



Press release
No. 032/2021

Miele Launches Global Brand Campaign to Highlight Its Promise of ‘Quality Ahead of Its Time’

- ▶ With beautiful yet unexpected storytelling, the new campaign welcomes consumers into the Miele world, bringing to life the brand’s core values of craftsmanship, performance and sustainability
- ▶ Miele prioritises longevity as the ultimate form of sustainability with products that are designed for long-lasting performance.
- ▶ Brand campaign builds on a year during which we all rediscovered the importance of our homes

Gütersloh, May 17, 2021. – Miele has launched a global brand campaign that shows how the brand is offering its customers ‘Quality Ahead of Its Time’, underpinned by its core values of craftsmanship, performance and sustainability. The campaign also highlights that Miele products are designed for long-lasting performance – providing a level of quality and sustainability that makes an important counterpoint to a throwaway culture. The campaign is visually unique, surprising and engaging, designed to captivate premium customers. It will run in 49 countries around the world.

“The past year with its enormous volatility and uncertainty has been tough for everybody. However, consumers know that they can rely and depend on a brand like Miele,” says Dr Axel Kniehl, Executive Director Marketing and Sales at Miele Group. “We know that the Miele brand ultimately is all about trust, and with this campaign we are reinforcing everything that

Free for
editorial use

Please submit
copies to
Miele & Cie. KG
Public Relations

Postal address
P.O.B.
33325 Gütersloh
Germany

Phone
+49 5241 89-1953
Fax
+49 5241 89-1950

www.miele.de
presse@miele.de

our brand stands for. As people rediscovered the importance of their homes, they made conscious buying decisions based on the values that Miele is known for – most importantly, they demanded quality that is truly ahead of its time.”

Miele’s commitment to quality is also reflected in its approach to sustainability, which will be a key focus of the new brand campaign. Earlier this year, Miele announced its commitment to become climate neutral in all its locations from 2021.

“The global pandemic has focused people’s minds, it has reminded consumers what’s truly important – and that’s why they are increasingly making sustainability one of their top priorities,” says Dr Stefan Breit, Executive Director Technology. “We’ve always said that longevity is the ultimate form of sustainability. That’s why Miele’s products are designed for long-lasting performance, giving consumers not only a huge return on their investment but also the knowledge of a smaller environmental footprint.”

‘Quality Ahead of its Time’ was created by Hamburg-based advertising agency Select World and will evolve over time with new perspectives that bridge Miele’s values and customers’ needs. The campaign’s unique and memorable visuals are the work of world-renowned director Dan Tobin Smith, who drew on his experience working with premium brands to capture the true quality and craftsmanship of Miele appliances.

The campaign is an expression of more than 120 years of Miele craftsmanship and innovation. Since inception, Miele has been on a relentless pursuit to be better than its latest best, improving and perfecting everything it does. This obsession with quality and producing things that last is integral to the world today.

“With ‘Quality Ahead of its Time’, we are pivoting from product to brand marketing, bringing our core values to life,” says Barbara Castegnaro, Senior Vice President Brand and Customer Experience. “Miele’s products have always been known for their unbeatable quality, but that doesn’t happen by accident. Buy less, buy better. That’s why our products are simply an expression of our core values as an organisation.”

Media contact Miele:

Julia Cink

Phone: +49 5241 89-1962

Email: julia.cink@miele.com

Media contact Edelman:

Catherine Pouliot

Phone: +49 162 2910324

Email: catherine.pouliot@edelman.com

Company profile: Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. Their product portfolio also includes dishwashers, air purifiers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional). Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2020 business year amounted to around € 4.5 bn (thereof 29.5% in Germany). Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,900, of which approx. 11,050 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are two photographs with this text



Photo 1: Miele dishwasher: Sparkling results, day in, day out. That's Quality ahead of its Time. (Photo: Miele)



Photo 2: Miele Washing machine machines with Honeycomb. That's Quality ahead of its Time. (Photo: Miele)

Link to the Microsite: [Miele | Quality - Ahead of its time | Immer Besser](#)

Text and photo download: www.miele-press.com

Follow us on:  @Miele_Press

 @Miele

 @Miele_com

 Miele