

Saturn's Easter campaign: A bunny visits Cooper's Bar

Ingolstadt, 23.03.2010: The Saturn consumer electronics chain is launching into spring with a new Easter advertising campaign. As from 24 March, patrons of Cooper's Bar will be receiving a visit from a real live bunny, played by Janine Habeck, a model and Playmate of the Year 2004. As always, the barkeeper, played by rock legend Alice Cooper, has everything under control. The Easter advertising campaign comprises TV and radio ads, printed advertising, posters, an online presence and POS material.

The gestures and facial expressions of the aliens have been refined even further. Looking astounded, laughing – expressions like these are made possible by built-in motors that can be used to remotely control the figures' sophisticated facial expressions. The alien characters were created specifically for Saturn and are technologically highly developed. Under the masks and costumes, real actors play the aliens.

The new Easter ad centers around a one-eyed alien, one of the extraterrestrial regulars at Cooper's Bar. The alien is excited because it would seem that the beautiful bunny in the bunny costume at the bar is waiting for him. But who can trust his eyes out there in outer space – just as he plucks up his courage and speaks to the unknown beauty, she shows her true colors and turns into another alien, also familiar from the previous campaign. As always, Alice Cooper keeps his cool and comments with the remark "It's all a question of technology!".

Saturn once again hired the creative agency Scholz & Friends to develop and implement the Easter advertising campaign. The

company Markenfilm Berlin was responsible for production, and Markus Walter was the director. The media agency for the TV campaign is Mediaplus, Munich.

About Saturn

Saturn stores are characterized by their city-center location, a comprehensive range of up to 100,000 articles, an extensive sales area covering up to 18,000 square meters, a competent sales staff, excellent service and consistently low prices. Founded in 1961, the company has been housed under the roof of Media-Saturn-Holding GmbH as an independently operating company since 1990. In 2009, the company reported revenues of 3.1 billion euros in Germany. At present, Saturn has 140 stores in Germany and 242 stores in 13 European countries.

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