



PRESS RELEASE

Courage to innovate: sustainability in the digital showroom

iq digital and station3 restage the Nespresso brand experience on the topic of sustainability.

Stores in city centers are closed, car dealerships only offer a view through large windows, trade fairs and events are not even taking place - the pandemic has made the brand and product experience impossible in some cases in recent months. Reason enough for iq digital to boldly explore new communication channels: The iq digital showroom offers a new shopping experience in the digital world. And the marketer brings the right visitors with it.

Innovative showroom for a new brand experience

The Nespresso brand, known for its exclusive stores, has also recognized the signs of the times and commissioned iq digital to create a completely new customer experience in the digital space. "These are exactly the tasks that we in the iq digital team are passionate about: Completely rethinking for bold customers and creating innovative product solutions that work," says Tim Rottländer, Director brandstudio. The result was a digital showroom concept for which the creative marketer immediately brought a partner on board. Together with the agency station3, espresso cups and capsules were digitally recreated, rooms were staged, Nespresso machines were brought to life in 3D and the store feeling was transported into the digital world.

More space for sustainability

In addition to new products and a cup of coffee, you can now experience many topics relating to the brand. There is a particular focus on sustainability: the brand is showing that it is taking further steps towards sustainable coffee enjoyment and recycling capsules. The sustainability strategy "The Positive Cup" stands for the vision of making a positive difference with every cup of coffee. Nespresso coffee is to be completely CO₂-neutral by 2022. The topic of sustainability is particularly close to iq digital's heart and is therefore always an important part of its collaboration with customers. Since April 2021, the marketer has also had an innovative EcoAd in its product portfolio, laying the foundation for "green advertising".

Trusted media for important socio-political topics

The store is now a digital showroom and the exclusive city center location is the premium environment of iq digital! The showroom can be discovered from mid-April to December as a content marketing campaign on the premium media brands FAZ.NET, Handelsblatt Online, SZ.de, Tagesspiegel, WirtschaftsWoche Online and ZEIT ONLINE. Steffen Bax, Managing Director of iq digital, sums up the relevance of this: "Content marketing raises awareness of topics that are really important to our readers. That is why we have set ourselves the task of not only being a marketer, but above all a



communication service provider working in partnership. We offer channels for messages and generate relevance. Nespresso is a great example of this added value, which makes us and our brands the highest quality marketers in Germany.”

More information

<https://www.iqdigital.de>

<https://station3.de/>

About iq digital

As a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Verlag, iq digital stands for high reach in the areas of news and business/finance as well as for special interest offerings to address specific target groups. The portfolio includes top-class digital offerings in the areas of general news, business & finance, specialist media and millennials: websites such as Der Tagesspiegel, FAZ.NET, Handelsblatt Online, Süddeutsche Zeitung, WirtschaftsWoche Online and ZEIT ONLINE provide decision-makers with up-to-date information on all relevant topics on a daily basis. The portfolio also includes ada, areamobile.de, ARIVA.DE, brandeins.de, Edison.media, Femeda.de, Hallo-Eltern.de, INGENIEUR.de, jetzt.de, karriere.de, orange by Handelsblatt, Spektrum.de, SZ-Magazin.de, ZEIT-Magazin.de and ze.tt as well as the B2B network fachmedien and mittelstand digital.

With a total digital reach of 37.11 million unique digital users¹, iq digital is one of the leading marketers for digital quality media and mediabrands.

¹ Source: agof daily digital facts; 24.02.2021, Ø month (of the last 3 months (Nov 20 - Jan 21)); media combination of Der Tagesspiegel (df Total), iq digital (df VR); population 16+

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