

conceptbakery

marketing across media

FOR IMMEDIATE RELEASE

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conceptbakery continues success with StainTalk

DENVER-- In the span of two months, **conceptbakery** has successfully launched StainTalk, the new social media project commissioned by Delta Carbona. In doing so, the cross-Atlantic non-traditional marketing firm has increased Carbona's brand name awareness in both the online and offline retail store environment.

"StainTalk covers many of **conceptbakery**'s core strengths and provides a healthy balance of relevance between both the Carbona brand and the people talking about products and solutions related to Carbona's range of products.," said Klaus Holzapfel, **conceptbakery** USA managing partner. "We're creating entertaining content in an area that is not usually perceived to be a fun discussion topic."

To develop StainTalk (<http://staintalk.com>), **conceptbakery** delved into original and non-traditional concepts, implementing crossmedia techniques to create a presence spanning from point-of-sale activities to online social media. **conceptbakery** gained a foothold in consumer interest by introducing a "Cleaning Heroes Club" and offered free samples of Carbona's Color Grabber product to the first 10,000 members. The free sample campaign was ultimately featured by thousands of websites and successfully increased consumer awareness of the StainTalk community, resulting in 20,000 Club members.

"We were able to directly obtain invaluable feedback of Carbona and Color Grabbers from members who received samples," said Holzapfel. "Their responses demonstrate we're building a community of loyal brand evangelists. Under StainTalk's social media umbrella of Facebook, Twitter, Flickr, YouTube and the microsite, we've been able to initiate conversation directly between customers and Carbona."

conceptbakery is now focusing on StainTalk's next word-of-mouth campaign: StainArt. StainArt continues StainTalk's mission of finding fun with the lighter side of cleaning and combines it with easily accessible crossmedia marketing by creating graphic toppers and free-standing inserts (FSI) for merchandise at point-of-sale to promote StainTalk and StainWear (<http://stainwear.com>). In addition, StainArt and StainWear furthers Carbona's philanthropic efforts with cause marketing that appeals to multiple demographics. Members are encouraged to pay tribute to their greatest messes by participating the StainArt online store, StainWear.

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\$5 from each purchase will support the Carbona Cares program. Carbona made an initial contribution of \$10,000 to Colorado 501©(3) nonprofit organization Ubuntu Now and its South Africa Project, which focuses on rape prevention and gender equality in the 2010 FIFA World Cup host country. The program will sponsor community workers in South Africa, and they will update regularly using small portable cameras in order to make the project more tangible for South Africa Project supporters in the US.

About conceptbakery:

conceptbakery llc and **conceptbakery** GmbH & Co. KG specialize in developing alternative marketing strategies for companies in Germany and the United States. The agency concentrates in various forms of social marketing, including guerilla, viral, social media, mobile/digital, cross media and cause. Clients include Microsoft, Carbona, EMI Music Group, Swiss International Air, The TÜV Rheinland Group and Sharp.

About Delta Carbona LP:

Delta Carbona LP is the oldest manufacturer of stain removal products in the United States. Carbona has been synonymous with stain removal for over a century; from the 1870s to present day. In 1994, Delta Carbona, L.P. was founded when the Carbona Products Company was bought by Delta Pronatura, a privately held German company that makes leading-edge stain removal products in Europe. Today, Delta Carbona LP is innovative in the areas of laundry care and household cleaning Products.

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