



PRESS RELEASE
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MOCCU LAUNCHES GARNIER'S HAIR STUDIO

Superstar! A dream can become true: Starting immediately professional hairstylist Sina Velke reveals tips and tricks of the superstars at www.garnier.de/haarstudio. What do current trends and looks focus on? What's new in hairstyling? What must I consider in terms of hair care and coloration? The user will be able to benefit exclusively from Garnier's 29-year-old expert and her international experience when she informs of the variety of products.

Garnier's Hair Studio was launched at the same time when the current 'Deutschland sucht den Superstar' TV-series was broadcast. Here Sina Velke expertly styles the stars of tomorrow.

José Fornés Pérez, Marketing Director Garnier: "We are very happy with the internet appearance. It perfectly matches our master campaign and it will allow for a 360-degree communication range with the internet as a central CRM media."

As Garnier's creative online lead agency in Germany, Moccu has created – along with the website – a new channel on rtl.de, a banner campaign and several newsletters.

Further videos for the online campaign of Garnier's Hair Studio are now being produced and their content is continuously expanded.

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, Dior, L'Oréal, Vodafone and the WWF.

www.garnier.de/haarstudio

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