



PROMOTIONAL GIFT AWARD 2021

Promotional Gift Award 2021 The winners have been selected

The award winners of the Promotional Gift Award 2021 have been selected: The five members of the jury came together virtually for two days to examine the 164 entries submitted by 130 companies. 46 products and campaigns were able to rejoice at winning the coveted industry prize, including twelve international companies. From the digital drinking bottle with a UV-C cleaning system, to pellets comprising of dried horse dung – implementable as a natural plant fertiliser – through to a campaign with a magical NFC wooden spoon: Once again this year, the submitted innovations from the promotional products industry impressed with their creativity and diversity.

Due to the Corona protection measures, the jury members were not able to assess the entries on-site as usual. Instead, a virtual judging procedure had been organised: The production quality of the promotional products was inspected by parts of the jury in advance subject to the applicable safety measures. Then, on December 10 and 11, 2020 the entire jury determined the winners via Zoom.

In addition to Jens Bräunig, who is responsible for the merchandising at VfB Stuttgart, Michael Mätzener, Managing Director of the Swiss promotional products agency, diwerbeartikel gmbh, and Michael Scherer, acting partner of WA Media, this year's panel of experts also comprised of the owner of merchandise.blog, Michael Witzorrek and Martin Zettl, organiser of the promotional products show [markel\[ding\]](#). Detailed information and wherever available also videos were displayed on every entry. The products were examined in detail via a live link to a showroom displaying all of the entries, which were also presented to the jury members individually on request.

Eight products ultimately won an award in the category "Give-aways", 15 in the category "Communicative Products" and seven in the category "Custom-made Products". In the category "Best Practice" seven products and campaigns were distinguished, three in the category "Merchandising" and five in the category "Premium Products". Furthermore, a special prize was awarded for a "Campaign Concept".

Once again this year, there was a strong focus on sustainable product ideas. Moreover, several advertising ambassadors had an association to the Corona pandemic.

A detailed report on the judging procedure will be published in the next issue of the trade publication *Promotion Products*.

Furthermore, all of the award-winning products will be showcased in a separate exhibition at the HAPTICA® live '21 on September 23, 2021.

www.promotionaward.com

Photos of the judging sessions can be found at www.promotionaward.com/presse.

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