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Press Release

Bärenmarke: There's nothing like it.

**Cocomore AG, appointed digital lead agency for Bärenmarke,
presents initial project realisations**

Frankfurt am Main (Germany), August 1, 2018 German digital agency Cocomore AG succeeded against another two reputable agencies in the pitch for the digital marketing account of dairy brand Bärenmarke. Based in Frankfurt and Cologne, Germany, as well as Seville in Spain, Cocomore AG has hence been appointed digital lead agency for Bärenmarke Vertriebsgesellschaft mbH headquartered in Thalfang, Germany.

For a start Cocomore newly positioned and visualised the German dairy brand in the digital environment by developing innovative visual imagery and defining the role of relevant digital touchpoints. Visitors of www.baerenmarke.de can finally view initial project realisations: all the relevant information about the long-established traditional brand as well as initial interactive elements such as postcards users can send to their loved ones or an in-store token collection promotion. Since July Cocomore has also completely reorganised the Facebook appearance of Bärenmarke and since then continually been managing the site.

“Bärenmarke is a well-known and long-established brand in Germany. Since the 1950s many customers directly relate to quality. Cocomore will bring the brand into the modern age and on all channels,” assures Willi Kaiser, Managing Director at Cocomore.

Dirk Hochschorner, Head of Marketing BU National Brands at Bärenmarke Vertriebsgesellschaft mbH adds: „For us it is important to explore new communication opportunities for the brand. Cocomore has shown us how to position our brand in the digital environment.”

Responsible for Bärenmarke at Cocomore are Sandra Kulsheimer (Account Director), Julia Eisenbarth (Senior Account Manager), Annika Janina Böcher (Senior Project Lead), Peter Engels (CD Visual Design), Christian Winter (Head of Frontend) and Robert Petzold (Director Consulting/Strategies). In charge at Bärenmarke Vertriebsgesellschaft mbH is Dirk Hochschorner (Head of Marketing BU National Brands) and Heike Gisch (Team Assistant BU National Brands). Films are by GK Film, Frankfurt/ Germany, photos by Adrian T. Kubica, Cologne/Germany.

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About Cocomore

As an agency for marketing, IT and experience design, Cocomore develops communication, e-commerce and customer relationship management (CRM) solutions with a total of 180 employees at the Frankfurt, Cologne, Geneva (Switzerland) and Seville (Spain) offices. Cocomore's clients include HDI, Nestlé, Procter & Gamble, Merz, Tele Columbus and TVH. The agency has implemented projects in more than 30 countries.

For more information please visit: www.cocomore.de

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