



PROMOTIONAL GIFT  
AWARD 2022

## Promotional Gift Award 2022

### 41 winners

A jury comprising of five experts selected the award winners of the Promotional Gift Award 2022 on December 13 and 14, 2021 in a hybrid judging session. 41 winners, including eleven international participants were delighted to pick up the distinction for outstanding haptic advertising, which is conferred annually by the Cologne-based publishing company and event organiser, WA Media.

From a notebook, the cover of which contains a capsule with pine seeds through to textiles that are customised with individual fragrances, from a cuddly teddy bear in an upcycled Deutsche Bahn uniform through to a perfume flacon with an integrated video module, from a wristwatch made out of discarded ship planks through to a charity crayon set, which contains three crayons in six skin colours in addition to the standard shades – this year's winners of the coveted design and communication prize underline the diversity of haptic advertising once again in an impressive way. At the same time, the prize-winning products and campaigns prove that people who work with haptic marketing on a daily basis haven't lost any of their creativity or innovative power – in spite of the immense challenges that the industry is currently encountering, including above all the impact of the Corona pandemic and bottlenecks across the international supply chains.

Selecting the winners from among the 131 entries by 114 companies this year was certainly no easy task for the five jury members. Due to the pandemic, WA Media opted for a hybrid judging concept: Whilst Michael Witzorrek (Fendt), Martin Zettl (marke[ding]) and Michael Scherer (WA Media) examined the products personally, Jens Bräunig (VfB Stuttgart) and Michael Mätzener (diewerbeartikel gmbh) tuned in virtually. The three jury members, who attended in person, had provided a vaccination or recovery certificate plus a negative COVID test beforehand. The experts, who had already received a detailed product sheet on each entry in the run-up to the judging session, engaged in an exchange on each of the potential award winners per video screen and received additional information on request. The jury members live on-site filmed the products in detail for the jury members who weren't present and answered questions about the quality and haptic feel and where applicable regarding the taste, smell or sound.

After points had been awarded according to the criteria product idea, design and production quality, communicative potential and sustainability, the winners in the seven categories Give-aways, Communicative Products, Custom-made Designs, Best Practice, Merchandising, Premium Products and Customising Technologies were ultimately determined. Furthermore, a special prize in the rubric Packaging was conferred.

The list of winners of the Promotional Gift Award 2022 can be found [here](#).

Furthermore, all award winners will be showcased in a separate exhibition at the [HAPTICA® live '22](#) on September 6, 2022 at the World Conference Center Bonn (WCCB).

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

Photos of the judging session can be found at [www.promotionaward.com/press](http://www.promotionaward.com/press).

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Photo caption:

The jury of the Promotional Gift Award 2022 after the first hybrid judging process with some of the prize-winning products (f.t.l.): Michael Mätzener (diewerbeartikel gmbh), Michael Witzorrek (Fendt), Michael Scherer (WA Media), Martin Zettl (marke[ding]) and Jens Bräunig (VfB Stuttgart).

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