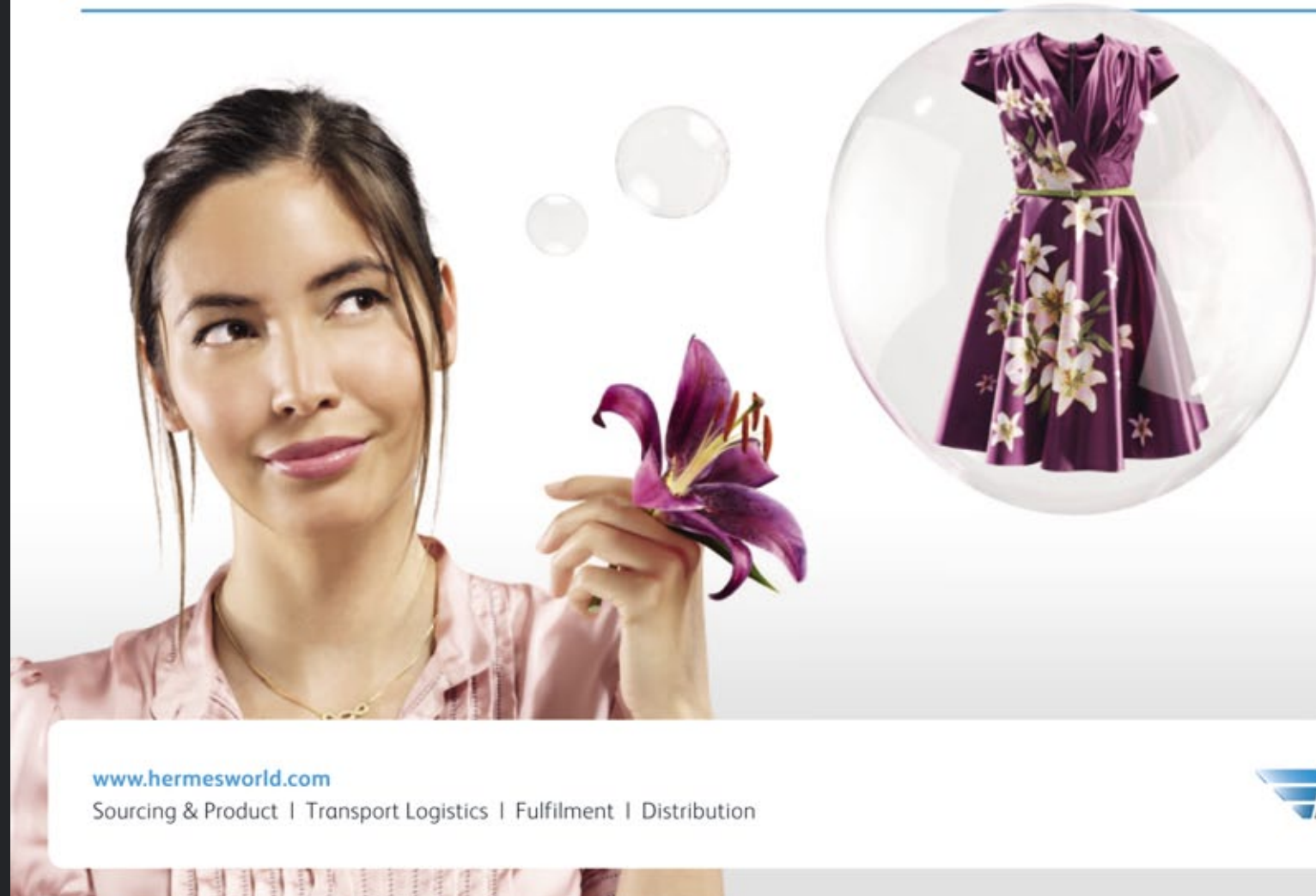


# YOU DREAM IT UP. HERMES MAKES IT HAPPEN.



### Brand management

In a worldwide campaign to promote the umbrella brand, Hermes presented itself in 2011 using adverts, posters, brochures and a film

[www.hermesworld.com](http://www.hermesworld.com)

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## THE POWER OF PERSUASION

As time goes by: advertising



1972



### The Age of Enlightenment

From the very beginning, brochures provided information on the range of services available ...



I know half of my advertising budget is wasted." US car manufacturer Henry Ford knew that even in his day. "I just don't know which half." Why is this?

After all, advertising is nothing other than communicating with other people and trying to attract their attention, gain their favour and build up mutual trust. But it doesn't always work: people are different and so are their reactions.

Hermes has been advertising its services from the very beginning. In the launch phase, it was essentially about making people aware of its services – so it focused on friendly delivery agents handing parcels or items of clothing hanging on coat hangers to happy customers at their front door.

But advertising soon became something more. An image of a girl holding a giant teddy bear with the slogan: "Animal transport? We do that too!" was used to present new services. Prominent brand ambassadors such as Niki Lauda and Mika Häkkinen appeared in adverts with the slogan, "Even successful racing drivers hand it in – a parcel to a Hermes ParcelShop, that is". Hermes also used advertising to inform the public that it had become a Stiftung Warentest test winner with the slogan: "The parcel's right!"

Hermes later ran TV adverts, and its humour went down well. One clip was legendary: it showed a street which had been cleared of snow and Father



► Pictures on the right-hand side: having fun with adverts ... later the range of information and advertising was expanded – now it takes the form of a worldwide campaign promoting the umbrella brand. The humorous brand ambassadors are particularly popular

2009

Christmas causing sparks to fly from his sledge as he tried to slide down it and setting all his presents alight in the process. The accompanying slogan: "Father Christmas won't bring anything. But Hermes will."

The parcel service of 1972 has been transformed in 40 years into a global commercial service provider that can handle all the steps in the chain, from ordering raw materials to the delivery of the final product. Advertising for the individual business segments was therefore enhanced with a uniform marketing concept presenting the entire Hermes portfolio with the aim of positioning the company as an all-round competent commercial partner. In the autumn/winter of 2011, Hermes launched a six-figure campaign to promote the company's umbrella brand, presenting its performance-oriented approach with images from Hamburg to Hong Kong.

The question obviously arises: is it worth it? Let us again quote Henry Ford: "A man who stops advertising to save money, is like a man who stops the clock to save time."



► **TV**  
Whether the Christmas campaign or breakfast television: humorous Hermes TV adverts promote its ParcelShops



► **Trade fairs**  
Logistics, the mail-order business, fashion, e-commerce: Hermes takes part in many well-known national and international trade fairs



► **Radio**  
The marketing campaigns for ParcelShops have traditionally been backed up with snappy radio advertising



► **Sponsorship**  
The Hermes Attempto Racing Team won the Porsche Carrera Cup in 2010, and is also ahead in the 2012 Championship



► **Digital media**  
Whether you're talking about customer feedback via Twitter or parcel tracking on a smartphone – Hermes is right at home in the digital world



► **www.hermesworld.com**  
From the procurement of raw materials in Asia right up to the last mile in Europe, the entire Hermes world is on one website: www.hermesworld.com

