



## **Schwarzkopf & Henkel (Taft): Official Hairstyling Partner of this year's Eurovision Song Contest**

### **PRESS BRIEFING**

**Geneva, 27 January 2009 - The European Broadcasting Union (EBU) today announced that Schwarzkopf & Henkel (Taft) will be the official hairstyling partner of this year's edition of the Eurovision Song Contest in Moscow. The three shows- the Semi-Finals on 12 and 14 May and the Final on 16 May 2009- will be televised live by the Russian national broadcaster Channel One.**

Schwarzkopf & Henkel is one of the leading companies in the hair cosmetics industry and part of the retail division within the Henkel group. For the first time this year, Schwarzkopf & Henkel becomes a partner of the Eurovision Song Contest and will be granted extensive association, event, media and new media rights around the 2009 events in Moscow.

The agreement, which is part of an international commercial and marketing platform developed by the EBU for the Eurovision Song Contest, was negotiated by T.E.A.M. (Television Event and Media Marketing AG). Since 2004, T.E.A.M, based in Lucerne, Switzerland, is the worldwide exclusive marketing agency for the commercial rights of the Eurovision Song Contest.

"The European Broadcasting Union is pleased to welcome Schwarzkopf & Henkel in the Eurovision Song Contest family. A partnership with a world-class company like Schwarzkopf & Henkel and their brand Taft is essential for the continuous inspiration, development and success of the Eurovision Song Contest," commented Bjørn Erichsen, Director of Eurovision TV.

"The Eurovision Song Contest is a home for bright talents, and we are proud that the brand Taft becomes the Official Hairstyling Partner of the Eurovision Song Contest 2009 in Moscow. The Taft brand identity fits the Eurovision Song Contest format perfectly: Taft is open for experiments and offers unlimited self-expression through changing appearance and image with ease. We are convinced that the participation in the Eurovision Song Contest project will contribute to the success of Taft and the company," said Vitaliy Zaika, Marketing Director of Schwarzkopf & Henkel Russia.

The Eurovision Song Contest has a rich tradition and heritage, dating back to 1956. It is one of the few truly pan-European television programmes transmitted live via the Eurovision satellite network, in prime time on free-to-air television. It is watched by some 100 million viewers throughout Europe and beyond. More information can be found on [www.eurovision.tv](http://www.eurovision.tv).

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### **About the Eurovision Song Contest**

The Eurovision Song Contest is an annual competition for active Members of the European Broadcasting Union (EBU) - the public broadcasters in their respective countries. The first contest was held in Lugano, Switzerland in 1956. Since then, the contest has become a true European tradition. In 2009, the contest will be held in Moscow, Russia, celebrating its 54th anniversary. News and information about the Eurovision Song Contest is available on: [www.eurovision.tv](http://www.eurovision.tv)

### **About Eurovision TV and the EBU**

Eurovision TV is a brand of the EBU – the European Broadcasting Union. The Geneva-based EBU is the largest professional association of national broadcasters in the world. It serves 75 active Members in 56 countries in Europe, North Africa and the Middle East together with 43 associate Members around the world. The organisation operates the Eurovision and Euroradio networks. The EBU offers its Members technical, operational and legal services, and coordinates a growing supply of quality content for radio, television and new platforms. It works to secure recognition of the crucial role of public service broadcasters in the digital audiovisual landscape. More information on: [www.ebu.ch](http://www.ebu.ch)

### **Schwarzkopf & Henkel (Taft)**

Schwarzkopf & Henkel is one of the leading companies in the hair cosmetics industry and part of the retail Division within the Henkel group. Schwarzkopf and Henkel is a manufacturer of famous brands in such categories as colorations, hair care, face and body care, etc. Its products are popular in more than 150 countries all over the world.

Schwarzkopf was the first European company to develop a hair spray – Taft, which started to sell in 1955 and quickly became the cosmetic best-seller and market leader. During its more than 50-year history Taft created a comprehensive range of styling products specifically designed to fulfil individual needs. Taft's high quality, wide assortment and availability ensures its leadership in the hair styling segment.

### **T.E.A.M. Television Event And Media Marketing AG**

T.E.A.M. is a full-service sales and marketing company that specializes in exploiting commercial rights for televised content internationally. The company employs over 130 professionals at its offices in Lucerne, Switzerland, and is widely known as the



exclusive marketing partner of UEFA (the governing body of European football) for its flagship competition, the UEFA Champions League, since its inception in 1992. TEAM has also extended its music portfolio with a mandate to develop, sell and deliver a new commercial programme for the Vienna Philharmonic Orchestra since 2007.