

MediaMarktSaturn and Serviceplan Group launch Future-Ready Model for Marketing Production in Europe

MediaMarktSaturn has appointed Serviceplan Group as its Creative Solutions Partner for the entire European marketing process. The partnership aims to establish an integrated operations, service and technology unit. At its core is a dedicated set-up in which client and agency jointly manage and continuously evolve the full marketing value chain.

Munich, June 15, 2026 – At the heart of the collaboration, effective immediately, is the joint development of *MOMENTUM* - an innovative, AI-powered production and content organization designed to serve MediaMarktSaturn's entire marketing value chain.

The transformation ambition behind this new model is to consistently advance MediaMarktSaturn's "Experience Retail" strategy, with an even stronger focus on delivering superior customer experiences. *MOMENTUM* is built on the ambition to reach customers with the right message at the exact moment of need - personalized, cross-channel and in real time across all relevant touchpoints.

Michael Schuld, CMO of MediaMarktSaturn, says:

"With MOMENTUM, together with Serviceplan Group, we are creating a true game changer for our European marketing: faster, more data-driven, more scalable - and at the same time more relevant for our customers in every single moment."

As part of the joint operations, service and technology unit, MediaMarktSaturn and Serviceplan Group are developing *MOMENTUM OS*, a modular system that seamlessly integrates tactical creation, production, data, automation and distribution within a single infrastructure.

Existing production structures, processes and workflows will be fundamentally redefined. Fragmented, manual and channel-specific approaches will be replaced by an integrated, highly automated and scalable content and marketing production model across all markets and channels.

The unit's processes, systems and resources will be jointly set up and operated by teams from MediaMarktSaturn and Serviceplan Group. Dedicated experts will focus on AI, automation, content production as well as data and technology. These efforts are complemented by a Europe-wide network of central production hubs and local market teams, creating an optimal set-up for more efficient workflows, faster alignment and more consistent content across markets. At the same time, the strong involvement of local teams ensures maximum regional relevance.

Florian Haller, CEO of Serviceplan Group, adds:

"As a Creative Solutions Partner, we see our role not only in developing communication, but in translating diverse capabilities and technologies into effective

solutions for our clients. With MOMENTUM, we are jointly building an organization that is fully aligned with the demands of modern customer experience.”

The roll-out of MOMENTUM will span eleven European markets. It will initially launch in the DACH and Benelux regions, followed by Italy, Spain, Turkey, Poland and Hungary over the course of next year.

About MediaMarktSaturn Retail Group

MediaMarktSaturn Retail Group is Europe’s leading retailer for consumer electronics and related services. As part of its strategic transformation, the company is evolving from a traditional product-driven retailer into a solution-oriented omnichannel platform, fully integrating customer centricity and sustainability into all its business activities.

Under the concept of “Experience Electronics,” MediaMarktSaturn defines both its repositioning and its value proposition to customers. Through its portfolio of formats and brands, the company places a strong focus on customer experience and personalised advice.

The group operates under the MediaMarkt and Saturn brands, connecting around 1,070 brick-and-mortar stores with online sales platforms across 11 European countries and holding a number one or two market position in nine of them. Its private label portfolio includes PEAQ, KOENIC, ISY and ok.

MediaMarktSaturn employs around 50,000 people and is majority-owned by CECONOMY AG. In the financial year 2024/25, the company generated revenues of €23.1 billion, with online sales accounting for approximately 26 percent.

With around 2.2 billion customer interactions annually across all channels, the retailer reaches a vast audience. *(Data as of September 30, 2025)*

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