

Press release

This is what MediaMarktSaturn's brand DNA sounds like: consumer electronics retailer launches comprehensive new audio presence

MediaMarktSaturn presents a flexible and innovative audio branding and strengthens its brand presence with a new sound logo. The company is also working on an AI brand voice based on employee voices. An exclusive brand song, which the electronics retailer produced with rising artist FAEM, rounds off the 360° audio experience.

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As of autumn, MediaMarktSaturn is creating a new sound experience: with the introduction of comprehensive audio branding and a sound logo, the international electronics retailer is creating recognition value that sticks to the ear. At the same time, the company is working on an AI-generated brand voice consisting of samples recorded by employees and is launching a brand song entitled "Let's Go (Another Dimension)" together with the artist FAEM. The introduction of the comprehensive sound experience follows on from MediaMarktSaturn's design relaunch and adds an auditory component to the sharpened brand positioning.

MediaMarktSaturn is now making its purpose "We create Experience Electronics to enrich people's lives" audible: the audio branding was developed based on the central brand elements of MediaMarktSaturn. This includes an audio version of the iconic brand swirl, a soundtrack of the company slogan "Let's Go!" and other memorable elements that contribute to recognizability. All sound elements can be flexibly and dynamically combined with each other and can therefore be used in a variety of ways. In addition to a catchy musical theme, various sound effects were also combined to create a recognizable sound.

The music and sounds were composed and produced in such a way that they function modularly and can reflect different moods. This allows them to be adapted to a wide variety of video assets. Generative AI is used here: it recognizes the tenor of the clip and provides it with coordinated music and sound effects.

MediaMarktSaturn is also working on a memorable brand voice for all countries in which the company is active. The special feature: The brand voice is generated



with the help of AI from voice samples of the MediaMarktSaturn team. To this end, the company launched an internal casting in which all 50,000 employees were asked to record sample texts. Recordings are now being made with the selected participants in all eleven countries. They will then be used to train a voice model. The resulting brand voice will be used in advertising, videos and other means of communication, e.g. in store announcements.

Michael Schuld, CMO of MediaMarktSaturn, says: "With our new audio branding, we are showing what our brand DNA sounds like. The launch was a logical next step to further strengthen the MediaMarktSaturn brand. To achieve this, we used the latest technology and created a 360° sound experience and a brand voice using artificial intelligence - a coherent brand experience for all the senses. And that's not all: with our new brand song "Let's Go (Another Dimension)", which is available on all streaming platforms, we are expanding the experience radius of our brand even further."

To further strengthen the audio branding, MediaMarktSaturn has released the catchy brand song "Let's Go (Another Dimension)" with the artist FAEM. He pours the innovative and hands-on spirit of MediaMarktSaturn into sound. In the song, FAEM addresses his experience as an artist: big challenges can only be mastered together. This approach is also reflected in MediaMarktSaturn's attitude: the company wants to develop into an omnichannel service platform as part of a comprehensive transformation and is uniting a strong team to tackle this together. The brand song can be streamed among others [on Spotify, Apple Music and Deezer](#).

The audio branding is currently being rolled out across all eleven MediaMarktSaturn countries. It was designed together with the audio agency German Wahnsinn, MetaDesign and Saatchi&Saatchi. The brand voice is set to go live in the first countries in spring 2025 and is being developed together with German Wahnsinn. German Wahnsinn and FAEM were involved in the brand song.

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retailer of consumer electronics and related services. As part of its strategic realignment, the company is evolving from a pure product retailer into a solution-oriented omnichannel platform that incorporates the topics of customer and sustainability into all aspects of its business. MediaMarktSaturn uses the term "Experience Electronics" to describe its repositioning and at the same time its range of services for its customers, with the electronics retailer focusing on the customer experience and personal advice with its portfolio of formats and brands. The company includes the core brands MediaMarkt and Saturn, which comprehensively network their approximately 1,000 brick-and-mortar stores in 11 European countries with online sales platforms, occupying market position 1 or 2 in nine European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 50,000 people and is majority-owned by CECONOMY AG. The



company's sales amounted to around 22.2 billion euros in the 2022/23 financial year, with online sales including third-party providers accounting for 22 percent. With around 2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. More information at www.mediamarktsaturn.com. (Data as at 30.09.2023)

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