



PROMOTIONAL GIFT
AWARD 2020

Promotional Gift Award 2020

The winners have been selected

The jury members looked, tasted, felt, heard and in some cases assembled a wide array of products over the space of two days, at the end of which the award winners of the Promotional Gift Award 2020 had been determined: 45 prize-winners are delighted at being able to claim the coveted trophy. Once again, the entire spectrum of haptic advertising was represented among the 207 entries from Germany and twelve further countries: The exceptionally creative award-winning products ranged among others from plastic-saving ballpoint pens, to umbrellas with a sound module and charging cables with a zipper function, through to entire merchandising concepts and particularly time-saving customising technologies.

This year four products from the category Give-aways, 13 Communicative Products, eight Custom-made Designs and nine examples of Best Practices as well as two Merchandising concepts, five Premium Products and four Customising Technologies particularly convinced the jury. Noticeable: The theme of sustainability played an even bigger role this year among the entries.

In addition to the experienced judges Michael Mätzener (diewerbeartikel gmbh), Michael Scherer (WA Media), Michael Witzorrek (merchandise.blog) and Martin Zettl (marke|ding|), the jury of six also included Elke Deckert, Marketing Director at the spirits wholesaler Schlumberger, and Jens Bräunig, who is among others responsible for the Merchandising Department at football club VfB Stuttgart.

The complete list of the 2020 award winners can be found [here](#). A detailed report on the judging session will be published in the February issue of *Promotion Products* (February 19, 2020), furthermore, all of the award-winning items will also be presented in that issue.

The award ceremony will be staged during the [HAPTICA® live '20](#) at the World Conference Center Bonn on March 18, 2020 where all of the award-winning products will also be showcased in a special exhibition.

www.promotionaward.com

Pictures of the jury work can be downloaded here: www.promotionaward.com/press.

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Caption:

The jury with a selection of the award winners (f.t.l.): Michael Witzorrek (merchandise.blog), Michael Scherer (WA Media), Elke Deckert (Schlumberger Vertriebsgesellschaft), Martin Zettl (marke|ding|), Jens Bräunig (VfB Stuttgart) and Michael Mätzener (diewerbeartikel gmbh).

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