



## **PKN ORLEN and ORLEN Deutschland launch an image campaign**

**The brands of the parent company and the subsidiary will be presented in future together at star petrol stations**

**Elmshorn, 14<sup>th</sup> of November 2019 – The leading energy and oil company in Central and Eastern Europe PKN ORLEN, and the German subsidiary ORLEN Deutschland, together with their petrol station brand star, launched their first large-scale image campaign. Since 4<sup>th</sup> of November, TV and web spots as well as advertisements in automotive magazines will be placed for a 4-week period. This will particularly increase awareness of the ORLEN umbrella brand as their logo will be placed in future alongside the star logo at petrol stations.**

The campaign focuses on an emotional 30-second video that can be seen on both television and online channels such as YouTube. The core message is: “We are driving the future forward together”. Its images combine the responsibility that a mineral oil company bears for future generations with the fascination of innovation and speed. The story is visualised through children playing outdoors, workers on a state-of-the-art digitally controlled drilling platform, and the ROKiT Williams Racing Formula 1 team, whose sponsors include PKN ORLEN. The subtext provides the bridge between the images, sending a message that is as emotional as it is international: “You overcome obstacles, you go beyond borders, you have the future ahead of you.” The campaign will be broadcast in primetime on wide-reach private channels such as Sat.1, Pro7, Vox, and RTL.

The campaign also marks the start of PKN ORLEN’s international branding strategy. In Germany, there will be a co-branding of the two gas station brands ORLEN and star, and in the Czech Republic a co-branding between ORLEN and benzina. This will be particularly visible at the pumps where the logos will be placed next to each other.

“The strongest image attributes of the ORLEN brand are modernity, trust, friendliness, and a broad range, as well as high product and service quality”, explains Patrycja Klarecka, head of PKN ORLEN’s petrol station division. The introduction in recent



years of the star Bistro and star Café, launched a new gastronomy concept at star petrol stations and significantly upgraded them. This is reflected in a noticeable increase in customer numbers and turnover. The concept allowed star to conform to the ORLEN standard. “With the co-branding, we want to make clear that the star petrol stations belong to a strong and reliable international petrol station network,” Klarecka continued. The leading Polish group operates over 2800 petrol stations in Poland, Germany, the Czech Republic, Lithuania, and Slovakia. “It makes sense that a company operating on six continents strengthens its global brand in order to create international recognition”, emphasised Waldemar Bogusch, CEO of ORLEN Deutschland GmbH, referring to prominent best practice examples from major brands such as Procter & Gamble or Unilever. “This is an important step for us towards a successful future together with our petrol station partners and employees.”

star has established itself in Germany as a sustainable and innovative petrol station brand that meets the needs of the modern mobile society in many respects. star offers more than low-cost refuelling - from alternative fuels and fast charging stations, to affordable private label products and inviting bistros, and digital innovations at the petrol stations.



## **star – a strong brand from ORLEN Deutschland GmbH**

star is the petrol station brand of ORLEN Deutschland GmbH, which has been on the German market since 2003 and is operating more than 580 petrol stations. The company, which is based in Elmshorn near Hamburg, is part of the Polish oil and energy group PKN ORLEN S.A., which is the largest enterprise in Central Eastern Europe (CEE), with an annual turnover of EUR 25 billion in 2018.

PKN ORLEN is a leading player on the fuel and energy market and is listed in prestigious global rankings such as Fortune Global 500, Platts TOP250 and Thompson Reuters TOP100.

The Group owns state-of-the-art integrated infrastructure, capable of producing more than 35 million tonnes of various crude oil types per annum and of marketing its products through the CEE-region's largest network of more than 2,800 modern petrol stations. PKN ORLEN's offering includes over 50 top-quality petrochemical and refining products sold in more than 90 countries around the world on 6 continents. 60 percent of the company's revenues are generated outside the country.

For the last few years, ORLEN has been established as the most valuable brand in Poland. PKN ORLEN is also the only company in the region that has been awarded the prestigious title of 'The Most Ethical Company' for the sixth time in a row by the American Ethisphere Institute.

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