



**PRESS RELEASE**  
**BERLIN, NOVEMBER 2009**

## ONLINE NUT IS CRACKED BY WONDERFUL PISTACHIOS®

The worldwide biggest Pistachios provider commissions Berlin agency with conception, campaign and website regarding to brand introduction in Germany.

The digital creative media agency Moccu, which is based in Berlin, is preparing the official brand introduction of Wonderful Pistachios® in Germany with a creative concept. Paramount Farms, the biggest Pistachios provider of the USA, started its product offensive to the German market with a launch of the brand website and an extensive online advertising campaign. The TV-Spots, that started yesterday, as well as diverse activities at the POS, are referring to the website, which thus moves into the centre of the brand introduction.

The question "How do you crack nuts?" is encouraging users to upload videos and pictures onto the website. A star prize of a one-week-trip to California, which is the home country of Wonderful Pistachios, awaits the winner. The whole concept is supplemented through a PR-campaign of the Hamburg agency Industrie-Contact, which also did a successful testing phase of Wonderful Pistachios® in Germany last year.

Key element of the launch: The website

Within a few weeks the Berlin online specialists of Moccu staged the challenging brand website based on the concept of Art Director Henrik Lehtikangas.

At first glance flash and video elements are dominating, but Moccu utilized more competencies. The complete package is topped off amongst others through search engines optimisation and a detailed Post-click-tracking for the campaign.

Online campaign puts product experience in focus

Key element of the campaign - and therefore the website - is the question (How do you crack nuts?) which is requesting to turn in funny videos and pictures of cracking pistachios, to rate them or to share them via E-Mail, Twitter or Facebook. The product is thereby in the centre of attention. Björn Zaske, executive of Moccu, about the brand experience: "The campaigns turns the the opening of the pistachios into something very special. The user should experience this due to his active participation."



Only few weeks from project start to launch

For their new brand introduction Paramount Farms trusted in the expertise of the Berlin agency, which pitched successfully against other competitors. Kristof Vlaeminck, European Marketing Manager, is greatly pleased with the preliminary result. On that account, one cause might be the reasonable amount of time needed for the realisation. The Moccu team received did not receive the acceptance of the project before the beginning of October.

You can find the new brand website of Wonderful Pistachios® online [www.wie-knackst-du-die-nuss.de](http://www.wie-knackst-du-die-nuss.de).

Capable print material is available on enquiry. Specimen copy as requested.

**MORE INFORMATION:**

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**ABOUT MOCCU:**

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.