PRESS RELEASE

MarCom Awards announces MyPostcard as 2022 Gold Winner

Berlin, 01.11.2022 - MarCom Awards announced early deadline winners in the 2022 international creative competition for marketing and communication professionals. MyPostcard exceeds a high standard of excellence and is honored with Gold Winner status.

Winners were selected from over 300 categories in Print, Web, Video, and Strategic Communications. In the category Strategic Communications | Corporate Social Responsibility MyPostcard, with the #IFEELTHESAME campaign, is able to set a benchmark for excellence in marketing.

"As a fairly newly started company in Germany this is a huge win for us. A gold in the important category of Corporate Social Responsibility for our campaign gives us a well deserved boost for the oncoming projects.", says Josipa Gelo, Senior Marketing Manager B2B2C Cooperations of MyPostcard.

There were over 6,000 entries from throughout the United States, Canada, and 43 other countries. MarCom Awards recognizes outstanding achievement by creative professionals involved in the concept, direction, design and production of marketing and communication materials and programs.

A list of Platinum and Gold Winners can be found on the MarcCom Awards website at www.marcomawards.com.

About MarCom Awards
MarCom is one of the oldest, largest, and most-respected creative competitions in the world. MarCom is sponsored and judged by the Association of Marketing and Communication Professionals (AMCP), a 27-year-old international organization consisting of several thousand creative professionals. As part of its mission, AMCO fosters and supports the efforts of creative professionals who contribute their unique talents to public service and community organizations. Over the past few years, AMCP has given over $280,000 in charitable contributions.

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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