

40 YEARS OF "KNIGHT RIDER": TRIVADIS LAUNCHES SOCK CAMPAIGN WITH DAVID HASSELHOFF

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Michael Knight (played by David Hasselhoff) and K.I.T.T. from "Knight Rider" are among the most famous duos in pop culture. 2022 marks the 40th anniversary of their first adventures. The IT service provider *Trivadis – Part of Accenture* uses this anniversary as an opportunity to launch a sock campaign around iconic duos in cooperation with Microsoft Switzerland – and David Hasselhoff as the official ambassador.

Be it Sherlock Holmes and Watson or Mulder and Scully – duos like these have always been an integral part of pop culture. One of the most famous duos celebrates its 40th birthday this year: Michael Knight (played by David Hasselhoff) and K.I.T.T. from "Knight Rider", who started their adventures in 1982. K.I.T.T., the race car with the gift of speech, is still considered by many to be one of the best examples of artificial intelligence.

IT service provider *Trivadis – Part of Accenture* uses this anniversary as an opportunity to launch a campaign around iconic duos in cooperation with Microsoft Switzerland – and David Hasselhoff as the official ambassador.

In addition to an exclusive video message by David Hasselhoff, the core elements of the campaign are seven specially designed pairs of socks, each featuring an iconic duo, which will be sent to 800 selected software vendors in Switzerland. One pair of socks shows Michael Knight and K.I.T.T. from "Knight Rider". The design was officially approved by David Hasselhoff.

The socks are delivered in two stages: First, the software vendors receive only the first sock – coupled with the request to order the second sock as well. Once the pair of socks is complete, the software vendors have the opportunity to form the next iconic duo with *Trivadis – Part of Accenture* to leverage the opportunities of the cloud.

"Just as Michael Knight needed K.I.T.T. to become an icon, software vendors only successfully master today's challenges with a 'sidekick'. With our know-how in the area of cloud and marketing, we support them in asserting themselves in the business in the long term," says Ivana Leiseder, Head of Marketing & Communications at *Trivadis – Part of Accenture*.

The goal of the campaign is to inspire as many software vendors as possible to migrate to Microsoft's Azure Cloud. Especially the data centres in Zurich and Geneva and the comprehensive security standards make Microsoft one of the preferred hyperscalers for many innovative companies.

"We are delighted that we were able to implement another extraordinary campaign with *Trivadis – Part of Accenture* and can thus count on our partner not only technologically, but also in terms of publicising our offerings," adds Maruscha Heyner, Partner Marketing Advisor from Microsoft Switzerland.

As the campaign is aimed at Swiss companies, the socks feature not only well-known duos such as Michael Knight and K.I.T.T., but also some that characterise everyday life in Switzerland, such as cucumber and Aromat – regular snack ingredients in many families in this country.

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Images of the “Knight Rider” socks (please add copyright information: ™ & © 2022 Universal City Studios LLC):

Gradient: <https://cdn.trivadis.com/images/sockenpaar-knightrider.jpg>

Red: <https://cdn.trivadis.com/images/sockenpaar-knightrider-rot.jpg>

Image of all seven pairs of socks:

Gradient: <https://cdn.trivadis.com/images/sockenpaare.jpg>

Grey: <https://cdn.trivadis.com/images/sockenpaare-grau.jpg>

List of all pairs of socks:

- Michael Knight & K.I.T.T.
- Proton & Electron
- Coke & Mentos
- Opening HTML tag & closing HTML tag
- Cucumber & Aromat
- White Sock & Sandal
- Switzerland & Waste Paper Bundle

About Trivadis – Part of Accenture

Trivadis – Part of Accenture is an IT services company with headquarters in Zurich and offices in Switzerland, Germany, Austria and Romania. Founded in 1994, the company with 700 employees supports its clients in making intelligent use of data and new technologies. Trivadis covers the entire spectrum: from the development and operation of data platforms and solutions to the refinement of data as well as consulting and training. Trivadis' customers include automotive companies as well as insurance companies, banks and healthcare institutions. Further information at: www.trivadis.com/en

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