MyPostcard decisively won season 1 of the 2023 NYX Awards

Berlin, 31.03.2023 - The International Awards Associate (IAA), has now officially revealed the outstanding victors of the 2023 NYX Awards: This year, MyPostcard secures the Gold award in the global competition. The winning entry: "#fürmichfüruns - one million postcards against corona" led to their proud win. The award recognizes and celebrates the epitome of concepts, directions, designs, campaigns, as well as productions from the aspects of marketing, communications and videos.

"We are honored to receive this prestigious recognition at the NYX Awards .", said Oliver Kray, CEO of MyPostcard. "We are thrilled to receive this award, which I share with my talented team and our dedicated partners who have contributed to our success."

This season, the award received over 1,500 entries from a diverse range of professionals in specialized fields spanning various countries, including the United States, Canada, United Kingdom, Italy, Japan, Spain, Sweden, Germany, and many more. The sheer number and quality of the submissions demonstrated the incredible talents and visions of the creative industry.

"Going off to a strong start in 2023, the NYX Awards has displayed its success through the heightened quality of creative submissions that showcase why they should be the best in the industry," claimed Thomas Brandt, spokesperson of IAA. "Continuing to honor greatness and excellence, we actively recognize the exclusive presentations of clear and creative visions, with an elite panel of jurors to uphold standards."

About NYX Awards

The NYX Awards is a leading international awards program that recognizes, celebrates, and provides acknowledgment favoring all who possess extraordinary caliber across all facets of industries and mediums, specifically in the fields of marketing, communication, advertising, creativity, public relations, graphic design, print, digital, video, and audio. NYX simulates monumental achievements of boundless industries, viewed as a symbol of the highest standards for those who bear it.

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 widest 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 app 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 the Huawei App Store (5.0 stars). The app is currently available worldwide in eight languages.

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

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