



Press Release

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Pop star Ricardo is back – in OTTO's new online marketing campaign

Over 16 million views, 85,000 comments and almost 30,000 shares – that's the outcome of OTTO's initial 'Extreme Testers' campaign. On the heels of this phenomenal success, the online retailer is releasing four new social media ads in collaboration with Jung von Matt/Saga. Absolutely unique protagonists test the online retailer's products in their own special way – and much-loved [pop star Ricardo](#) is back for an encore.

When a hyperactive female influencer, two singers madly in love with each other, a muscle-bound bodybuilding couple and a conspiracy theorist with an aluminium hat meet OTTO's Customer Service staff, you can bet things are going to get weird! As part of the 'Germany tests OTTO' sales campaign, in absurd situations these off-the-wall characters start to put selected products from the otto.de assortment to the test.

'Hand in Hand in Wonderland' – pop star Ricardo presents his latest hit Ricardo, the beloved protagonist of last year's 'Extreme Testers' campaign, is making his TV comeback. This time, however, the pop star is not alone: Ricardo welcomes a lady visitor, Rosi, and livens up the proceedings with his new smart TV delivered by OTTO. He also presents his latest single, 'Hand in Hand in Wonderland'. Soon his fans will be able to find the corresponding video on his [homepage](#).

Otto (GmbH & Co KG) • Corporate Communications • Werner-Otto-Straße 1-7 • D-22179 Hamburg
Tel. +49 (0)40 64 61 8732 • Fax +49 (0)40 6464 8732

local court of Hamburg, HR A 62 024, General Partner: Verwaltungsgesellschaft Otto mbH, Hamburg, local court of Hamburg, HR B 13 762 represented by: Alexander Birken (Chairman) • Dr Rainer Hillebrand (Vice Chairman) • Dr Marcus Ackermann • Neela Montgomery • Petra Scharner-Wolff • Hanjo Schneider • Dr Winfried Zimmermann

Members of the OTTO Management Board: Marc Opelt (Spokesman) • Dr Michael Heller (Deputy Spokesman) • Dr Michael Müller-Wünsch • Katy Roewer (special proxy holders)

Supervisory Board: Dr Michael Otto (Chairman)

Four ads, one goal – creating entertaining, digital storytelling

The four ads are cornerstones of the online retailer's latest online marketing campaign. By sticking to a consistent storytelling thread and utilising awareness and performance elements, OTTO combines display advertising with social media. With the aid of all available digital touchpoints, the campaign's goal is to increase the revenue from the advertised products and assortments, and place the OTTO brand more strongly in a younger target group's relevant set.

"Our campaign, with its extreme testers Ricardo, Eugen and Irmgard, has proven emphatically that online advertising can be entertaining and therefore hit the right nerve with users. We are looking forward to continuing the campaign with Jung von Matt/Saga and seeing Ricardo and the other protagonists again", says Carolin von Karstedt, Head of Online Marketing for Display Advertising, Affiliate Marketing, Social Media and New Channel Marketing at OTTO.

Check out the campaign clips already released:

- Influencer Babsi tests OTTO:
<https://www.youtube.com/watch?v=XzirRZQuepc&t=1s>
- Pop star Ricardo tests OTTO:
<https://www.youtube.com/watch?v=TNLHusiMf1w>

All the information on the second 'Extreme Testers' campaign:

- **Format:** four consecutive 'awareness flights' with four films, accompanied by attention-grabbing social media and display-advertising measures
- **Time period:** four flights every two weeks
 - Influencer Babsi tests OTTO: 06.03. to 19.03.2017
 - Pop star Ricardo tests OTTO: 20.03. to 02.04.2017
 - Bodybuilders Olli and Doreen test OTTO: 17.04. to 30.04.2017
 - Conspiracy theorist Dennis tests OTTO: 02.05. to 14.05.2017
- **Concept:** Jung von Matt/Saga
- **Production:** BIGFISH Filmproduktion GmbH
- **Director:** Micky Suelzer

Overview of the first Extreme Testers campaign results:

- **Impressive tally of views & shares:** in total, the three films have notched up over 16 million views, 108,000 reactions, 85,000 comments and almost 30,000 shares
- **Growing brand popularity:** on average, the entire campaign raised the brand's popularity by 21 per cent and brand interest by 42 per cent
- **Ricardo, the viral pop star:** narcissistic pop star Ricardo in particular developed such a large fan base that in addition to his song, 'Weißer Stern von Alcunar', a matching [official music video](#) as well [his own website](#) were also published.
- After his song was released on [iTunes](#) and [Spotify](#), the hit held on at no. 2 on the Spotify Viral Charts in Germany for several weeks
- In addition, Ricardo appeared in reports on two TV stations, RTL and Sat.1, as well as in the daily German newspaper 'BILD-Zeitung'.

For further information please visit www.otto.de/unternehmen/en.

Press Contact:

Frank Surholt, +49 40 64 61-8065, frank.surholt@otto.de

Nick Marten, +49 40 6461-4336, nick.marten@otto.de