



## **IMMOFINANZ launches an image and brand campaign: “When Clark Kent prefers to stay in the office”**

**IMMOFINANZ Group has partnered with Warner Bros. Consumer Products Germany to launch an image and brand campaign featuring one of the best-known Super Heroes in history, DC Comics’ Superman, and his civic identity Clark Kent. The campaign is the first in the company’s history and will be broadcast on television in several core countries of the real estate company. With the claim “When Clark Kent prefers to stay in the office”, the real estate company puts the focus on its service competence as well as on the perfect office.**

Three advertisement spots were recorded for the IMMOFINANZ Superman campaign in cooperation with Warner Bros. Consumer Products, on behalf of DC Entertainment. The ads were recently launched in Austria, Poland, Czech Republic, Hungary, Slovakia and Romania and concentrate on the online and digital out-of-home segments (moving images in outdoor advertising). TV advertising will be added to the media mix in Austria, Poland and Czech Republic starting on 4 November. Oversized banners and signs will also be attached to numerous IMMOFINANZ office buildings in the six countries. The gross coverage is expected to exceed 100 million contacts.

Superman is known almost 100% all over the world. He has inspired blockbuster films as well as television shows, exciting videogames and a multiplicity of consumer products for fans of all ages. When Superman first appeared in 1938 in the comic book Action Comics #1, he very quickly became an icon.

“Image campaigns so far have security value on the property business. We have decided to take that move, in order to position IMMOFINANZ as an international brand owner in the property business. Our goal: when one thinks about office, one associates IMMOFINANZ, our large scale and flexibility and our customer promise”, says Karin Kernmayer, Director Marketing of IMMOFINANZ Group.

“Our asset management follows a distinctly customer-oriented approach, which we already summed up in the previous year, true to the motto ‘more than office’. We offer more than pure office renting space in which the focus is on our tenant and his staff. The Superman campaign takes up this theme with a wink and promises a highly cross-national recognition value for our offices and service competence”, says Dietmar Reindl, Director Office and Logistics of IMMOFINANZ Group.



“Superman is one of the strongest licensed brands worldwide. The Superman license has something that is unique to the Super Hero: a character with figurative features as well as a symbol, which appeals to all target groups. We are very pleased to see that the IMMOFINANZ Group uses the strength of the legendary S-Shield for its wide-coverage image campaign”, says Stefan Hausberg, director consumer products of Warner Bros. Entertainment GmbH.

The office portfolio of the IMMOFINANZ group includes 100 existing properties and the carrying amount of 2.61 billion euros, which corresponds to 28.3% of the whole existing portfolio of the company.

**Details:**

- Reach: over 100 million gross contacts
- Brand campaign will be widely used internal and external (internet, DOOH, TV, presentations, connection to social media)
- Own advertising presence: [office.immofinanz.com](http://office.immofinanz.com)
- Implementation in six different languages (spots in three languages)
- Cineastic focus, extravagant postproduction (computeranimation, 3D, etc.)

Campaign pictures and the spots under: [office.immofinanz.com](http://office.immofinanz.com)

ADVERTISING MATERIAL: TV spot, online banner, prerolls DOOH spots, building-banner and sticker

CLIENT: IMMOFINANZ AG

PRINCIPAL: Karin Kernmayer

AGENCY: M'CAPS Advertising

ONLINE AGENCY: abss interactive GmbH

CROSS CHANNEL MARKETING/MEDIA AGENCY: Goldbach Interactive Austria GmbH

FILMPRODUCTION: Seven Film- und Postproduction GmbH

DIRECTOR: Pascal Heiduk



**On IMMOFINANZ Group**

IMMOFINANZ Group is one of the leading listed property investors and developers in Europe. The company is included in the leading ATX index of the Vienna Stock Exchange and also trades on the Warsaw Stock Exchange. Since its founding in 1990, the company has compiled a high-quality property portfolio that now comprises more than 1,700 investment properties with a carrying amount of approx. EUR 10.4 billion. As a “real estate machine“ the company concentrates on linking its three core business areas: the development of sustainable, specially designed prime properties in premium locations, the professional management of these properties and cycle-optimised sales. IMMOFINANZ Group concentrates its activities in the retail, office, logistics and residential segments of eight regional core markets: Austria, Germany, Czech Republic, Slovakia, Hungary, Romania, Poland and Russia. Further information under [www.immofinanz.com](http://www.immofinanz.com) / [blog.immofinanz.com](http://blog.immofinanz.com) / [properties.immofinanz.com](http://properties.immofinanz.com)

**On Warner Bros. Consumer Products**

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

**On DC Entertainment**

DC Entertainment, home to iconic brands DC Comics (Superman, Batman, Green Lantern, Wonder Woman, The Flash), Vertigo (Sandman, Fables) and MAD, is the creative division charged with strategically integrating its content across Warner Bros. Entertainment and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is the largest English-language publisher of comics in the world. In January 2012, DC Entertainment, in collaboration with Warner Bros. and Time Warner divisions, launched We Can Be Heroes – a giving campaign featuring the iconic Justice League super heroes – to raise awareness and funds to fight the hunger crisis in the Horn of Africa.

**For additional information please contact:**

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