

# WALTER ANDREAS MÜLLER PARODES FISCHER BEDDING FACTORY'S CULT ADVERTISING SPOT: INSTEAD OF DUVETS HE SELLS DATABASE SERVICES

Zurich, 10 June 2021

**Swiss acting legend Walter Andreas Müller returns to the public eye: in a new video, the 75-year-old "Fascht e Familie" star parodies the cult commercial for the Fischer bedding factory. The video was produced by data specialist Trivadis in collaboration with Swisscom to promote database services from the Swisscom cloud.**

It is an integral part of Swiss net culture: the Fischer bedding factory commercial. Now comes the first parody with celebrity support. In it, it's not the laundry, but Swisscom's high-security data centre that is the scene of the action. And it's not about duvets, but about database services from the cloud. The star of the spot: Comedy legend Walter Andreas Müller, also known in Switzerland as WAM.

It is no coincidence that WAM plays the leading role in this commercial: "The Swisscom cloud, from which we provide our services, scores points for Swissness in every respect: customer data and applications are not only kept in Switzerland, but are also operated here; support is also provided entirely from Switzerland," says Ivana Leiseder, Head of Marketing & Communications at Trivadis. This was also the reason for choosing Swiss values such as reliability, correctness, accuracy and discretion. "No one embodies these better than Ernst Fischer from Fischer bedding factory. And no one is a better parodist than Walter Andreas Müller," says Leiseder.

For Walter Andreas Müller himself, who is known beyond the country's borders for his parodies – of Christoph Blocher, among others – the collaboration was an opportunity: "I am basically a curious contemporary and love new challenges. Mr Fischer had of course been on my list for a long time, and that I got the chance to play him for Trivadis in this case was a stroke of luck," says the actor.

The commercial with Walter Andreas Müller kicks off a campaign with which data specialist Trivadis presents the advantages of its Managed Database Service in the Swisscom Cloud. It was realised with the support of Swisscom.

## CONTACT

**Ilka Franzmann**

Phone: +49 170 280 51 81

E-Mail: [ilka.franzmann@trivadis.com](mailto:ilka.franzmann@trivadis.com)

## LINKS

Video: <https://youtu.be/2lDjeGH1vPg>

Transcript: <https://m.trivadis.com/hubfs/trivadis-wam-transkript-def.pdf>

Picture of Walter Andreas Müller as "Mr Meier" in the computer centre  
<https://m.trivadis.com/hubfs/Trivadis-WAM.jpg>

Further information

<https://lp.trivadis.com/wam/>

*Trivadis is an IT service provider with headquarters in Zurich and 15 branches in Switzerland, Germany, Austria and Romania. Founded in 1994, the company with 750 employees supports its customers in the intelligent use of data. Customers include automotive manufacturers as well as insurance companies, banks and healthcare facilities. Trivadis was awarded the Microsoft Partner of the Year Award in the "Data & AI" category for the project at Kinderhaus AtemReich (a children's nursing home) in 2020. Further information about Trivadis is available at: <https://www.trivadis.com/en/>.*