



PRESS RELEASE

Love not bills in the mailbox! - MyPostcard's marketing concept among the top 10 nominees at the German Marketing Award 2021

Berlin, 15.12.2021 - Last Wednesday, the German Marketing Association (Deutscher Marketing Verband e.V.) recognized top achievements in the marketing industry for the 48th time. The Berlin-based start-up MyPostcard succeeded in placing among the 10 finalists of this year.

Out of around 80 impressive applications, MyPostcard reached the final round of the prestigious marketing prize, which has been awarded since 1973. Alongside the postcard app, the 10 finalists included a variety of top-class companies such as Aldi Süd, BioNTech and RTL. A 24-member jury unanimously voted HelloFresh as this year's winner of the German Marketing Award. At the same time, a focus on sustainable growth and the idea of "marketing made in Germany", as well as passion and love for the product offered, and excellent internal organizational design were highlighted by the jury as unifying elements of this year's finalists.

"All the companies that presented today have solved this brilliantly. There was a lot of discussion on the panel, and we were deeply impressed by the passion shown, the stringent and consistent business processes from strategy to execution, as well as the takeaway from each organization. Great cases were submitted. Many thanks to all the entrants and the entire jury for all the brain power," said Dr. Ralf E. Strauss, jury chairman and president of the German Marketing Association, summing up the day.

"We are incredibly proud to have received this major recognition for our marketing efforts. To be named alongside these outstanding concepts is an enormous incentive and motivating factor for my team and me. To achieve recognition at this prestigious level is confirmation for us that the passion, heart and soul that goes into our work is being seen and rewarded," says Oliver Kray, CEO of MyPostcard, expressing his thanks.





About the German Marketing Association

The German Marketing Association (DMV) is a professional association of marketing managers and the head organization of more than 60 marketing clubs in Germany. It provides a network for practical further education and exchange of knowledge, and promotes young talent. At the same time, it represents the interests of its more than 12,000 members vis-à-vis politics, business and society.

www.marketingverband.de

About MyPostcard

MyPostcard is Germany's most successful postcard app and makes it possible to send your own photos as real printed postcards from anywhere via smartphone. With more than 50,000 designs, the company also has the world's largest range of postcards and offers audio and video cards in addition to postcards and greeting cards. MyPostcard takes charge of the printing, franking and worldwide dispatch of the personalized postcards with the help of an international printing network. The company, based in Berlin and New York, was founded in 2014 by designer and serial entrepreneur Oliver Kray (CEO) and is now successfully operating in the e-commerce industry with over 4 million users. Today, 35 employees work in the company. MyPostcard supports various social projects worldwide, including Amnesty International, All-Out.org, Terre des Femmes and in the past the #FreeDeniz campaign in cooperation with N24 / Axel Springer.

MyPostcard has a prestigious list of partners, including Deutsche Post, Haribo, adidas, Google and TUI. In the Financial Times ranking, MyPostcard is one of the Top 1000 Fastest Growing Companies in Europe. In the e-commerce sector, the company ranks 19th in Europe. MyPostcard has won the gold Stevie Award in the Company of the Year category as well as the coveted Licencing International Award. At the 8th annual 2021 International Best in Business Awards, MyPostcard has also won the Gold Globee® in the category "Heightening Awareness and Publicity Campaign of the Year / COVID-19-related Information" for the campaign "One Million Postcards #formeforus." The MyPostcard app is available free of charge in the [Appstore](#) (4.7 stars) and [Playstore](#) (4.3 stars). The app is currently available worldwide in ten languages.

For more information, please visit <http://www.mypostcard.com/>.

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