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The Hoffman Agency Takes the Lead for Siemens Home Appliances' Communications and Creative in Hong Kong

Hong Kong, March 23, 2011 – Siemens Home Appliances, a global leader in premium brand home appliances, has appointed The Hoffman Agency as its public relations agency of record in Hong Kong. Hoffman will be the lead agency for the German electronics giant's home appliances public communication initiative, overseeing corporate branding, product marketing, sustainability messaging and advertising, in addition to media planning and buying.

"The highly strategic approach that Hoffman developed for Siemens was impressive. The creative program Hoffman crafted for Siemens' public communication initiative made the agency stand out from the crowd," said Jeffina Yeung, marketing manager of BSH Home Appliances Limited. "Using Hoffman's holistic methodology, we believe that Siemens' spirit of innovation and dedication to premium quality home appliances will be reinforced to create a compelling story for our stakeholders."

The Hoffman Agency will work closely with Siemens to provide strategic counsel for the company's sustainability programs based on the tagline messaging, "*Siemens. The future moving in.*"

"We are thrilled and excited to be appointed Siemens' trusted partner, winning in a hard-fought competitive five-way pitch," said Jenny Chan, deputy general manager, The Hoffman Agency Hong Kong. "We look forward to leveraging Hoffman's expertise in the art of storytelling for Siemens' home appliances, known worldwide for quality. Hoffman's focus will be to work closely with Siemens to develop a communications strategy that will raise brand awareness to a new level. At the same time, Hoffman will work to develop a sense of connection and credibility for Siemens with its various stakeholders," Chan explained.

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About Siemens Home Appliances

Siemens is the great, innovative technology brand in the home appliance sector. The name stands for outstanding engineering achievements, characterized by creativity, perfection and precision. For more than 160 years now, these values have shaped the Siemens brand. They provide the basis for a continuous flow of innovations which have constantly improved people's lives. "Progress in the service of mankind" was the aspiration of the company's founder Werner von Siemens. With this goal in mind, our engineers continuously endeavor to optimize the efficiency of home appliances in dealing with scarce resources such as water and energy. Continuing to apply new technologies has ensured that Siemens home appliances are among the most energy-efficient in the sector. While built-in appliances represent an important focus, the Siemens brand also offers a full-range selection in the product categories of cooking, home laundry, refrigeration and freezing, as well as dishwashing and Consumer Products. Siemens is the number-1 home appliance brand in Germany, and the leading supplier of built-in products across Europe. Siemens home appliances make technical progress something that everyone can experience directly. Siemens – The Future moving in.

About The Hoffman Agency

The Hoffman Agency (www.hoffman.com) helps companies in markets of technical complexity communicate compelling messages across the world. Thanks to a unique global infrastructure and culture, The Hoffman Agency takes a collaborative approach to implementing multi-country programs. Its operation extends across Asia Pacific, Europe and the United States.

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