

Corporate News

New campaign for the biggest shopping season of the year: MediaMarktSaturn puts all the signs on colorful for Black Friday

With its "Colorful Weeks," MediaMarktSaturn is bringing color into the dreary season. The new, international retail campaign combines the central shopping experience with attractive tech offers. Online, on TV, at POS and social media, the colorful campaign is characterized by dynamism and joie de vivre, thus continuing the campaign platform Let's Go! perfectly. The stars of the campaign are the company's employees themselves.

Ingolstadt, 30 October 2023

Colorful instead of monotonously black: Just in time for what is traditionally the darkest advertising period of the year, MediaMarktSaturn is taking a colorful approach with its new, international campaign. From October 30th to December 4th, the "Colorful Weeks" will offer a welcome contrast to the otherwise rather drab color scheme of the Black Friday campaigns. The idea behind it: In the dark days leading up to the Christmas season, MediaMarkt and Saturn stores and the online shops offer a colorful alternative and a positive setting for a month full of top deals.



The annual Black Friday is one of the strongest sales days of the year in the retail sector. This is also the case at MediaMarktSaturn. But this year everything is different. With the "Colorful Weeks," Europe's market-leading electronics retailer is offering numerous deals for five weeks in its online stores and around 400 MediaMarkt and Saturn stores in Germany. And it's deliberately colorful: "In the otherwise dreary, black-tinged month of November, it seemed only logical to us to provide a strong counter-impulse here that reaches our customers emotionally and puts them in a positive mood," says Michael Schuld, Chief Commercial & Marketing Officer of the MediaMarktSaturn Retail Group.

From October 30th until the end of "Cyber Week" on December 4, the "Colorful Weeks" will take place. The colorful promotion weeks kick off with a host of attractive offers. This will be followed in quick succession by Singles Day, Black Week and the famous Black Friday on November 24th. As a new finale to the hottest deal weeks of the year, "Cyber Week" will start in Germany on November 27th and end on December 4th. The campaign idea comes from the creative agency Saatchi&Saatchi, which has already been responsible for the campaign platform Let's Go! created last year since its launch. The overarching campaign strategy is based on the company's new brand statement and strategic realignment, which focuses not only on the product range, but also on the customer experience at all touchpoints, a wide range of services and personal advice.

"Colorful Weeks" - nothing is more authentic than the own team!

What's special about this year's campaign? The star is the team! MediaMarktSaturn is putting its own employees in the spotlight. They were able to apply with creative photos and videos via a casting platform for all countries in which the company is active. The aim was to create a mix that was as representative as possible across all countries. The turnout was overwhelming: In the end, 40 colleagues were invited to the campaign shoot. Here, over 350 motifs and ten moving image sequences were created for online, TV and social media.

"Basically, the own team brings the most authenticity and credibility to a retail campaign," says Michael Schuld. "The joy in our work and the passion for the company is palpable in every frame created - this joie de vivre and dynamism simply leap over. I'm very proud of this great team, whose personal commitment has made this campaign something special."



Find more press pictures here: [New campaign for the biggest shopping season of the year: MediaMarktSaturn puts all the signs on colorful for Black Friday | MediaMarktSaturn](#)

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 12 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)

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