

PRESS RELEASE

Lieferando launches its first major brand campaign with Grabarz XCT in Germany

Hamburg, 23 June 2025

"Unbelievable. But deliverable." Under this motto, Lieferando is now showcasing the immense variety available on its platform through unexpected situations in which the delivery market leader comes to the rescue. The major new brand campaign for the German market marks a strong statement for the newly established partnership with Grabarz XCT. Just a few weeks ago, the Hamburg-based creative agency won the pitch for Lieferando's brand communication in Germany.

Lieferando's first major local brand campaign, centered around a 30-second hero film, will run across TV, DOOH, streaming, BVOD and YouTube. It will be expanded with tailored digital content produced by DEPT®, bringing the campaign to life across the digital landscape. The commercial will air on all major TV stations and on YouTube starting 23 June – with emotional, surprising and powerfully staged visuals that highlight Lieferando's impressive range: from groceries to tech gadgets to medication – things that once seemed unbelievable are now deliverable to many places, almost at any time. With partners like REWE, MediaMarkt and local pharmacies, Lieferando is extending its service promise far beyond the food category.

The visually striking TV spots were produced by Markenfilm and directed by **Marie Schuller**. The campaign soundtrack comes from **EMF**: their 90s hit "*Unbelievable*" perfectly captures the campaign's spirit and ensures maximum recognition. Campaign visuals were shot by photographer **Frederike Wetzels**, while social assets were developed by **DEPT**.

"It used to be just about food. Today: everyday life, delivered. Our campaign shows how Lieferando has evolved from hunger-saver to everyday helper – without fuss or frills. At the same time, we're excited to mark the beginning of a new creative and strategic direction: one that sets a framework not only for campaigns but for Lieferando's entire communication ecosystem in the long term," says **Matthias Hoffmann**, Chief Creative Officer at Grabarz XCT.

"Our new campaign highlights, with a wink, the wide range of needs our users have – and how reliably Lieferando delivers for any occasion, at any time of day, and for every need. Together with Grabarz XCT, we're sending a creative message: you can get truly anything from us, whenever you want it – easily and perfectly aligned with everyday life,"

says **Susanne Ferlic**, Head of Marketing Lieferando.

With the launch of this campaign, Grabarz XCT is laying the foundation for Lieferando's long-term brand development in the German market – built on

attitude, relevance and a clear promise: whatever you need – it's just one delivery away.

Link to films:

National Spot (Hero Film): <https://youtu.be/sZ7pKRj8TGA>

Top 6 Cities Spot: <https://youtu.be/MK7UlojL38o>

Press contact:

Amelie Claassen

Manager Corporate Communications

Mobile. +49-173-374 8228

amelie.claassen@omc.com

Grabarz & Partner is one of Cannes Lions' top 10 "Independent Agencies of the Decade", one of HORIZONT top 10 "Most creative German Agencies of the Decade" and top 10 "Most creative German Agencies of All Time".

About Lieferando / Just Eat Takeaway.com:

Lieferando is a leading online marketplace for ordering food, groceries and everyday products in Germany and Austria. The company provides partners with a platform, infrastructure and a broad range of services to support their digital ordering business, while simplifying ordering for consumers via app. Lieferando also offers a logistics service with employed riders for partners without their own delivery fleet.

Founded in Germany in 2009, Lieferando is part of Just Eat Takeaway.com (AMS: TKWY).

Headquartered in Amsterdam, the global technology company connects consumers with more than 731,000 partners across gastronomy, grocery and retail in 17 countries: the United Kingdom, Germany, the Netherlands, Canada, Australia, Austria, Belgium, Bulgaria, Denmark, Ireland, Israel, Italy, Luxembourg, Poland, Slovakia, Spain and Switzerland.

More information: www.justeattakeaway.com/newsroom, www.justeattakeaway.com, LinkedIn and Twitter/X.

About Grabarz XCT:

Grabarz XCT stands for communication that makes brands tangible – surprising, relevant and always in tune with the times. Founded in 2019 and part of the Grabarz & Partner Group, the agency develops campaigns that move people and stage brands emotionally. Whether bold purpose-driven campaigns or immersive brand experiences – Grabarz XCT sees communication as a holistic journey along the customer journey, with a clear goal: to make brands more exciting.

Under the leadership of **Joe Fuchs (Managing Director Consulting)** and **Mattes Hoffmann**

(Managing Director Creation), Grabarz XCT brings together disciplines such as live communication, sponsorships, digital and retail with classic brand communication for clients including congstar, IKEA, Union Investment, DEVK, Dr. Oetker and Sparda-Bank.

The guiding principle – **"Your brand is more exciting than you think"** – captures what drives Grabarz XCT: showing brands in a new light and unlocking their full potential – surprising, creative and precisely on point.