



“Moving forward together”: ORLEN Deutschland launches TV campaign for new co-branding logo

Elmshorn, 8 November 2022 – As part of the two-brand strategy, ORLEN Deutschland GmbH has modified its logo: With the eagle in front, the “ORLEN” brand is taking the pole position in the new logo – representing sustainable, modern mobility solutions from the Elmshorn-based company. The redesign of the logo is complemented by an activation campaign on TV, primarily in the sporting sector, as well as at sport-related TV events.

The eagle that represents the ORLEN brand stands for “New Energy”, with which ORLEN Deutschland is positioning itself as a decarbonisation partner and a catalyst for new mobility concepts. As the prominent brand, ORLEN gives the *star* brand the power of an international corporate brand. *star* petrol stations continue to be a friendly place for customers in Germany to visit, with traditional fuels, hospitable shops and cafés, as well as car washes and e-charging stations.

“Moving forward together”

A TV campaign to raise awareness of the new logo was launched in mid-October 2022 and will continue until the end of the year. “With the campaign slogan ‘Moving forward together’ we are highlighting both our new logo and the sportsmanship of the ORLEN and *star* brands,” says Dariusz Pawlik, Managing Director of ORLEN Deutschland GmbH.

The measures will reach a preliminary culmination with the creative integration of the logo this coming Saturday, November 12. ORLEN Deutschland is the sponsor of the Polish team at the “TV total WOK WM 2022” – being broadcast at primetime on German TV channel ProSieben. The new logo will adorn the four-woman-wok of the female team, consisting of Sarah Fresh (singer and wife of rapper Eko-Fresh), Carolin Niemczyk (singer of the electropop duo Glasperlenspiel), Natalia Avelon (actress and singer), and Klaudia Giez (participant in Germany’s Next Topmodel in 2018). The same goes for the one-woman-wok of reality TV star Evelin Burdecki, who will also glide down the ice channel in Winterberg, North Rhine Westphalia, Germany, wearing the new ORLEN Deutschland logo. The TV broadcast starts at 20:15.



One month later, on Friday 16, December 2022, eagles and stars will be displayed on the car of French rally driver Sébastien Ogier. The former world champion will compete for the title at the “TV total Autoball World Championship” at the ZAG Arena in Hanover. This event will also be broadcast on ProSieben.

In addition to these two TV highlights, the logo will be displayed in its own presenting spots in various TV formats with a wide public reach – with a focus on sports and the automotive industry – until December 31, 2022. ORLEN Deutschland presents, among others, the top matches of the 1st and 2nd Football Bundesliga on Sky, the Ski World Cup on Eurosport, the Darts World Cup and the “WM Doppelpass” on Sport1, as well as various handball formats on DAZN, Sky and sportdeutschland.tv. The campaign is complemented by LED perimeter ads at various top matches of the 1st Football Bundesliga and by the use of digital media with programmatic coverage for the relevant target audiences. The campaign is rounded off with digital boards at the German handball champion, THW Kiel, whose main and jersey sponsor ORLEN Deutschland has been since 2016.



star and ORLEN - the petrol stations of ORLEN Deutschland GmbH

ORLEN Deutschland GmbH was founded in March 2003. It is a 100% subsidiary of the Polish multi-energy corporation PKN ORLEN S.A. and part of the international ORLEN Group. The company currently operates almost 600 *star* and ORLEN petrol stations on the German market. ORLEN Deutschland GmbH, based in Elmshorn, is one of the ten largest petrol station operators in Germany and has been the main sponsor of German handball record champion THW Kiel since 2016.



According to the slogan "More than just cheap fuel", *star* and ORLEN petrol stations offer quality fuels as well as their own brand products at an attractive price-performance ratio. Customers also benefit from the B2B-fleet-card and receive additional services such as car washing and parcel services at many stations. Filling stations with 'star café' and 'stop.café' invite you to take breaks in a feel-good atmosphere and offer coffee specialities, a large selection of tasty meals and hot and cold snacks all day long.

For more information, please visit our websites www.orlen-deutschland.de or www.star.de

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