



PRESS RELEASE

Hamburg, December 14, 2010

Emotions for PC and Smartphone: New Motives from the Image Campaign as Wallpapers and Screensavers

“Moving Movements“ has been the slogan of the HAMBURG BALLETT image campaign that had been launched at the beginning of this season. After a highly successful campaign with posters and advertisements that was to be seen all over the country, the campaign now making its next step – into the digital world. From now on, ballet-fans all over the world can ban the HAMBURG BALLET on their computer-screen. They can download their favourite campaign-motives as desktop wallpapers or screensavers for their computer or smartphone. This is our little Christmas-present to our friends. The advertising-agency Scholz & Friends Hamburg developed the new versions of the original motives. The wallpapers can be downloaded for free from the HAMBURG BALLETT website: www.hamburgballett.de.

Since the beginning of the season 2010/2011 the HAMBURG BALLETT is re-presented in an image-campaign. Scholz & Friends Hamburg created four motives which were hung as megalight-posters in Hamburg, Frankfurt, Berlin and Hannover. The motives were also published as free adverts in various magazines. Currently, they play as a slideshow-commercial in the Hamburg Airport. Many co-operations developed around the campaign, for example with the shoe company Görtz, the HSV, Hamburg Tourismus and Hamburg Marketing.

The image-campaign was developed to attract new, younger and overcome inhibitions of people not quite so acquainted to dance. It shows that the HAMBURG BALLETT has a magic that captivates at once and at the same time it offers many surprises for those who want to know more about dance. The campaign can only be realized because Scholz & Friends Hamburg is working “pro bono”, because various magazines printed the images free of charge, and because the city of Hamburg provided advertising-space. Only with this great support, we could realize a campaign worth about 500 000 Euros without any marketing-budget. Further projects are planned for 2011.

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