



## **DHL with new globally integrated advertising concept**

- **Campaign launch in 21 countries worldwide at the end of April**
- **Campaign claim “Excellence. Simply Delivered.” underlines customer promise**

**Bonn, April 23, 2010:** April 28 marks the start of DHL’s new advertising concept which will launch in 21 countries and in 16 languages with more than 1,500 ads in over 250 publications worldwide. Driven by the company’s goal of ‘Becoming the logistics company for the world’, the global campaign is designed to address first and foremost to the decision-makers in today’s business world. The multi-tiered, multi-channel concept includes TV ads for international broadcast, advertisements in leading media in both Germany and around the world, as well as product campaigns in both print and digital format. Flyers, mailshots, banners and tactical local advertising will also supplement the campaign.

As part of its corporate strategy, Deutsche Post DHL had already announced its plans to adjust its logistics business to the customer promise of ‘simplifying services’ and ‘sustainable solutions’. A new, integrated marketing campaign has now followed, covering for the first time all DHL business units and their products. Its claim ‘Excellence. Simply Delivered.’ reinforces the company’s customer promise.

Christof Ehrhart, Director of Corporate Communications at Deutsche Post DHL, explains: “This comprehensive approach guarantees a uniform brand presence and at the same time creates synergies between the individual marketing activities on a global scale. We also made sure that global advertising resources could be utilized effectively at local level.”

The new concept has a three-tier approach: The highest level communicates DHL as a leader in the logistics industry. Cross-divisional brand values are also pushed at this level: personal commitment, pro-active solutions and local strength worldwide. The next level is devoted to communicating the brand strengths and solutions of the individual DHL



business units with focus on the key industry sectors Life Science, Energy and High-tech. The format tells stories with DHL employees talking about their workday before a background of dynamic visuals. Product campaigns wrap up the three-tier approach, with the aim of addressing various target groups and supporting the direct sales process.

“The multi-tiered integrated campaign really draws out what is at the core of the DHL brand, it centers on what we do,” explains Wolfgang Giehl, Head of Corporate Brand Marketing at Deutsche Post DHL. “It was equally important to have an agency set-up in place which guarantees a 24/7 online support for our global and local activities. This will significantly increase our efficiency and the impact of the campaign.”

DHL has also established an entirely new agency set-up to optimally integrate analog and digital media. The agency ‘180 Amsterdam’ and its digital arm ‘Riot’ was chosen as the strategic and creative partner for the new concept following a global pitch process. Leading global digital agency ‘Proximity’ will take care of the campaign’s worldwide adaptation. It will provide the global network necessary to implement the campaign and introduce a new web-to-print platform: DHL AdIntegrator. In the future, all designs and advertising media from both the divisional and product communication levels can be translated online and localized according to regional and country requirements. The Group’s subsidiary Williams Lea is part of the global agency network responsible for print and mailing services.

– Ends –

**Photos of the campaign are available for download under the following url:**

<http://www.dp-dhl.com/medialibrary>

**Media Contact:**

DHL

Communications

Jörg Wiedemann

Phone: +49 (0)228 182-9944

E-mail: [pressestelle@deutschepost.de](mailto:pressestelle@deutschepost.de)



**DHL – The Logistics company for the world**

DHL is the global market leader in the logistics industry and “The Logistics company for the world”. DHL commits its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail services to its customers. A global network composed of more than 220 countries and territories and about 300,000 employees worldwide offers customers superior service quality and local knowledge to satisfy their supply chain requirements. DHL accepts its social responsibility by supporting climate protection, disaster management and education.

DHL is part of Deutsche Post DHL. The Group generated revenue of more than 46 billion euros in 2009.