

“3D is fascinating. And has finally come of age.”

Wim Wenders lends his name to Loewe

Kronach. – From November, the exceptional quality of the Loewe system landscape is to be communicated by means of a multi-channel marketing campaign. Particular attention is being devoted to the Loewe Individual 3D; the first TV system from Loewe to display three dimensional content in the quality that has come to be expected of Loewe. For this, Loewe has succeeded in securing multi-award-winning director of great renown, Wim Wenders. This campaign sees Loewe pursuing a clear objective – to increase brand awareness in Germany and hone its profile.

Following his exceptionally successful 3D premiere “Pina”, Wim Wenders is the German director when it comes to sophisticated 3D film. He is the perfect brand ambassador for Loewe, as he typifies the values which Loewe represents – like no other. His name is synonymous with cinematic tradition, hand-crafted masterpieces, openness to new technologies and the courage to venture into the unknown. But Wenders will not be deployed for a standard advertising testimonial. Rather, the campaign shows him in unusually private surroundings – the overall message is informative, credible and characterised by a natural sense of ease.

The basis for the integrated campaign is an interview filmed with Wim Wenders on the topic of the future of television – and, being a director, Wenders quite naturally took over the directorial reins for his Loewe interview too. Various elements of the campaign are drawn out during the interview – allowing, for example, visitors to all Loewe specialist dealers in Germany to experience the conversation with Wim Wenders in perfect 3D quality. The film will also be available on the Loewe homepage (<http://www.loewe-int.de>) and an abridged version of the interview can be seen on the Loewe YouTube channel (<http://www.youtube.com/loewe>). Advertisements in the daily national press and numerous promotional measures within the specialist trade will also put across the core message of the campaign – sophisticated innovation for the senses from Loewe guarantees perfection in home entertainment.

Loewe is focusing on consistency, precision and exceptional quality in a competitive environment characterised by aggressive pricing policies. The 3D TVs presented by Loewe at this year’s IFA, the Loewe SoundVision audio system and the Loewe AirSpeaker, our wireless audio solution for Apple devices, are just a few examples which particularly underscore the calibre of the Loewe world. With brand ambassador Wim Wenders, Loewe's marketing is being further developed in a manner appropriate to the premium brand.

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About Loewe

Award-winning design, innovative technology and superior quality are features of all products sold under the Loewe premium brand. Technology highlights include: home entertainment systems with high-definition picture quality, an integrated hard disk recorder and a perfect connection between Internet and television. In 2010, sales for the public-listed company founded in 1923 in Berlin totalled € 307.3m. Loewe manufactures and distributes televisions, Blu-ray players, DVD recorders, audio components and multiroom solutions. The company has around 1,000 employees and, on an international level, is represented in 50 countries.

LOEWE.