

## Joint Press Release

### **Brand expansion with Hollywood star Christoph Waltz: E.ON and BBDO GROUP GERMANY show who is driving the new energy world forward**

When it comes to implementing new and sustainable energy solutions, lip service is often all that is paid. E.ON wants to be a company that takes responsibility for the success of the energy transition. The new brand campaign "It's on us", which E.ON developed together with the BBDO Group Germany, creates a new awareness of the energy company's claim, responsibility and comprehensive services. Hollywood star Christoph Waltz becomes E.ON's challenger and shows in the campaign why more pragmatism and hands-on mentality is needed in the energy transition.

In February, E.ON went public with its newly developed communication platform "It's on us - to make new energy work", which was developed together with the BBDO Group. After an internal kick-off and soft launch of the platform at trade fairs such as E-World and in context-related out-of-home placements, E.ON is now turning to the public with a major, wide-ranging brand campaign.

Two-time Oscar winner Christoph Waltz stars as E.ON's challenger in the campaign film. Waltz portrays a man who is tired of talking about the new energy world and wants to demand action. At first, he doesn't realize that E.ON already drives forward all of his demands and ideas – until E.ON employees point it out to him. The campaign launches in Germany on April 22 and will then be shown in many other European markets. It was produced by BWGTBLD and directed by Tom Speers.

Lars Rosumek, Senior Vice President Group Communications & Political Affairs at E.ON, explains: "Climate protection is one of the most urgent tasks of our decade. The path to CO<sub>2</sub> neutrality requires fundamental changes in society, industry, and the economy. As Europe's largest operator of energy networks and partner to around 47 million customers in Europe, E.ON wants to be a driving force for change in the energy industry. With innovative, sustainable, and digital solutions, we are transforming the way Europe will be powered in the future. This is also reflected in our brand campaign."

Julian Lennertz, member of the Board of Management at E.ON Great Britain and responsible for global brand communications, said: "Our long-term brand campaign 'It's on us - to make new energy work' reflects E.ON's ambition and our responsibility to drive real and fundamental change in the energy world. We firmly believe that the transition to sustainable energy must be made more digital, faster and, above all, more pragmatic. As playmaker of the energy transition in Europe, we see it as our responsibility to lead the way."

**E.ON SE**  
Brüsseler Platz 1  
45131 Essen  
Germany  
[www.eon.com](http://www.eon.com)

Please address inquiries to:

**E.ON SE**  
Isabel Reinhardt  
Spokesperson  
T +49 173 6840253  
[isabel.reinhardt@eon.com](mailto:isabel.reinhardt@eon.com)

**BBDO Group Germany**  
Daniela Strasser  
Head of Communications  
T +49 152 0417 8067  
[daniela.strasser@bbdo.de](mailto:daniela.strasser@bbdo.de)

April 22, 2024  
Page: 1 / 3

2 / 3

The film, starring Christoph Waltz, is part of a broad campaign focusing on high-reach media such as TV and digital. Other extensive activities in social media, print and out-of-home will follow in the coming months. A consistent brand story will be told across all channels: „It's on us. Making new energy work". It is intended to establish E.ON's claim and responsibility as a driver of the new energy world and link it to concrete services and solutions for entire cities, companies and every single household. As a playmaker in the energy sector, E.ON is taking an active role in shaping Europe's sustainable energy future, driving innovation and digitalization, and investing heavily in Europe's energy infrastructure.

“Never before has it been so much fun to make one of the world's best actors the protagonist of a film in which the supporting cast wins,” says Frank Hahn, Chief Creative Officer of BBDO Group Germany. “A brand shows its true greatness when it moves people beyond their own interests and becomes a role model for more positivity. Although ‘Talk, talk, talk...’ is a criticism of the general passivity in the implementation of the energy turnaround, it inspires people to switch from passive to active mode in all situations in life and not just wait for change, but actively shape it themselves,” continues Frank Hahn.

The German BBDO Group has been supporting E.ON since October 2023 with all agency brands in a cross-brand competence team of creativity, design, technology and transformation consulting. Christian Rättsch, CEO BBDO Group Germany, comments on the partnership with E.ON: “E.ON is a brand at the cutting edge and a company that is reinventing itself for all of our futures. Being part of this unique transformation story makes us very proud and couldn't be more exciting.”

### **Campaign Credits**

#### **Responsible at E.ON:**

- Stefan Schneider
- Annemarie Delahaye
- Katja Metz
- Alexander Zirkel
- Renze Lowrie
- Matthias Tigges

#### **Responsible at BBDO GROUP GERMANY:**

- Creation: Frank Hahn, Anno Thenenbach, Jörg Tavidde, Max Strasser, Dejan Handjiski, Daniel Maurer, Florian Behler, Dominique Becker, Anna Schweigert, Andreas Breunig
- Consulting: Christian Rättsch, Luisa Rode, Marei Wilke, Clara Wesemeyer, Laura Kallenbach
- Strategy: Julian Roth, Annika Plaggenborg, Maximiliane Schönberg

3 / 3

- Producer: Alexander Geier, Bianca Raedler
- Production: BWGTBLD
- Directing: Tom Speers
- Photo: Tim Adorf

#### **About E.ON**

E.ON is an international investor-owned energy company headquartered in Essen, Germany, which focuses on energy networks, customer solutions and energy sales. As one of Europe's largest energy companies, E.ON plays a leading role in shaping a sustainable, digital, decentralized world of energy. To this end, around 75,000 employees develop and sell products and solutions for private, commercial, and industrial customers. More than 47 million customers purchase electricity, gas, digital products or solutions for electric mobility, energy efficiency and climate protection from E.ON. For more information, please visit [www.eon.com](http://www.eon.com).

#### **About BBDO Group Germany**

Germany's leading communications network unites numerous market-leading agency and consulting brands, including BBDO, Batten & Company, Interone and the Peter Schmidt Group. More than 1,000 specialists work for the network at seven German locations.