

## Press release

Instead of flowers for Valentine's Day:  
MediaMarktSaturn helps to create unforgettable  
moments with the latest technology

Just in time for Valentine's Day, MediaMarktSaturn is presenting a campaign that rethinks traditional gift-giving. Instead of the annual chocolates, roses and the like, the electronics retailer is showing how technology can create emotional experiences with a focus on its own brands.



**Ingolstadt, February 3, 2025**

**Flowers wither, memories last: For this year's Valentine's Day, MediaMarktSaturn is showing how technology can create moments full of love that will be remembered forever. Because technology can make shared experiences unforgettable.**

This year's Valentine's Day campaign from MediaMarktSaturn focusses on endless love. It is following an elderly couple. After many years together, Valentine's Day is all about one thing for our couple: creating and holding on to memories full of love. Because their affection is timeless. These shared moments are accompanied by the latest technology: in the commercial, the party speaker from the MediaMarktSaturn own brand PEAQ plays as they dance together. It provides a musical background for



the couple's emotional bond, as the real gift for Valentine's Day is time spent together. The PEAQ Party speaker enhances the story, especially as it's used by an elder couple, bridging tradition with contemporary technology. This underlines how MediaMarktSaturn products not only fulfill technological needs, but also enrich valuable interpersonal experiences. They foster genuine connection and shared moments, showing that the true value of a gift lies in how it enhances these emotional experiences.

Michael Schuld, CMO of MediaMarktSaturn: "At MediaMarktSaturn, we want to create Experience Electronics to enrich people's life. Nothing can convey this idea as well as good storytelling. With our Valentine's Day campaign, we are once again showing how our products bring people together."

The campaign is published in Germany, Spain, Türkiye, Italy, Hungary, Belgium, the Netherlands and Luxembourg. The electronics retailer is using TV, in-store promotions, digital advertising and social media. In Germany, the campaign will be shown online from February 10 to 15.

Saatchi & Saatchi and Tempomedia Filmproduktion GmbH were involved in the realization of the campaign. Publicis Media was responsible for the media budget.

Check out our Campaign here:

<https://www.youtube.com/watch?v=mqhn9k4LBUQ>

### **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 22.4 billion euros in the 2023/24 financial year, with online sales including third-party providers accounting for 24 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](http://www.mediamarktsaturn.com). (Data as of 30.09.2024)



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