



PRESS RELEASE

MyPostcard triumphs at the dotCOMM Awards

Berlin, 15.07.2022 - At this year's dotCOMM Awards, MyPostcard succeeds in achieving a platinum placement with the #IFEELTHESAME campaign. dotCOMM Awards announced early deadline winners in the 2022 International awards competition honoring excellence in web creativity and digital communication. Final deadline is July 14.

The #IFEELTHESAME campaign by All Out and MyPostcard aimed to show that love feels the same for everyone. Together with the Initiative GRUNDGESETZ FÜR ALLE both companies were using the Coming Out Day as an opportunity to send a political message and demand a reliably protection for queer people in the constitution. Supporters could choose postcards from the #IFEELTHESAME design profile and customize them before sending them free of charge to All Out. Following the campaign, the postcards were collected by All Out, MyPostcard and the GRUNDGESETZ FÜR ALLE initiative and presented to members of the Bundestag. The goal was the explicit addition of the protection of sexual and gender identity to Article 3 in the German constitution.

There are expected to be over 2,500 entries from throughout the United States, Canada, and numerous other countries in the dotCOMM Awards 2022 competition. dotCOMM Awards' categories represent the elements of the web's evolving tools. Interactivity, content, design, social media, video, apps, blogs, and influencers are all important components of digital public relations, marketing and advertising campaigns. Winners are selected from 241 categories for websites, videos, social media, paid media, owned media, earned media and digital marketing and communication programs.

About dotCOMM Awards

dotCOMM Awards is an international competition honoring excellence in web creativity and digital communication. The competition is unique in that it reflects the role of creatives in the dynamic web that is transforming how we market and communicate products and services. dotCOMM Awards' categories are the elements of the web's evolving tools. Interactivity, content, design, social media, video, apps, blogs and influencers are all important components of digital public relations, marketing and advertising campaigns. Together, they generate branding,





customer engagement and ultimately sales. dotCOMM entries come from corporate communication departments, public relations firms, digital shops, advertising agencies and freelancers. Entrants include designers, developers, content producers, digital artists, video professionals, account supervisors, creative directors and corporate executives.

About MyPostcard

MyPostcard is Germany's most successful postcard app and makes it possible to send personal photos as real printed postcards from anywhere via smartphone. With more than 70,000 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 printing, and delivering the personalized postcards worldwide 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 five million users. Today, 35 employees work at 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 Licensing International Award. At the 8th annual 2021 International Best in Business Awards, MyPostcard 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 App Store (ranked 4.7 stars) and Play Store (ranked 4.1 stars). The app is currently available worldwide in eight languages.

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

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