

Promotional Gift Award 2015

## Winners you can actually touch

A knife, whose blade is cut into the shape of a Swiss mountain panorama. A bag collection manufactured out of the surplus production of "Capri Sun" drink pouches. Empty smoothie bottles that have been transformed into spice shakers or vinegar and oil sets. "Medicine" against homophobia that reinforces an awareness campaign. These haptic messengers are just four of the prize-winners of the Promotional Gift Award 2015, which were 52 in total. Overall, the expert jury had to assess 258 entries that were submitted to the promotional products industry's famous design and communication prize.

198 promotional products manufacturers and distributors, advertising agencies and designers entered their innovations from the field of haptic advertising for the competition. The share of international participants was 26%. The Promotional Gift Award has been organised by the Cologne-based publishing company, WA Media, since 2003 and it distinguishes innovative promotional products and campaigns. The communication prize is awarded in seven categories: Twelve products were distinguished in the rubric "Communicative Products", eleven in the category "Give-aways". There were also eleven award-winners in the category of "Custom-made Products", nine in the category "Best Practice", four in the rubric "Customising Technologies", three in the category "Premium and Brand Articles" and two in the rubric "Packaging".

All of the submitted items were assessed by five industry experts from Germany, Austria and Switzerland: Vahap Aksahin (Miles & More GmbH, Frankfurt), Michael Mätzener (diewerbeartikel gmbh, CH-Schwyz), Miriam Pelzer (Volkswagen Zubehör GmbH, Wolfsburg), Michael Scherer (WA Media GmbH, Cologne) and Martin Zettl (marke[ding], A-Wels).

The award-winning products will be presented to a broad marketing trade audience at the HAPTICA® live '15 on March 25, 2015 at the Palladium in Cologne, Germany: Where all 52 award-winning products will be on display from 10.00 a.m. to 6.00 p.m. in a special exhibition. Furthermore, the award ceremony of the Promotional Gift Award will also take place at the HAPTICA® live '15.

Like the Promotional Gift Award, HAPTICA® live, which celebrated its premiere in 2013, places the focus on creative diversity and the concrete application of promotional products – the "Experience of Haptic Advertising" combines a trade show with a lecture programme, special exhibitions, networking and the award ceremony and presentation of the winners of the Promotional Gift Award.

[www.promotionaward.com](http://www.promotionaward.com)

[www.haptica-live.de](http://www.haptica-live.de)

The Cologne, Germany-based publishing company, WA Media, has been the contact point and collective voice of the German and European promotional products industry for over 30 years. In addition to the Promotional Gift Award and the HAPTICA® Live, the publishing company's portfolio comprises of the trade magazines "HAPTICA®", "Promotion Products", "Werbeartikel Nachrichten" and "eppi magazine", as well as their respective online newsletters and web portals.

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