



Press Release

Hamburg, 16 November 2017

New OTTO Campaign: ‘Gemeinsam wird’s Weihnachten’ / ‘Christmas is togetherness’

17 November marks the launch of a three-minute online film that focuses on people coming closer and being together, to get viewers in the Christmas spirit. The full-length story can be viewed on the otto.de/gemeinsam microsite.

Wrapping up gifts, the smell of freshly-baked biscuits, and decorating the Christmas tree together are just a few of the special moments in the run-up to Christmas. But the most precious time at Christmas is when people come together, irrespective of where or in which situation they find themselves – and the OTTO Christmas film takes this fundamental theme further. High in the Bolivian Andes, a bus journey comes to an abrupt halt as a landslide blocks the road ahead. There is no help in sight, and it begins to dawn on the passengers that this year they won’t be spending Christmas at home with their loved ones but with complete strangers. This marks an emotional turning-point in the film and emphasises what Christmas is really all about. Inspired by a little girl who begins singing ‘Feliz Navidad’ (‘Merry Christmas’), the passengers come closer to one another: they light candles, share their food and experience the unique spirit of Christmas – ‘Christmas is togetherness’.

“Young and old, friends and strangers – Christmas brings us all closer together. With our campaign we want to show that the heart of the Christmas spirit is about coming together, being together and standing up for each other. We want our film to remind people of these values, which are more important today than ever before, and with this to help get them in the Christmas spirit”, explains [Marc Opelt](#), Member of the OTTO Management Board, Marketing, and Spokesman for the online retailer.

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 • Petra Scharner-Wolff • Hanjo Schneider

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)

The online film can be viewed at otto.de/gemeinsam. A 30-second TV ad is set to run from 21 November on all high-reach private TV channels in Germany, with the aim of arousing viewers' curiosity about the complete online film. The film will also be advertised via a range of digital measures, which especially include the social networks. The online retailer OTTO has designed a highly varied package of measures to flank the film on the campaign microsite: for instance, the Christmas song 'Feliz Navidad' ('Happy Christmas') re-recorded by MOKOH Music for this campaign can be downloaded here free of charge. A particular highlight is that there are 50,000 postcards showing stills from the film available for users to send cost-free to friends and relatives via the microsite. Linking in with the film's story, the microsite also offers insights into Bolivian Christmas traditions.

All the facts on the Christmas film at a glance:

- Online film (3'10")
- TV ad (30")
- Campaign period: 17 November – 25 December 2017
- Concept: HEIMAT, Berlin
- Production: BIGFISH, Berlin & RSA Films, London
- Directed by: Danile Mulloy, one of the world's most in-demand short-film directors
- Postproduction: The Mill, London
- Set photographer: Francisco Odriozola
- Sound design: Studio Funk Berlin
- Music: 'Feliz Navidad' (1979, by José Feliciano), re-recorded for the OTTO Christmas campaign by MOKOH Music, Berlin.

Further information is available on the Internet at: www.otto.de/unternehmen/en.

Press Contacts

Frank Surholt: +49 (0)40 6461-8065 / frank.surholt@otto.de

Michael Strothoff: +49 (0)40 6461-3777 / michael.strothoff@otto.de