

# DOUGLAS

## PRESS RELEASE

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### *This is what belongs under the Christmas tree in 2019: tolerance, individuality and respect*

- Douglas is turning Christmas 2019 into a festival of love, individuality and tolerance.
- The campaign strengthens the positioning of the #FORWARDBEAUTY retailer as modern, diverse and socially relevant.
- Modern attitudes and values are at the heart of the 360° Christmas campaign: "A gift can mean so much more"
- CMO Susanne Cornelius: "We are redefining the moment of giving. Every individual gift tells a personal story."

**Düsseldorf, 28 November 2019.** For a long time now, there has been much more to gift-giving than the gift itself. A gift symbolises the relationship between the recipient and giver, it's a means of communication. With the motto, "A gift can mean so much more", Douglas is turning gifts into messengers of emotions during this year's Christmas campaign. "Together with the creative agency Jung von Matt, we are providing an emotional and touching insight into the lives of different people," said Susanne Cornelius, the CMO of Douglas GmbH. "We're telling the personal story of each gift and the moment they're given to underscore their deep meaning. We're not talking about the present itself. It's the gesture itself that counts and produces magical moments. The [campaign](#) pulls at your heartstrings."

Douglas, one of the leading premium beauty retailers in Europe, is using its communication platform to promote acceptance, individuality and respect. In a reflection of its #FORWARDBEAUTY strategy, the company's new Christmas campaign celebrates what makes us all unique.

The individual story behind every present is just as unique and special as the present itself. This is why, ultimately, it's not what you give, but what it represents that really matters.

In addition to the TV spot, the Christmas theme will be supported on all relevant touchpoints by a major 360° campaign via print, Out-of-home, radio as well as an eye-catching, extensive digital activation including social media. The right present can be quickly found on the company's own microsite. The shop windows and the interior design of Douglas stores will enchant beauty customers with their Christmas flair: whether they're

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guiding the customer or offering some quick inspiration, these elements will highlight the company's Christmas product range and its exclusive service - to create the perfect gift, in suitably festive wrapping.

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## **Campaign credentials:**

**Key campaign members at Douglas:** Susanne Cornelius: Chief Marketing Officer; Caroline Schmitt: CMO Germany; Lena Krömer: International Brand Director; Christiane Reis: Senior International Brand Manager; Simona Giarolo: Head of Marketing Communication & Social Media Germany

**Key campaign members at Jung von Matt:** Executive Creative Director: Jens Pfau; Creative Directors: Anna Lichnog and Sebastian Schnell; Senior Art Directors: Giuliana Jelko and Aleksandra Tanasijenko

Copywriter: Pia Westhus; Client Service Director: Julia Mecklenburg; Senior Project Manager: Jennifer Schaub; and Senior Producers: Jonathan Helmer, Jankel Huppertz

Film production: Tempomedia

Director: Anders Hallberg

Music production: DamienDamien, music author (music and text): Ian O'Brien Docker

## **ABOUT DOUGLAS:**

Douglas is one of the leading premium beauty retailers in the European beauty industry with about 2,400 stores and fast-growing online shops in 26 European countries. In the financial year 2017/18, the company generated sales of 3.3 billion euros. Every day, around 20,000 dedicated beauty experts strive to make their customers more beautiful and thus happier. Douglas has a portfolio of some 50,000 high-quality products of more than 650 brands in the areas of perfumery, decorative cosmetics and skincare as well as food supplements and accessories. With around 40 million Beauty Card holders, Douglas has one of the largest customer loyalty programs in Europe. Providing excellent consultation and a range of unique services, Douglas is one of the leading companies in the beauty market - both online and in stores.

#doitforyou

## **PRESS CONTACT:**

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