



Press Release

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All the colours of the rainbow – OTTO's new branding campaign

With more products and more brands as well as fresh assortments and services, OTTO's further development from online retailer to platform is moving full speed ahead. For the first time the company is also approaching this topic in a marketing campaign. The colourful, highly varied assortment and the matching services take centre stage in the new TV ads, always under the new campaign slogan "That – is OTTO!"

They fly across the screen, swing to and fro, are twisted sideways, lifted up, and placed centre-stage in spotlights and dry ice. Everyone's talking about the stars of the new OTTO campaign! During the campaign shoot these stars worked very humbly, giving their all at the mere touch of a button. In fact, over twenty of our advertising heroes – sofas, hairdryers, sneakers, fridges, record-players, dresses, and electric guitars – are cleverly staged using a rainbow slide, lucky pig and all kinds of imaginative props to make a colourful selection at otto.de in the truest sense. With its new branding campaign, in two TV ads OTTO shows just what happy moments an order at otto.de brings.

"The campaign stands for our claim to enthuse customers in future as an even bigger shopping platform with a broad assortment and range of services. Our selection is colourful, but in no way haphazard – quite the opposite, as we will be tailoring otto.de to our customers' needs in future too", says Marc Opelt, Member of the OTTO Management Board, Marketing, and Board Spokesman.

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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 • Kay Schiebur • Sven Seidel

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: Prof Dr Michael Otto (Chairman)

After a colourful revue starring a fridge, dishwasher and washing machine, the second campaign ad leads up to a memorable punch-line: “That... is the Connection Service.” OTTO delivers these large appliances right to the customer’s preferred position in the home, and if desired will also connect them – free of charge. As one of OTTO’s most-loved services, the Connection Service takes centre-stage in a major branding campaign for the first time.

“With this we want to show how we differentiate ourselves from other providers in the German e-commerce sector. Tailored services, free product advice as well as personal, rapid contact with OTTO – all these are vital elements in the DNA of the OTTO platform”, says Marc Opelt.

In the two campaign ads OTTO showcases 25 articles altogether, including products by well-known brands including adidas, Gorenje, smeg, Sony, Festina and Fjällräven. These products represent a choice selection of the over 2.8 million articles and 6,000 brands in the Fashion, Home & Living and Multimedia & Consumer Electronics assortments that customers can currently purchase at otto.de.

Besides the TV ads, the overall campaign comprises a comprehensive digital campaign and will be extended via all OTTO channels. Customers will also find the extraordinary colour-blocking style at otto.de during the campaign period in the Inspiration area.

The key campaign facts at a glance:

- **Formats:** two TV ads (20 sec.), addressable TV, OLV, bumper, display, etc.
- **Campaign period:** 08.05. - 16.06.; ‘Summer Flight’ from approx. 24.07. - 06.08.
- **Conception:** HEIMAT, Berlin
- **Production:** Bubbles Film / Hamburg
- **Director:** Wolf & Lamm / Berlin
- **Campaign insight:** Digital shopping needs to be fun – and the experience has to be celebrated. These moments of happiness are created through article selection, customer-advice tools, brands, services and inspirational content!

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

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