



zendome

Zendome GmbH
Schwedter Straße 34a 10435 Berlin
Germany
T +49(0)30 473 776-0
F +49(0)30 473 776-29

PRESS RELEASE

The fourth dimension of outdoor advertising

When asking about possibilities for outdoor advertising the answers mostly are transportation, billboards and electronic advertising.

Now there is a new advertising possibility: the ZENDOME.

It combines striking outdoor media with an emotional inner world.

Up to 89% of all Germans are out of their houses every day and this growing mobility trend makes outdoor advertising increasingly important. The mindset of mindshare shows that 30 to 50 percent of advertising contacts especially with younger target groups is achieved with out of home media. The companies are reacting: the advertising budgets have risen by 17,1 percent in the first half of 2007 – they are investing to get into contact with their potential customers on the streets.

New impulses in this direction are coming from the young company ZENDOME. The Berliners are providing mobile 'Space for Ideas' for manufacturers and agencies in the form of solid geodesic structures and thus new forms beyond the known systems.

The new media with heights between 3,85 and 10 meters combine the possibilities of well visible mass communication and direct One-to-One communication with the customer. This is made possible by the outer skin of the mobile spaces which is made from special High-tech-Material. It can be entirely printed digitally according to the corporate design. Brand names and logos draw attention as well as testimonials, models, landscapes or any other desired motive which can be reproduced in photographic quality. Colours and designs can be individually requested by the client.

While the effect of posters, BlowUps or billboards mostly is reduced to waiting for the bus, the ZENDOME invites the customer not just to see but feel the product by literally entering it. "We were able to invite curious passers by to enter and experience our brand world", says Hans Batschauer, managing director of the event agency c.u. communication united. "Nothing stood in the way of a targeted and emotional communication". The agency had included the fully printed ZENDOME into the concept of the health event 'mach2' where the Gmünder Ersatzkasse underwent a tour of Germany stopping at highly frequented locations.

Another company that used this eye catcher very explicitly was Coca Cola: as a bright red soft drink bar at music festivals.

The city of Klagenfurt also managed to successfully incorporate this concept: it has positioned itself as one of the playing cities for the European Football Cup 2008 and thus is able to create the right atmosphere for the upcoming event.