



Press Release

MC promotes eco-friendly cleaning brand Rainett in France

Berlin, April 22nd, 2010. MEDIA CONSULTA (MC) was awarded the PR campaign for the 20th anniversary of the Rainett brand by the renowned international company Werner & Mertz. The firm's line of environmentally friendly household cleaning products is the French counterpart to the German brand Frosch.

MC is providing numerous marketing and PR services in conjunction with its network agency MC France. The measures include presenting Rainett at trade fairs and events, producing audio press materials and informational materials covering the topics sustainability and ecology as well as procuring product offers for journalists. Besides, internet promotions in the realm of social media, MC is also organising media interviews and press trips. In addition, MC is responsible for establishing media collaborations.

MC organised Rainett's appearance at the ecological "House of Acting" in front of the Parisian Louvre, where various companies presented eco-friendly products to kick off the campaign. The house was part of the activities for the "Week of sustainable development", which was implemented by the French Government from April 1st to April 5th, 2010. The aim of the event was to sensitise all visitors to an environmentally conscious way of living.

The integrated campaign primarily targets environmentally conscious and active women, who are particularly concerned about their health and the well-being of their families. The goal is to enhance perceptions of the Rainett brand and increase familiarity with its eco-friendly, high-quality and modern cleaning products. By positioning the products in communities, forums and blogs, young consumers will also be made aware of the brand and its environmentally friendly products.



For over 140 years, Werner & Mertz has been manufacturing a wide selection of other cleaning and care goods in addition to the Frosch line, such as its Erdal shoe, Emsal floor and Tuba carpet ranges.

Footage:

Picture 1: Rainett invited all visitors of the “House of Acting” to get to know their eco-friendly products and to discover its brand interactively.

Picture 2: The Rainett compendium, regarding ecological house cleaning, was distributed as a free supplement in addition to the underground newspaper “20 minutes” at all metro stations around the Louvre.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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