



# Press Release

Your path begins here

hydra develops interactive product finder for Garmin GPS running watches

**Stuttgart, 25 March 2013 – Stuttgart advertising agency hydra newmedia has developed a new web application for navigation specialist Garmin. With the product finder “Running”, Garmin aims to strengthen the market position of its “Forerunner” series, GPS-enabled running watches. The interactive product finder is designed to attract new customers and make sales demos easier for retailers.**

A key challenge facing hydra’s online specialists was to present the (sometimes very detailed) information on the extensive series of running watches with a high degree of entertainment. Sophie Hilferink, Online Specialist Trademarketing at Garmin Germany, describes the task in more detail, “We placed high expectations in hydra. After all, the product finder Running has to be entertaining, provide specific product information, and put across the advantages of a GPS-enabled running watch over pure heart rate monitors. It has to support the staff on the sales floor and be a fun way for customer to choose the right running watch. An interactive application to introduce the idea of running with GPS to our various target groups, inspire them with our Garmin products and encourage them to make a purchase. hydra mastered this challenge superbly. Very creative, reliable and on schedule.”

The design of the product finder is based on the new look and feel of the Garmin brand and at the same time includes aspects of the general campaign for the running products, with focus on distance as a motivator – “Your path begins here.” The application is intuitive and easy to use, functioning both online as well as offline. And it can also be adapted easily for integration in external portals, e.g. of distribution partners. The result is a compact solution of dynamic, emotional design – for retailers at the POS and customers on their PCs at home.

**About hydra newmedia:**

hydra newmedia is a digital media agency. It specialises in online product experience, branding and retail communication. All across the sales cycle – from acquisition to customer loyalty – hydra primarily focuses on putting products centre stage. E-learning, too, can be a rewarding experience. Retailers around the world use hydra's innovative online training for efficient product training and sales promotion – on the computer, tablet or smartphone.

hydra's customers include Sony Mobile, Garmin, Schubert, BayernLB, Daimler, Toshiba, Infront Sports & Media, FIBT, Lunar Europe, Stepstone Solutions, Trelleborg Sealing Solutions and others. For more information and printable photos please visit <http://press.hydra-newmedia.com>.

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