

Corporate News

"Driving Home to Fix this": MediaMarktSaturn enables more time together at Christmas

With its new international Christmas ad, MediaMarktSaturn once again focuses on the topic of mindfulness and advocates using its product and service offerings to spend more of your precious time with your loved ones over the holidays.

Ingolstadt, 23 November 2023

We've all been there: you're visiting family over the holidays and instead of spending time with them, you have to set up and calibrate various devices. MediaMarktSaturn's new 60-seconds commercial for Christmas shows that solving technical problems can take a lot of time. Time that should rather be spent together and can now be reclaimed thanks to MediaMarktSaturn's versatile services. The spot is accompanied by a reinterpretation of the Christmas classic "Driving Home for Christmas" and can be seen on TV, in cinemas and online in Germany from November 30, 2023. Special forms of advertising are also planned, such as contextual placement on the radio directly after the song.



The spot focuses on a young woman who travels to visit her family over the festive period. Instead of spending valuable time with them, she has to solve various technical problems for her parents or grandparents. This or something similar is the situation in many households during the holidays. With its new campaign for the 2023 Christmas season, MediaMarktSaturn is focusing on its wide range of products and services for customers.

To further emphasize this message, MediaMarktSaturn has transformed Chris Rea's song "Driving Home for Christmas" into "Driving Home to Fix this". The popular Christmas classic, which focuses on the anticipation of spending time with your favorite people, now takes on a whole new meaning and underlines the message perfectly: "With the new campaign, we are taking the theme of mindfulness, which was already our focus on Valentine's Day, one step further: the last few years in particular have shown us that time together is the best gift of all. With our wide range of products and matching services, we are giving our customers back exactly this time and taking care of all their technical needs in the meantime - in line with our new Experience Electronics strategy," explains Michael Schuld, Chief Commercial & Marketing Officer of the MediaMarktSaturn Retail Group.

The campaign is designed according to a 360-degree approach and is supplemented with 15-second spots for TV and online, which show which products, gifts and matching services shoppers can benefit from during the Christmas season and beyond. For example, anyone who doesn't want to worry about how to transfer data and set up their smartphone when buying a new one can save a lot of time and stress with MediaMarktSaturn's Get Started service. MediaMarktSaturn takes care of the initial set-up, function checks, installation of a Google or iOS account and the latest updates for the new smartphone.

Customers in Germany also benefit from an extended exchange right until December 31, 2023 for all products purchased between November 23, 2023 and December 16, 2023.

Those who want to get their presents even faster can use Click & Collect. With this service, products ordered at www.mediamarkt.de and www.saturn.de can be collected from your local store within 30 minutes if they are directly available in the selected store.

The video can be viewed here: <https://youtu.be/84UUFvjFtY>



About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. As part of its strategic realignment, the company is now redefining this category: MediaMarktSaturn is using the term "Experience Electronics" to describe its repositioning and, at the same time, the range of services it offers its customers. With its portfolio of formats and brands, the electronics retailer is focusing on customer experience and personal advice. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,000 stationary stores in 1 European countries with online sales platforms, claiming market position 1 or 2 in eight European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 50,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around EUR 21.8 billion in fiscal year 2021/22, with online sales accounting for around a quarter of this figure. With 2.2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. For more information, visit www.mediamarktsaturn.com. (Data as of 30 September 2022, data for financial year 2022/23 will follow on 18 December 2023)

Susanne Killian

Corporate Communications

MediaMarktSaturn Retail Group

Phone: +49 (0)151 42256166

corporate-communications@mediamarktsaturn.com

www.mediamarktsaturn.com