



PRESS RELEASE
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FEEL THE SHINE

THE BERLIN-BASED INTERACTIVE AGENCY MOCCU MAKES GARNIER BANNER ADS SHINE

At first you will not even see the new Garnier shampoo „Fructis Blond Care Highlights“: The supporting online campaign for the launch of the new product line plays with the curiosity of the user. “Feel the shine” animates in and the user moves his mouse over gorgeous blonde hair. A glitter and shine moves over the silky hair in a smooth animation. Only now the product appears and the user is asked to “Click and win” – in the competition.

The Garnier product line for blonde hair is not the first successful banner campaign in the five year cooperation between Moccu and Garnier. Innovation Ultra Lift Pro X, Ambre Solaire, Beautylive, Garnier Hautklar, Garnier Nahrologie – those are just a few names of campaigns with click rates up to 16% which stood out thanks to Moccu.

Moccu produced the current banner in six different formats introducing the new Garnier hair care product on large target group-oriented websites like Gala.de, Spiegel.de and Glamour.de.

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, L'Oréal, Vodafone and the WWF.

MORE INFORMATION:

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