

The Enablers from Einhell – now on TV

***Einhell launches international TV campaign with
cooperation partner BMW i Motorsport***

Landau an der Isar, April 11, 2019 – Tool and garden equipment manufacturer Einhell is launching an international image campaign on April 15, 2019 under the motto “Working together to make everything possible.” The main elements are two new TV commercials that will be broadcast from next Monday in Germany, Switzerland and Austria. These will focus on the Power X-Change rechargeable power pack platform from Einhell, which provides customers with the freedom of cordless operation in the workshop and in the garden.

The mission: “freedom of cordless operation”

“After an effective TV campaign in Austria and successfully establishing the Enablers as Einhell testimonials, the obvious next step for us was to build on these successes with an international advertising campaign,” explains Andreas Kroiss, Chairman of the Board of Directors at Einhell Germany AG.

The so-called “Enablers”, sports reporter Anna Kraft and actor André Schubert, will be pursuing their mission to help share the message about the “freedom of cordless operation for everyone” with as many people as possible once again in this new, high-reach campaign. Two TV commercials have been produced on this basis in collaboration with the Munich-based agency Pearls-Group GmbH and cooperation partner BMW i Motorsport.

Nighttime at BMW Welt

The first spot was shot at BMW Welt, a unique location in Munich, and focuses on the partnership with BMW i Motorsport. The Einhell Enablers Anna and André assist the BMW i Motorsport Team with all kinds of tasks relating to their Formula E racing car BMW iFE.18. Alongside two technicians, works driver António Félix da Costa also plays a leading role in the spot. Together, they demonstrate the versatility of the Power X-Change rechargeable battery system and the advantages offered by the freedom of cordless tools. At the same time, the commercial attempts to transfer core images from the world of Formula E motor racing to the world of tools: technology, power, performance and passion.

“These keywords are also central elements of our brand positioning. With our tools, we aim to provide our customers with the freedom – i.e. the power and performance – to enable

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BMW i Motorsport
Official Main Partner



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them to fulfill their ideas and the projects they pursue with passion,” explains Marketing Director Uwe Glöckner.

The second spot also looks at Einhell's Power X-Change platform. Rapid scene changes and fast battery changes underline the brand slogan “1 battery pack – 1,000 possibilities” and emphasize the versatile application options for the rechargeable battery platform, which now includes more than 100 devices for the workshop, home and garden. Both spots also include various attractive product offerings, such as the compact cordless compressor Pressito.

Multi-channel strategy

The TV campaign for Germany, Austria and Switzerland has been split into spring and autumn runs and will be broadcast on a wide range of different stations with a high prime time share. In addition, the campaign will also be extended with attention-grabbing POS activities, PR and online marketing measures throughout the year. The goal of the multi-channel campaign is to bolster brand awareness for Einhell and the Power X-Change rechargeable battery platform in conjunction with the idea of the “freedom of cordless operation.” The collaboration with Einhell's partner BMW i Motorsport is defined by the central concept of “Making the future possible now.” The Formula E context in the commercial is designed to highlight Einhell's focus on the future.

“We believe that rechargeable batteries will almost entirely replace cables both in the home and in the garden over the next 10 years. This is why we are focusing all our efforts in the areas of technology and development on this topic”, says CEO Andreas Kroiss.

About Einhell

Einhell is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. By continuously expanding our innovative rechargeable battery platform Power X-Change, we are now already the market leader in the area of cordless tools and garden equipment. We set new standards in terms of the endurance, performance and safety of our products and inspire our customers by offering excellent value for money, first-class customer service and the freedom of cordless operation for all their DIY projects.

For more information, please visit us online:
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