

Jung von Matt/365 starts in Vienna with Erste/Sparkassen Group as premiere account.

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The Hamburg-based agency group Jung von Matt founded the agency Jung von Matt/365 in Vienna in early 2013. It is poised to embark into a joint future with Erste Group, and will provide its services as lead agency to Erste Bank, Sparkassen and s-Bausparkasse starting from April 2013.

"As part of a longer process, we as a group have resolved to select JvM/365 as the new creative lead agency for Austria and as strategic consultants for Erste Group. We see JvM as a partner who will provide us with comprehensive advice when it comes to our creative decisions as financial service providers. In doing so, we are also building on the experience this agency has gained in its cooperation with Deutsche Sparkassen", said Erste Group Head of Marketing, Philip List, in a comment on this move.

"We made this decision despite having had wonderful success with our previous agency Y&R. But after almost 15 years of cooperation, we are convinced that we need new ideas in advertising", adds Mario Stadler, Head of Marketing for Austria. Both extend their gratitude to Y&R for many years of good and successful cooperation in which, i.a., joint advertising campaigns with the Sparkassen were implemented and the presenter concepts Peter and currently Petra & Martin established a personified customer proximity.

As early as in the second half of the year, the deployment of first campaigns will visibly strengthen the positions of both Group and Sparkassen as innovative providers of financial services.

Apart from conventional advertising, the activities of Jung von Matt/365 focus especially on digital communication, encompassing in particular all modern forms and formats of communication.

Peter Figge, Chairman of the Management Board of Jung von Matt AG, says: "Jung von Matt/365 is a modern creative agency with a focus on digital communication. I am of course very pleased that the agency is starting off directly with a company as rich in tradition as Erste Bank and Sparkassen. This is not only a special vote of confidence, but also spurs us on."

Jung von Matt has been providing its services to Deutscher Sparkassen- und Giroverband for almost 20 years and most recently made a splash in Germany with the digital campaigns "Giro sucht Hero I + II" with Joko Winterscheidt and Klaas Heufer-Umlauf.

With Jung von Matt/365 the agency group is expanding its presence in the Austrian market in which it has been represented by the Jung von Matt/Donau agency since 2001.