

## **Press Release**

### **Welcome to the Club**

#### **Cocomore wins German TV channel SUPER RTL as new customer**

**Frankfurt/Main, Germany, September 24, 2018** - German digital agency Cocomore has won Cologne based German television station SUPER RTL as an exciting new customer from the entertainment industry. Cocomore which is headquartered in Frankfurt came out on top in a pitch against prestigious competitors. For a start the digital specialists are now going to develop a native gaming app for the Super Toy Club of the children's and youth' broadcaster of Mediengruppe RTL Deutschland. The app will be available for download in the Google Play Store on 21st September 2018, in time for the start of the TV show with the same name.

By help of the app the media company aims at strengthening and expanding its digital presence supported by a native concept approach. That way the app can be interlinked with the TV channel as well as its web appearance. The developing team at Cocomore led by Managing Director, Willi Kaiser, also capitalizes an interface design suitable for children as well as an intuitive content visualisation operating with bigger click-surfaces and plain navigation principles with little text. Another hallmark of the app are multiplayer features allowing users to play with each other via Bluetooth or Wi-Fi.

"Cocomore convinced us with its strategy, concept and also the creation for the Super Toy Club app," said Florian Prokscha, Head of Digital Brands at SUPER RTL. "The Cocomore team has already proven its ability to adapt to our format in no time and to realize the specific requirements for the target group. This is exceptional."

The conceptualisation of the application demanded specific graphical and design requirements of the customer. In addition a multitude of legal regulations and parents' needs such as the limitation of play time had to be considered.

#### **Cocomore AG**

Gutleutstraße 30, 60329 Frankfurt/Main  
Fon: +49 (0) 69 / 9 72 69 – 0  
**[www.cocomore.com](http://www.cocomore.com)**

**Frankfurt • Cologne • Geneva • Sevilla**

# ***CO/CO/MO/RE***

Responsible for the technical realization of the application are app developers of TheAppGuys Ltd. from Cologne, Germany. Further projects for SUPER RTL are in the pipeline.

## 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](http://www.cocomore.de)

### **Contact:**

**Katrin Kester**

Corporate Communications

phone: +49 (0) 159-06025150

eMail: [katrin.kester@cocomore.com](mailto:katrin.kester@cocomore.com)

## **Cocomore AG**

Gutleutstraße 30, 60329 Frankfurt/Main

Fon: +49 (0) 69 / 9 72 69 – 0

**[www.cocomore.com](http://www.cocomore.com)**

**Frankfurt • Cologne • Geneva • Sevilla**