

Press release, 1 October 2012

Appenzeller[®] cheese – the successful campaign continues.

The herdsmen of Appenzell are still saying nothing. In the new TV adverts of this successful campaign Uwe Ochsenknecht once again fails in his attempts to discover the secret of Appenzeller[®] cheese.

Uwe Ochsenknecht has again made his way to the Appenzellerland to try and worm the secret of Appenzeller[®] cheese out of the herdsmen. However, no matter what he does, the herdsmen aren't saying anything. The new TV adverts, designed and realised by the Contexta agency in collaboration with Stories, are continuing the popular and successful campaign for Appenzeller[®] cheese. Various short commercials have been created that will be broadcast on the major German and Swiss TV channels from 1 October 2012.



Excerpt from the new "Wig" TV advert

The recipe remains a secret.

In addition to the TV adverts, a number of new posters have also been developed. They convey the core message of Appenzeller[®] cheese – the secret of the herbal brine – in a consistent and visually memorable way. Various striking portrait shots of Appenzell herdsmen are displayed that make it unmistakably clear that they will never divulge their secret.



New poster visual F12: «The spiciest secret from Switzerland.»

Continuous brand management

The campaign with Uwe Ochsenknecht and the herdsmen is continuing for one simple reason – its success. In both Switzerland and Germany the short commercials featuring the German actor are extremely popular – which is reflected in the sales figures for Appenzeller® cheese. The campaign received two prestigious Swiss EFFIE Award Gold Medals in 2012. This demonstrates the benefits of continuous brand management, which has been made possible not least thanks to more than 40 years of collaboration between Appenzeller® cheese and Contexta.

Images available for downloading at:

<ftp://Appenzeller:zap31A@portal.contexta.ch/Presse-Bildmaterial.zip>

TV adverts on YouTube:

<http://www.youtube.com/appenzellerkase>

Contact details:

SO Appenzeller Käse GmbH

Monika Storchenegger

Poststrasse 12

9050 Appenzell

Switzerland

Tel. +41 (0)71 788 30 40, Mobile +41 (0)79 246 46 06, Fax +41 (0)71 788 30 45,

m.storchenegger@appenzeller.ch

For images and information on Appenzeller® cheese advertising and publicity:

Contexta AG Werbeagentur BSW

Cornelia Noti

Wasserwerkstrasse 17/19

3000 Bern 13

Switzerland

Tel. +41 (0)31 310 88 88, Fax +41 (0)31 311 48 77, cornelia.noti@contexta.ch