

Einhell launches new campaign with Oliver Kahn and the ‘E-Team’

Landau an der Isar, September 15, 2021 – Together with Oliver Kahn as the new global brand ambassador and the ‘E-Team,’ Einhell will be launching a new marketing campaign in the autumn that is designed to run for the next few years. Alongside ‘E-Team’ boss Oliver Kahn, a group of internationally renowned actors will be putting the Power X-Change rechargeable battery system from Einhell in the limelight and will be taking advantage of the freedom of cordless operation to master a range of challenges.

From project to mission: Making things possible.

One of the key elements of the marketing campaign will be the new TV spots from Einhell. In the spotlight: Oliver Kahn as the boss guiding the ‘E-Team,’ working together as competent Einhell Enablers – the ‘Special Forces’ for DIY. In his leading role, Oliver Kahn, global brand ambassador of Einhell, hires the ‘E-Team’ to tackle a range of difficult challenges. The four members of this group evoke memories of Hollywood action blockbusters. Their mission: Making things possible. Their rechargeable battery system: Power X-Change from Einhell.



One team: Oliver Kahn, CEO of FC Bayern Munich, and the ‘E-Team’. Their mission: making things possible. Photo: Einhell.

“With Power X-Change we are already the market leader for many types of garden equipment and tools. Our goal is to get even more people on board with the idea that our rechargeable battery platform is the modern alternative to petrol engines and corded tools,” explains Andreas Kroiss, Chairman of the Management Board of Einhell Germany AG.

Alongside Oliver Kahn, the ‘E-Team’ will also feature actors Vinzenz Kiefer as ‘Crazy DIY,’ Sylta Fee Wegmann as ‘Skye,’ Michael Epp as ‘Frank,’ and Komi Togbanou as ‘Mike.’ *“This is an absolutely brilliant production and a great way for FC Bayern Munich’s new partner to get the ball rolling. It was an incredible amount of fun, and everyone got really involved on set,”* explains Oliver Kahn about the production.

The action-packed shoot lasted a total of three days and was directed by award-winning director Charley Stadler. A special hip hop track was composed for the films. *“The concept behind the campaign is not only unique, but completely un-German. It is not exactly typical for a US-style action comedy cinema to be made in Germany, so I*

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am all the happier that we were able to deliver the campaign in this style,” adds Charley Stadler.

360° campaign launch

On top of a major TV campaign in Germany, the TV spots will also be shown from autumn 2021 in Austria, Hungary, Switzerland, Spain, and Italy. As well as this, the campaign will also be delivered via print and online media.

“In addition to the wide-reaching TV spots, we will also intensify our presence at all touchpoints both online and offline in garden/hardware stores and DIY superstores. The partnership with FC Bayern Munich – Germany’s record soccer champions, who have also won the triple twice – underlines our aim of strengthening the brand Einhell internationally. We are ready for the next level and have a great deal more planned for the coming year as well,” announces Einhell marketing boss Julian Bohry.

The Gold Partnership with FC Bayern Munich was only just announced by Einhell last August and is a deal that has initially been signed for four years.

About Einhell Germany AG

Einhell is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. From its headquarters in Landau/Isar (Bavaria), the internationally successful company has continuously expanded its innovative rechargeable battery platform Power X-Change and is now the market leader in the area of cordless tools and garden equipment. For many years Einhell has set new standards in terms of endurance, performance, and safety. Einhell customers appreciate the freedom of cordless operation for all their DIY projects, as well as the excellent value for money that Einhell products represent and the first-class customer service offered by the company.

For more information, please visit our website:
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