



PRESS RELEASE
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MOCCU MAKES L'ORÉAL MORE BEAUTIFUL – AND REINVENTS ITSELF

THE BERLIN-BASED INTERACTIVE AGENCY DESIGNED THE NEW INTRANET OF THE COSMETICS COMPANY

No need to say that the intranet for L'Oréal Germany has to be beautiful. The company has been using the new in-house communication tool as platform for multiple locations since the beginning of the year, but it is much more than that:

"Moccu has absolutely met our high standards for quality, functionality and esthetics during the production of our German intranet. The timing and the development process were perfect so that we were able to launch our new platform on time." Monika Riemke, Director Corporate Communications L'Oréal Deutschland

The website picks up the visual of the L'Oréal spokeswomen and transfers the enthusiasm for the brand with classic beauty into the online world: Apart from the extensive editorial system – clearly arranged with a color-coded navigation – there are numerous features that were specifically designed to meet the needs of the staff. They range from up-to-date staff news, a phone index, glossary and conference room planner to the daily menu and weather. The intranet can be updated with a flexible CMS system that optimizes the workflow and saves a lot of time.

Much has happened at Moccu, too: The award-winning online representation of the interactive agency has changed entirely. A new corporate design has evolved from the inventive Moccu website. Instead of playful visuals you will find sumptuous image worlds with a user-friendly navigation.

"Our new self image might appear to be more grown up", says Moccu-Creative Director Jens Schmidt. "We have reconsidered a lot of things and it has been clear all along: The digital development – and our own is part of this – lives from trying out, innovating and changing ways of interactivity."

The virtual mascot Mick might have to face retirement, which means the user gets a clearly structured site that provides room for ideas and stands out both visually and contentwise. Orange, white and dark grey – the colors of the new corporate design are simple and appealing, and the logo is simply: M.

Moccu is an interactive creative agency based in Berlin with an office in Vienna. Since 2000 Moccu has planned, designed and produced interactive communication of visual and technical excellence. References include communication solutions, brand experiences and websites for companies like Volkswagen, Canon, Vodafone and the WWF.

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