

Saturn in World Cup fever: The consumer electronics chain launches a football-oriented advertising campaign in anticipation of the World Cup

Ingolstadt, 28.05.2010: The consumer electronics chain Saturn is launching new TV ads in celebration of the FIFA World Cup 2010 in South Africa. As from 29 May, football fans of various nationalities will be romping about in Alice Cooper's bar in outer space, and the rock legend and his alien regulars will gently poke fun at them. The World Cup-oriented advertising campaign will also include radio ads, printed advertising, posters, an online presence and POS material.

Alice Cooper has been Saturn's new advertising figurehead since the end of 2009, and now the focus of interest at his bar in outer space is the World Cup. As fans of opposing teams, the football fans of different nationalities are naturally greeted by the alien regulars at the bar with cool quips before being sent back off into outer space through a hatch in the floor. A total of four different TV ads have been produced which play humorously with stereotypes about Italian, British, Brazilian and Dutch football fans. For Alice Cooper, as cool-headed as ever, "It's all a question of technology!". The campaign slogan "Voll drin!" and the three aliens dressed up as fans of the German team are also part of the advertising at all the Saturn stores throughout Germany, and the printed advertising, the Internet ads and the radio ads.

Saturn once again hired the creative agency Scholz & Friends to develop and implement the World Cup-oriented advertising campaign. The company Markenfilm, Berlin, was responsible for production. The media agency for the TV campaign is Mediaplus, Munich. The radio ads were produced by Hastings Audio Network in Hamburg.

About Saturn

Saturn stores are characterized by their city-center location, a comprehensive range of up to 100,000 electronic 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 - Europe's leading consumer electronics retailer - as an independently operating company since 1990. At present, Saturn has 142 stores in Germany and 251 stores in 13 European countries.

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