

PRESS RELEASE

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"Hot shit": B2B specialist BERNER positions itself as the industry's leading chemicals dealer in new commercial with TV star Kida Khodr Ramadan

The BERNER Group is kicking off the second half of the financial year with one of the biggest international brand campaigns in the company's history. From October 1, 2024, the B2B specialist is positioning itself on all relevant communication and sales channels as the unconventional "Smart Rebel" of the industry. Its own promise of performance and quality will be creatively staged with a wink. At the same time, as part of the broad marketing offensive, the group is underpinning its claim to supply professionals from the mobility, construction and industrial sectors with the best chemical products in the industry.

The centerpiece of BERNER's new brand campaign is a two-and-a-half-minute commercial featuring Kida Khodr Ramadan. The actor, who celebrated his international breakthrough with the award-winning TV series "4 Blocks", has once again slipped back into his signature role as a gangster boss. When he learns that BERNER is supposedly ruining his business with "the hottest chemicals and the best service", he sends his henchmen to Italy, Spain, France and Austria to kidnap local BERNER sales representatives. During the subsequent interrogation, he puts those four kidnapped people through the wringer. However, the anger quickly fades. After the hood of his car has been perfectly cleaned and sealed in no time at all with a smart all-in-one product from BERNER, he admits approvingly: "Hot shit". A contentedly smiling movie villain then interprets the company's brand promise in his very own way: "Pushing the limits, Habibi!"

"With this campaign, we want to show our customers that – in line with our claim 'Pushing The Limits' – we are constantly pushing the boundaries of what is possible in order to offer them the best solutions for their challenges," says Peter Schmidt, CEO of BERNER Omnichannel Trading Holding SE. "The campaign highlights this promise of performance and quality with a wink. Our sales team is representative of our company. Our colleagues put their hearts and souls into serving our customers every day. We emphasize this USP and at the same time make it clear that we are different from others, and also take unusual paths for our customers. We also have compelling arguments with our products and services. On request, we deliver on the same day and almost anywhere in Europe within 24 hours. We are also emphasizing this in an original way in the new campaign spot."

The creative concept was created in-house and the production was realized together with the agency Flamisch Foto Film Konzept from Düsseldorf, Germany. The shoot took place in several cities in North Rhine-Westphalia.

Wide reach thanks to broad-based marketing campaign

The brand campaign will be played out in multiple languages in over 20 European countries. In addition to a strong social media push, BERNER is relying above all on the enormous reach of its omnichannel landscape. With five channels – webshop or app, e-procurement solutions, telesales, depots and around 5,000 sales reps – the company is there for its customers around the clock and reaches over 12 million personal contact points every year.

BERNER has put together a comprehensive marketing package that will be rolled out by the end of the year to keep the target group's attention high. This includes dedicated landing pages at local level, social media banners, newsletters and direct mailings as well as ads in the BERNER customer magazine, flyers, order inserts and a lottery for customers.

To promote internal commitment, the BERNER Group presented the commercial and the new campaign to its almost 8,000 employees at preview events at all European locations in September. Employees are also being actively involved. For example, the B2B specialist is offering its sales reps targeted social media training including a comprehensive content package. Product training sessions are also being held, as the launch of the marketing campaign is linked to the introduction of two chemical innovations for automotive and construction professionals.

More information about the campaign can be found on the dedicated landing page:

[Pushing The Limits | Berner Deutschland](#)