



PRESS RELEASE

#IFEELTHESAME campaign ranks second at the first Berlin Marketing Award

Berlin, 20.09.2022 - On the evening of September 19, the first Berlin Marketing Prize award ceremony took place. MyPostcard, together with AllOut and GRUNDGESETZ FÜR ALLE, was among the nominees in the *non-profit* category and was ultimately awarded Silver by public voting.

This year's marketing award was presented for two categories, *commercial* and *non-profit*, as well as for an honorary award. Among the other entries, MyPostcard asserted itself in the non-profit category, which applied to all campaigns and projects with a non-profit character, and was shortlisted alongside Leaders for Climate Action, I like visuals and VisitBerlin Tourismus und Kongress GmbH, Römer Wildberger as an outstanding marketing project. Following presentations of the concepts as well as the final audience vote by all MC Beachfest attendees, MyPostcard was able to claim the second position after VisitBerlin's Corona awareness campaign.

"We are thrilled to have had the chance to demonstrate our marketing achievements on a local level, and to be mentioned in the same breath as these great projects. As a Berlin-based company, creating a lasting impact, especially in our capital city, through marketing is very close to our hearts. The opportunity to gain insight into the different campaign approaches relating to Berlin today will serve as a great source of inspiration. All in all, this year's MCBeachfest was an overwhelmingly successful event, and we are honored to be a part of it," summarizes Josipa Gelo, Senior Marketing Manager B2B2C Cooperations, at the Beachfest of the Berlin Marketing Club in BeachMitte, Berlin.

In addition to integrated campaigns, social media projects; guerrilla marketing; live communication; and events were also eligible for nomination. The nominees were able to impress the competent judges with their innovation, creativity, reach, resource efficiency, sustainability, impact and KPIs. Former Governing Mayor Klaus Wowereit received the Honorary Award for his commitment to the cultural and creative scene of the German capital.





*Nominees' representatives and organizers of the Berlin Marketing Award
Marisa David (PR Manager) & Josipa Gelo (Senior Marketing Manager B2B2C
Cooperations) for MyPostcard (center, l.t.r.)*

About Berlin Marketing Award

With a diverse range of corporate and individual members, the Marketing Club Berlin (MCB) is a networking hub for executives from business, science, administration and universities. The club provides Berlin's business community a broad pool of know-how, ideas and visions from its members and, as a network of marketing experts, is a point of reference and hub for marketing in the capital. Founded in 1955 as the "Sales Managers' Club", the MCB has since developed into the leading association of marketing experts based in the capital. Through the German Marketing Association, the MCB is linked to 66 marketing clubs throughout Germany.

For more information, please contact <https://www.marketingclubberlin.de>.

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 six million downloads. 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. The company also won this year's German Innovation Award 2022 with the audio postcard. The MyPostcard app is available free of charge in the [App Store](#) (ranked 4.7 stars), [Play Store](#) (ranked 4.1 stars) as well as [Huawei App Store](#) (ranked 5,0 Sterne). The app is currently available worldwide in eight languages.

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

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