



Press Release

Mobile Marketing for Henkel: conVISUAL enables consumer to access information via cell phone

conVISUAL realizes the access to mobile portals using QR codes on Henkel's product packages. Henkel is able to offer customers an innovative and convenient way to access product and company information via their cell phones.

December 03, 2009 – Oberhausen, Germany and Chicago, IL

The consumer products powerhouse Henkel in Düsseldorf, has commissioned conVISUAL, Oberhausen-based mobile marketing specialist, to create a mobile channel to communicate their sustainability information. Henkel aims at enhancing brand awareness while continuing creating a unique way to interact with consumers.

While shopping at store, consumers will soon be able to load Henkel's products and company information onto their cell phone. As a start, QR (Quick-Response) codes will be printed onto Henkel's cleaning products. Consumers are able to scan the QR codes and access mobile portals. This process is called Mobile Tagging. A QR code reader software can be downloaded from internet for free. conVISUAL is responsible for the technical support, the realization of the mobile portal and the QR code access channel.

On the 6th of November, 2009, the second German Sustainability Day, Henkel – the winner of the German Sustainability Award 2008 – presented the first QR code and mobile portal prototypes to a public audience in Düsseldorf, Germany. Henkel continues leading its pioneer role in innovative brand communication.

Christian-André Weinberger, Corporate Senior Vice President and Global Chief Marketing Officer for the segment detergents and cleansing agents, Henkel: “[...] We are the first global consumer goods company to utilize mobile Internet technology in Germany for direct customer approach, responding to the growing market demand. Especially younger consumers these days often access our brand Internet sites via cell phone. I am convinced that more and more consumers will access mobile Internet in the next few years. [...]”

Dr. Thomas Wolf, CEO of conVISUAL: “We are very pleased about the great opportunity to service and support Henkel's innovative customer



approach. Mobile Marketing is developing to become a strong instrument of communication, efficiently deployable by Henkel for all brands and in all countries.“

QR code to the mobile portal of Spee:



Please use your cell phone to read the QR code. You will be guided to the mobile portal of Spee. If you have not yet installed reader software, you can alternatively access to the site by entering the URL, m.spee.com.

About conVISUAL

conVISUAL is an international leading Full Service Provider for Mobile Marketing and value added services. Founded in October of 2000, conVISUAL offers creation and conception, implementation and managing of these services to media, brands, advertising agencies and mobile companies. conVISUAL combines marketing agency know-how and technical expertise to make seamless mobile integration and execution possible. With offices in the U.S., Europe, and Asia, conVISUAL has established customer contacts reaching more than 300 million end users. conVISUAL provides services for big brands such as Coca-Cola, BlackBerry/RIM, Henkel, Vodafone, T-Mobile, MTV Networks and ProSieben.Sat.1.

Media Contact

Sandra Wiewiorra, Public Relations Manager
Phone: +49 (208) 97 69 5 – 807
E-mail: sandra.wiewiorra@convisual.com
www.convisual.com

conVISUAL Head Office

Essener Strasse 99
46047 Oberhausen, Germany

conVISUAL US Office

3333 Warrenville Road, Suite 200
Lisle, IL 60532, USA