

Press release

MediaMarktSaturn turns NOvember into YOvember with Black November campaign

In its Black November campaign, the consumer electronics retailer is once again showing its colours while focusing on services and customer centricity besides having the best offer. A dedicated rap song emphasizes the advantages customers have when shopping at MediaMarktSaturn.

Ingolstadt, October 27, 2025

Just say yes when it comes to the best services. Electronics retailer MediaMarktSaturn brings this mantra to life in its latest campaign. In a bold, colourful way, the company shows what it does particularly well and even better than competitors from the online world. Thanks to MediaMarktSaturn's special services, Black November becomes a colourful month full of experiences that focuses not only on the best offer but also on a customer-focused shopping experience.

In the heart of the campaign, a catchy rap video, everyday requests and spontaneous customer inquiries are staged in a humorous way - and while anonymous competitors only ever respond to customers' requests with "No!", MediaMarktSaturn always says "Yo!". Whether instant delivery, Click & Collect, personal advice or attractive deals - MediaMarktSaturn says yes to service, choice and flexibility: what seems impossible elsewhere, MediaMarktSaturn makes possible. The rap track emphasizes how the electronics retailer transforms Black November into a positive, colourful YOvember with discounts, exclusive services and a unique omnichannel shopping experience. The MediaMarktSaturn team in the spot is portrayed by employees of the company, who were selected in an internal, international casting process.

"When we think of Black November, we think of discounts. But the perfect shopping experience is about much more than just the lowest price. That's why, in our new campaign, we're saying yes to the best services and a unique customer experience that we can create as an omnichannel retailer. That's how we're turning NOvember into YOvember," says Michael Schuld, CMO of MediaMarktSaturn.

The campaign is a logical continuation of the marketing approach taken in previous years: for three years now, MediaMarktSaturn has deliberately set itself



apart from the dreary Black Friday communications of other brands and has been presenting its offers and services in a colourful way.

In Germany, the campaign will be shown on TV, online and at the point of sale from October 28 to December 1. The campaign will be supplemented by additional marketing measures that focus on individual services offered by the retailer. These include financing, 90-minute delivery, Click & Collect or extended warranties. The aim is to further increase awareness of MediaMarktSaturn's wide range of services. The spot will air in all eleven countries, in which the consumer electronics retailer operates.

Saatchi & Saatchi (creation), Tony Petersen Film and Accenture (production) as well as German Wahnsinn (brand soundtrack & music) were involved in the realization. Media is handled by Publicis Media.

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 traditional product seller into a solution-oriented omnichannel platform that integrates the topics of customer and sustainability into all its business activities. MediaMarktSaturn uses the term "Experience Electronics" to describe its repositioning and the range of services it offers its customers. With its portfolio of formats and brands, the consumer electronics retailer focuses on customer experience and personal advice. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,030 brick-and-mortar stores in 11 European countries with online sales platforms and occupy market position 1 or 2 in nine European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs more than 48,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around 22.4 billion euros in the 2023/24 financial year, with online sales accounting for 24 percent of this figure. With around 2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. Further information can be found at www.mediamarktsaturn.com. (Status of the data: September 30, 2024)

Lara Bühler

Corporate Communications

MediaMarktSaturn Germany

Phone +49 (151) 68079493

presse@mediamarktsaturn.com

www.mediamarktsaturn.com

www.mediamarkt.de

www.saturn.de