



PRESS RELEASE

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STUNNING ONLINE CAMPAIGN FOR GARNIER

THE ONLINE CAMPAIGN FOR THE NEW PRODUCT LINE NUTRISSE BLOND WAS AN OUTSTANDING SUCCESS. IT WAS DEVELOPED BY BERLIN-BASED MULTIMEDIA AGENCY MOCCU.

60 percent increase in traffic on the Garnier website: These numbers illustrate just how many users were interested in the perfect Garnier blonde look in the last weeks. Garnier Nutrisse Blond is the new haircolor creme for which Moccu developed and produced an online campaign with TV-presenter Susann Atwell.

Testing the new Garnier product line was simple, but impressive: Users could upload their photo online – the picture immediately appeared in the product packaging and in a personal internet spot. You could also send the spot to your friends. The site was presented by Susann Atwell who was previously filmed in a bluebox and integrated into the storyline of the website.

Apart from the microsite Moccu developed several advertorials, banner ads and a newsletter for Garnier to launch the new product line Nutrisse Blond.

For five years Moccu and Garnier have been working on successful campaigns together. Innovation Ultra Lift Pro X, Ambre Solaire, Beautylive, Garnier Hautklar, Garnier Nahrologie – those are just a few names of campaigns with high click rates which stood out thanks to 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.

www.nutrisseblond.de

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