

## **Freudenberg Household Products (FHP) appoints Jung von Matt/Neckar as its new brand development partner**

Following the repositioning of the Vileda brand to become my “Home Care Expert” with the new “My Vileda, makes my life easier” slogan and logo, the next logical step for Freudenberg Household Products (FHP) was to redefine its international brand communication.

Six agencies from four European countries took part in the pitch for the international FHP advertising budget, which will support all brands of the company: the most well-known Vileda, as well as the strong USA brand O’Cedar. The new campaign will have the task to communicate the high quality level of FHP products and to strengthen the positioning of the brand as the worldwide leader concerning innovative solutions in home cleaning.

Franco Giacomini (Vice President Consumer Europe), Marco Nuzzo (Business Development Director), and Anja Schimmelpfennig (Business Development Manager) from FHP, supervised the selection procedure.

“All the agencies contributed strong strategic and creative ideas, but ultimately Jung von Matt/Neckar proved to be the most convincing one,” Franco Giacomini said. “Our products are recognized as the best technical home cleaning solution. We want our brands Vileda and O’Cedar to be perceived as the most reliable partner for our customers. ‘Someone you can trust’, that is what *My Vileda* means. Jung von Matt was able to conjugate the technical expertise of FHP, using a language and a tonality that will touch the heart of our consumers.” The new direction for the brand is fully supported by the FHP Board and its CEO Klaus-Peter Meier. Jung von Matt’s Managing Director Mark Wilms commented: “Vileda was excited to take the brand into a new dimension which links company expertise with consumer emotion. We now look forward to work on the global repositioning of this innovative and well established ‘made in Germany’ champion brand.”

Mark Wilms and his team in Stuttgart – Managing Director Peter Waibl, Client Service Director Franziska Hook and Creative Director Philipp Barth – will be supervising Vileda’s worldwide brand management from 1 July 2013 on. The new campaign is due to be launched at the beginning of 2014.

### **► About the Freudenberg Group**

Freudenberg Household Products (FHP), a division of the Freudenberg Group, manufactures and markets mechanical and durable household products like mops, brooms, flat mops, cloths, scourers and many more around the world. Our brand Vileda® is one of the internationally most recognised household brands. Our other well-known local brands are: O’Cedar® – our US brand, Wettex® one of our sponge cloth brands and Gala® and Swash®, both well-known in the Asia-Pacific region.

The Freudenberg Group is a family company offering its customers technically challenging product solutions and services. The group develops and manufactures seals, vibration control components, filters, nonwovens, products for surface

treatment, release agents and specialty lubricants, medical and mechatronic products. And especially for mid-size companies Freudenberg develops software solutions and IT services. The Freudenberg Group employed 37,453 people in 57 countries and generated sales of more than €6.3 billion in 2012.