



Vienna, November 02, 2009

## **Braneti creates an international campaign for Mondi Uncoated Fine Paper**

- **Braneti Communications puts personified and tangible environmental consciousness into effect**
- **The designs created by Braneti are internationally being used from now on**

It is probably one of the most noticeable campaigns in the global corporation's history – beautiful, mysterious, mythical creatures in breathtaking natural surroundings. In cooperation with its advertising partner Braneti Communications, Mondi Uncoated Fine Paper is breaking new ground.

*„It was our challenge to illustrate the environmental aspect of the product range ‚Green Range‘ as naturalistic as possible. The key message: Mondi deals with our natural resources in the most responsible manner and wants to also communicate this awareness. Because when purchasing Green Range products one does not only make a contribution to sustainable conservation, but also buys top quality products.“* states Eva-Maria Braneti, Managing Director of Braneti Communications.

Once one has taken a more precise glance, one realizes that Mondi's newest advertising campaign characters are no mythical creatures at all. In fact they could not be more real, as they do not only embody real life elements, but even life's most substantial foundations – air, water, forests and – as the main character – mother earth herself. That was the creation of a group of avatars, who correlate and tell an ongoing story. *“Advertising characters”,* says Eva Braneti, Managing Director of Braneti Communications, *“make a way deeper impact on the subconsciousness than rational arguments. They render a brand unique.”*

At an elaborate photo shoot, expressive images were created, that will be now seen across the globe for at least two years. Specifically selected models, in especially for the occasion tailor-made outfits add a strong lively impact to the creative concept. Braneti Communications personified the key messages as well as the elements and thus set them spectacularly in motion.

# BRANETI



The recently launched series of advertisements is only the first step in this multi-stage international campaign. Furthermore the mythical creatures will be used in the following month in direct mailings, newsletters and online as well as live at events.

The integrated communications campaign also focuses on the strategic and creative elaboration of various tools and POS materials, which will significantly support sales and distribution.

Marius A. Braneti, CEO of Braneti Communications highlights the importance of this campaign for the Austrian advertising industry: *„I am particularly happy to welcome Mondi Uncoated Fine Paper as a new client on board. This international campaign shows, that excellent ideas – 100% made in Austria – combined with the right strategy are successful across the globe. From Vienna to Sydney, from Johannesburg to Madrid – a campaign to look forward to!“*

Braneti Communications offers alongside integrated communications campaigns for national and international corporations, also professional communications consulting in the sub-areas of above-the-line advertising, public relations and digital media. Braneti councils clients from many different areas including the automobile industry, the financial services and the paper industry, the cosmetics and beauty industry and the healthcare sector as well as NGOs. Clients include Renault, Dacia, Mondi Uncoated Fine Paper, Schenker Logistics, Salinen Austria, Voestalpine, the Romanian Ministry of Culture, Bavaria rent, the Trade Commission of the Austrian Embassy in Romania as well as various other Embassies.

## **Credits**

Client: Mondi Uncoated Fine Paper  
Head of Marketing: Wolfgang Kropiunik  
Category Manager: Andreas Feichtinger  
Agency: Braneti Communications  
Consultants: Eva-Maria Braneti, Annette Adamovics  
Creative Director: Eva-Maria Braneti  
Wording: Christopher Genss von Greverode  
Art Director: Nicole Pagitz  
Junior Art Director: Daniela Brunner  
Graphic Design: Angelika Lechner  
Photographer: Johannes Brunnbauer  
Hair & Make up: Carmen Schneider  
Costumes & Airbrush: Sibylle Bauer-Schmidt

The making-of the photo shooting: <http://www.youtube.com/watch?v=gh1bRSVolls>

Further information about Braneti Communications can be found under: [www.braneti.com](http://www.braneti.com)

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