

Press release
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Miele starts a new global brand campaign “Once a Miele, Always a Miele”

- ▶ Multimedia communication for brand and products in 49 countries
- ▶ Highlighting the unique value of quality, enjoyment and timeless design of its products
- ▶ Focus on the special bond between people and their Miele appliances

Gütersloh, October 9, 2024. – In the year of its 125th anniversary, Miele has taken a moment to reflect on the lessons it has learned throughout its history - not only from its own development and design processes, but also from its customers and their experiences with Miele products. This led to the idea of "Once a Miele, Always a Miele". Based on the conviction that once customers have experienced the quality and reliability, as well as the intuitive product experience, that the world's leading provider of premium household and commercial appliances stands for, nothing else can compare. The campaign captivates with emotional and compelling images at both the brand and product level.

“The holistic experience of exceptional quality, performance and timelessly elegant design inspires and delights millions and millions of people around the world,” says Thorsten Brandt, Senior Vice President Brand and Customer Experience for the Miele Group. The experiences with Miele would shape people's expectations of their household appliances and their attitudes towards them, enriching their lives at home. “The ‘Once a Miele, Always a Miele’ campaign addresses this sentiment in a way that is both clear and emotional,” Brandt continues.

Launching in September, the multi-media campaign will be rolled out in 49 countries and presents a wide range of household appliances – with a focus on the areas of “kitchen” and “cleaning”. The campaign combines emotional imagery with exclusive functions that fascinate and inspire. These include, for example, combination steam ovens with the HydroClean automatic self-cleaning function, and dishwashers with the unique AutoDos dispensing system with the integrated PowerDisk.

“We are pleased to be able to launch a campaign that reflects what we have heard from our customers – that once they have experienced the special product experience with a Miele appliance, they want nothing else,” says Thorsten Brandt.



The outstanding product quality and durability that Miele has stood for over the past 125 years will continue to be at the heart of the Miele brand. “Once Miele, Always Miele” captures the essence of time, celebrating quality as the true luxury, especially as a counterpoint to the widespread throwaway culture. With these messages, the world's leading manufacturer of premium domestic and commercial appliances is emphasizing the brand's values and at the same time providing highly effective support for its retail partners.

The creative idea for this campaign was developed by the Amsterdam office of global creative agency Wieden+Kennedy. Ramona Todoca and Edouard Olhagaray, Creative Directors at Wieden+Kennedy Amsterdam added: "Miele is well known for making appliances with a uniquely high-quality standard, and so with this campaign, we wanted to build a story around how this truly feels like from the consumer's perspective. It shows how Miele appliances aren't simply utilities, but reliable helpers we develop long lasting relationships with." In addition to the TV commercials, Miele is pursuing a comprehensive global communications strategy that is implemented across all major touchpoints.

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Company profile: Miele is recognised as the world's leading supplier of Premium domestic appliances, with an inspiring portfolio for the kitchen, laundry and floor care. The company also offers machines, systems and services for use in hotels, offices, care and medical technology. Since its foundation in 1899, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation, performance and timeless elegance. With its durable and energy-saving appliances, Miele helps its customers to make their everyday lives as sustainable as possible. The company is still owned by the two founding families Miele and Zinkann and has 15 production plants, eight of which are in Germany. Around 22,700 people work for Miele worldwide and the company's most recent turnover was 4,96 billion Euro. The company has its headquarters in Gütersloh in Westphalia.

There are two photographs with this text



Photo 1: The long-term relationship between people and their Miele appliances, which enrich life and make everyday life easier, is the central theme of the “Once Miele, always Miele” campaign.
(Photo: Miele)



Photo 2: Fascinating product experiences and unique moments – this is also what the “Once Miele, always Miele” campaign stands for.
(Photo: Miele)

Text and photo download: www.miele-presse.de

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