Press Release

From social to omnichannel: Seven.One Media NEXT.GEN takes off with campaigns for Knorr, merci, SIMon mobile, and Chiquita

Unterfoehring, November 5, 2026. With NEXT.GEN, ProSiebenSat.1's sales house Seven.One Media launched an independent unit in 2026 that consistently adopts a "social first" approach and provides brands with direct access to young audiences. It's already clear after just a few months that the concept is meeting high market demand: The unit is currently running campaigns for **Knorr, merci**, and Vodafone's second brand **SIMon mobile**, as well as an activation for **Chiquita** in Germany. Previously, campaigns had already been realised for CUPRA, Oberstaufen Tourismus, and Samsung, among others.

The core of NEXT.GEN: The unit develops integrated advertising solutions that span the entire media landscape of young people's daily lives, combining social media and creator marketing with streaming, podcasts, and TV. This gives brands exclusive access to platforms, content formats, and reach within the ProSiebenSat.1 ecosystem.

Lennart Harendza, Managing Director and Chief Revenue Officer of Seven.One Media: "The current campaigns clearly demonstrate the breadth of NEXT.GEN and underscore our consistent 'social-first' positioning, which is both brand-safe and scalable. We never take a one-size-fits-all approach; instead, we develop the right mix of creators, social media, and our high-reach TV and streaming environments for each brand. This ranges from a focused creator campaign on social media to a comprehensive omnichannel solution."

For **Knorr's** new Airfryer spice mix, NEXT.GEN developed a campaign that builds on the brand's "social-first" approach and extends it to TV. In September, influencers nicostank, Malwanne, abbasmomo, evelynweigert, fabiundphil and itsmellife initially announced the "Who Will Be the New Face of Knorr?" casting call on social media. The submissions were turned into a community spot that has been airing on TV since late September as a Joyn co-branded spot. Starting November 6, the two casting winners themselves will appear on camera as campaign testimonials; starting November 15, they'll also feature in the extended #InspireMe spot. Short versions will also air on Joyn and social media.

For **merci**, Storck's brand that celebrates appreciation, NEXT.GEN collaborated with musician and "The Voice Kids" coach Wincent Weiss to conceive and execute the music campaign titled "What Does Your merci Sound Like?" The

campaign centers on new interpretations of the iconic merci song “merci, dass es dich gibt” (merci, for being there) across various musical genres. In addition to the main spot featuring Wincent Weiss, the campaign includes social media videos with other musicians and creators such as Esther Graf and KAYEF. From early November through December 16, the spots will air on various streaming platforms, YouTube, Facebook, Instagram, and TikTok.

For Vodafone’s second brand **SIMon mobile,** NEXT.GEN is integrating streaming and YouTube around Season 4 of “THE RACE”: The campaign kicks off in February 2027 with “THE RACE – Wildcard Challenge” in Joyn. Both the Wildcard Challenge and the main episodes will be available on the “THE RACE” YouTube channel two weeks after their Joyn premiere. SIMon mobile is featured through product placements in the Wildcard Challenge and the main episodes, YouTube episode partnerships, and a creator-produced ad. This ad is created in collaboration with one of the show’s creators and will run as pre- and mid-roll ads in Joyn as part of a four-week co-sponsorship.

For **Chiquita**, NEXT.GEN launched an influencer campaign in October – Breast Cancer Awareness Month – featuring creator and “SCHÖN LAUT” host Lola Weippert, whose podcast is part of the sales portfolio of the ProSiebenSat.1 unit Seven.One Audio. Together with Pink Ribbon Germany, Chiquita has been advocating for years to raise awareness about early detection and prevention of breast cancer. At the heart of the campaign are two Instagram Reels featuring Lola Weippert and Miss Chiquita, which make the topic of breast cancer screening more accessible on social media.

Press contact:
Kristina Schreiber
Senior PR Manager / Business Communications
ProSiebenSat.1 Media SE
Phone: +49 (0) 89 95 07 2410
Email: Kristina.Schreiber@prosiebensat1.com
Medienallee 7 · 85774 Unterföhring

Seven.One Media – a company of

ProSiebenSat.1 Media SE