promotion applies to almost all products in MediaMarkt’s product range.

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#### **About MediaMarkt**

MediaMarkt, Germany’s and Europe’s number one consumer electronics retailer, was founded in 1979, and is nowadays managed as an independent retail brand under the auspices of the MediaMarktSaturn Retail Group. The company currently operates 275 stores in Germany and employs more than 15,000 people. All in all, the over 850 MediaMarkt stores in 13 countries throughout Europe have a total headcount of approximately 45,000. MediaMarkt consistently applies its brand core ‘Pleasure’ to its product range, pricing, customer advice and services. Its declared aim is to make MediaMarkt the most pleasurable place for consumer electronics – anytime and anywhere. In addition to a constantly up-to-date range of brand-name items at permanently low prices, its successful concept includes personal advice and a comprehensive portfolio of services. MediaMarkt has positioned itself as a successful multichannel provider and thus combines the advantages of physical and online retail under a trusted brand.

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