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**Exclusive Online-Sponsoring Campaign in Five European Core Countries**

**Continental Drives with AD Europe and Initiative to UEFA Euro 2008™**

**Karlsruhe, 5 April 2007.** Continental, one of the internationally leading component suppliers for the automobile industry and with its tyre divisions an official sponsor of the UEFA EURO 2008™ that will take place in Austria and Switzerland in June 2008, has now started the countdown for Europe's most important upcoming sports event at an early stage. In a large-scale pan-European online-sponsoring campaign – exclusive in the AD Europe Network – Continental will accompany the qualifying round for the sporting highlight of the football summer during the coming year in cooperation with the Hamburg media agency Initiative.

Initiative has planned two flights in the AD Europe Network for Continental, which are precisely coordinated with the times for changing car tyres (changing the summer and winter tyres). The ongoing presence as a combined branding and sales campaign primarily aims at increasing the brand awareness of Continental. The heart of the campaign is a lottery on the AD Europe portals in which tickets for the games of the UEFA EURO 2008™ are raffled by Continental every week. The early focusing on international football sponsoring was already a central success factor in the communication for FIFA WM 2006™. The target group is all of the sports-enthused drivers who are concerned with safety, in addition to sporty handling characteristics, when selecting tyres.

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“The internet is an important communication medium for us on the way to UEFA EURO 2008™. We run two special internet pages for supporting our communication activities in the football milieu: the ContiFanWorld with many campaigns for football fans and ContiSoccerWorld with all of the information about the Continental involvement in football. With our advertising on the pages of the AD Europe portals, we are consistently accompanying the qualifying round in the most important European markets and positioning the premium brand of Continental in the environment of the UEFA EURO 2008™ at an early stage,” Silke Gliemann, Communications Manager Passenger and Light Truck Tires Continental AG, explains the campaign approach.

**Five Countries, 55 Million Advertising Contacts Online and Linking with TV**

For the first time, the campaign planned by Initiative is so homogeneous and transnational in its strategic international orientation that it covers all of Continental’s Western European core markets with Germany, Great Britain, France, Spain and Italy. In the process, the editorial portal environments of the UEFA EURO 2008™ on the portals GMX and 1&1 (Germany), LIBERO (Italy) and Orange (Great Britain, France and Spain) that are part of the AD Europe Network will be exclusively occupied and sponsored by Continental. The traffic generation will take place through editorial integrations, as well as by means of an extensive media package. In addition to the category of presenter for the UEFA EURO 2008™ in the classic head-sponsor advertising media, all of the AD Europe portals will use international UAP standard formats such as the rectangle and super banner. They will also employ special forms of advertising, such as the dynamic

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header and hockey sticks, as attention-grabbing advertising media. In its creation, the campaign works transnationally in all advertising media with the Continental key visual that was developed by Change Frankfurt: a tyre as a football stadium. The creation of the banners comes from the World Cup Team, Hanover. Both flights are designed for an advertising exposure totalling 55 million advertising contacts in the five countries. The exclusive online-sponsoring campaign will be supplemented by a parallel TV presence of Continental on the pan-European TV sports channel Eurosport in the environment of TV coverage for the UEFA EURO 2008™.

“Communication with our target group is becoming increasingly important online. Even now, we can already achieve a high degree of coverage in this regard and success can be measured in concrete terms. Realising a uniform campaign for all of Western Europe still places high demands on the know-how and project management of the agency, especially when dealing with target groups and campaigns beyond the classic pan-European media and its online offers. Just like Initiative, AD Europe has the structure and know-how to get the maximum benefit from international campaigns in addition to the far-ranging online offers in the relevant countries. They have optimally supported the clients and us as a result,” is how Marianne Doelz, Chairwoman of the Initiative Media management, explains the choice of AD Europe’s international advertising network as a media partner.

**About Continental AG**

The Continental company is one of the leading component suppliers for the automobile industry and supplier for tyres, brake

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systems, chassis components, automotive electronics and technical elastomers. The company achieved sales of 14.9 billion euros in 2006 and currently employs about 85,000 people around the world. The tyre divisions are an official sponsor of the UEFA EURO 2008™, which will take place in June 2008 in Austria and Switzerland, and the UEFA-U21 European Championships which will be held in Holland in June 2007. More information on this can be found at [www.ContiSoccerWorld.de](http://www.ContiSoccerWorld.de), [www.contifanworld.com](http://www.contifanworld.com) and [www.conti-online.com](http://www.conti-online.com).

**About Initiative Media GmbH**

With 99 offices in 58 countries, Initiative is one of the leading media agencies in the world. In addition to classic media planning and media purchasing, it offers its clients unique communications solutions and extensive communications consulting for their brands. Initiative is in charge of the international budgets for Continental Tire, Tchibo, Johnson + Johnson and many other companies.

**About AD Europe**

AD Europe, the network alliance of United Internet Media, France Telecom Orange and Wind LIBERO, was founded in December 2003 and was able to establish itself from the start among the leading pan-European online media networks. As the first international media and advertising network of leading national portals and local online marketers, the alliance initially concentrated on establishing a media and advertising network in the six largest European internet markets – Germany, Great Britain, France, Italy, Spain and the Netherlands. The network was soon expanded through partnerships with additional leading local

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European portal providers. Today, AD Europe extends to more than 25 European countries and has a coverage of 130 million internet users (monthly).

AD Europe *Global*, the media and advertising network of AD Europe that has gradually been developed by United Internet Media on the global level, is now present on all five continents and in more than 60 countries. More than 300 million people – from North and South America to Europe and Africa to Asia and Australia – can be addressed with advertising through AD Europe *Global* internationally. Based on the partners' many years of leading market, target-group and marketing expertise, what is now the largest global media and advertising network outside of the USA is offering national and international advertisers a globally available high-performance online marketing portfolio of innovative online marketing solutions with one single contact point for the clients (one-stop media shopping). In addition, it provides quicker and more flexible nation-specific consultation, service and campaign implementation.

**INTERNET ADDRESS**

United Internet Media AG:  
<http://united-internet-media.de>

**PRESS SERVICE**

Journalists are provided with press releases, graphical footage free of charge as well as background information in the **United Internet Media press lounge:**  
<http://united-internet-media.de/presse>

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