

# PRESS TEXT

## 30 years and not a bit silent

### Radio has ensured high awareness of musterhaus küchen stores for three decades

**Dreieich, 20. July 2021:** On Twitter, it is known as Germany's secret catchy tune: the jingle of the musterhaus küchen Fachgeschäfte. In 1991, the MHK Group presented the radio campaign for the umbrella brand with the red triangle at its annual conference. As early as the fall, the first spots were broadcast over the airwaves. With success: in a very short time, the musterhaus küchen stores were able to significantly increase their brand awareness. Ten years later, supported awareness was even close to 90 percent.

Even today, 30 years later, young and old can hum along to the commercial. "In the first five years, the spots were exclusively sung," recalls Frank Heckmann. The experienced media planner has been responsible for radio campaigns for 25 years. The special feature: the first spots, together with a reminder, easily made it to one minute. "Hardly imaginable today, let alone affordable." Because with the arrival of private radio stations, the price per second rose significantly. Shorter spots and more flexibility were in demand. And so the Dreieich based company changed its concept in 1996. With Martin Hecht, they found a well-known and likeable narrator who still gives the spots a voice today. The creative team at MHK Werbeagentur info-text has also worked with celebrities such as Alfred Biolek, Sally and, most recently, Johann Lafer.

The medium of radio has lost nothing of its topicality. According to the population-representative study ma 2020 Audio I, the reach of the medium radio in Germany was 74.8 percent last year. In a comparison of all media such as the Internet, TV and daily newspapers, radio was even the most used medium. With these figures, it's clear that Dreieich is also relying on radio for the latest campaign of the musterhaus küchen Fachgeschäft, in addition to online advertising. "Makes envious" is the current slogan. And that will certainly not only be the neighbor when he sees the kitchen planned in the musterhaus kitchen Fachgeschäft,

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but also many a competitor in view of the now 30-year success of the musterhaus jingle.

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