



## PRESS RELEASE

### **MyPostcard as digital impact awards 2022 winners announced**

**Berlin, 20.10.2022** - The winners of the Digital Impact Awards have been announced at tonight's glittering ceremony, held at London's Park Plaza Riverbank Hotel. Bronze Award for best online newsroom thereby went to MyPostcard.

Since 2010, the Digital Impact Awards has celebrated a dynamic, ever evolving corporate digital communications sector, recognising the very best in creative engagement. Now in its 13th year, the programme has seen a record number of excellent submissions. Winners were celebrated at tonight's dazzling ceremony, with 'Best online newsroom' going to MyPostcard. In the competition, MyPostcard managed to prevail with silver winner Belmond and Epresspack and bronze winner Studiekeuze123 over the other entries in the category.

"MyPostcard's online newsroom had to put its content first. The online newsroom is delivered in line with the brand's cheerful persona and clearly communicates the company's key messages. A well-executed newsroom that is easy to navigate," says one judge.

Andrew Thomas, publisher of Communicate magazine and founder of the awards, says: "This has been a record year for the Digital Impact Awards. Not only in the number of submissions and the number of entering companies, but in the calibre of entries too. It made it a particularly difficult year for the judges, but they certainly rose to the challenge. I think there can be no doubt that those who won tonight really do have much to celebrate."

The complete list of winners of the Digital Impact Awards 2022 can be found [here](#).

#### **About Digital Impact Awards**

The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement and honours the best corporate digital communications work in Europe.

#### **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](#) (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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