

The awards ceremony will be held on 14 January 2020

The nominee longlist for the BrandEx Awards 2020 - the creative competition for successful live communication - has been finalised by the expert jury at an online meeting. The awards will be presented at the International Festival of Brand Experience. The nominee longlist for the BrandEx Awards 2020 summarises the best entries in each category. The nominees must now submit further documentation for the live meetings of the jury on 15 and 16 October, when the BrandEx winners will be selected. They will receive their awards during a thrilling show on 14 January 2020 at the BrandEx Festival.

The international competition for the BrandEx Awards accepted entries in the segments 'Event', 'Architecture', 'Crossmedia', and 'Planning, Craft, Production'. Entries for the 'Event' segment could be submitted in the categories 'Best Brand Activation', 'Best Live PR', 'Best Motivation/Best Employee Event', 'Best Corporate Event' and 'Best Conference'.

The 'Architecture' segment included entries in the categories 'Best Stand', 'Best Brand Architecture', 'Best Thematic Exhibition' and 'Best Store Concept'. The 'Best Stand' category offered the options of entering projects in the formats 'S', 'M' and 'L'.

The 'Crossmedia' segment consisted of the categories 'Best Integrated Brand Campaign' and 'Best Interactive Installation'. 'Planning, Craft, Production' encompassed entries in the categories 'Best Craft' and, for the first time, 'Best Catering'.

Below you'll find the nominee longlist for the BrandEx Awards 2020, in no particular order. The suspense will be sustained: the nominees will find out only on 14 January 2020 which places are reserved for them on the podium.

The nominee longlist BrandEx Award 2020

### ARCHITECTURE

#### Best Stand S

- Gold Digger - The Klarx Club, Atelier Damböck Markenkommunikation GmbH
- OBI Wohnen & Interieur 2019, FRAMEWORK GmbH
- Diverse unity, kohlhaas messebau GmbH & Co. KG
- Porsche at Slush Conference 2018, tisch13 GmbH
- got2b @GLOW - Festival Hub, STAGG & FRIENDS GMBH

#### Best Stand M

- Unveil The Future, Cheil Germany GmbH
- Experience Nature's Taste, Heine Warnecke Design GmbH
- WÜSTHOF at Ambiente 2019, Milla & Partner GmbH
- #AOKool, nice:-) Agentur für Kommunikation GmbH
- SENEK 360\*, SCHACHZUG Agentur für Markenkommunikation GmbH
- Bundesdruckerei HMI 2019 - Mit Sicherheit erfolgreich, Studio Bachmannkern GmbH

#### Best Stand L

- Hyundai – Design your own world, ATELIER BRÜCKNER GmbH
- „Let's build the city of the future“ - Wicono at BAU 2019, Atelier Seitz GmbH
- Lufthansa Group, ITB 2019, ET GLOBAL GmbH
- Nobilia - Salon del Mobile 2018, Hardeweg GmbH & Co. KG
- AUDI - CES Las Vegas, MUTABOR Brand Experience GmbH
- Colmo at Appliance & Electronics World Expo, Uniplan GmbH & Co. KG

#### Best Brand Architecture

- Dr. Ing. h.c. F. Porsche AG: Formula E Brand Appearance E-Village, Agentur für MARKENTRÄUME GmbH
- KTM Motohall, ATELIER BRÜCKNER GmbH
- Rewrite the rules - Caterpillar Bauma 2019, Atelier Seitz GmbH
- Samsung City CES 2018, Cheil Germany GmbH
- Mercedes-Benz Global Training Experience Dresden 2019, jangled nerves gmbh
- ‚CHROMATIC‘ - POP UP INSTALLATION - MAILAND 2019, raumkontor Innenarchitektur
- Brillux exhibition stand by Schendel & Pawlaczyk Messebau GmbH, Schendel & Pawlaczyk Messebau GmbH
- SCHÜCO | Experience Progress at BAU 2019, Schüco International KG

#### Best Thematic Exhibition

- MoMö – Schweizer Mosterei- und Brennereimuseum, Aroma AG
- Arabian Journeys, ATELIER BRÜCKNER GmbH
- Sounds of Silence, Idee und Klang GmbH
- FLiP2Go, jangled nerves gmbh
- German Pavilion at International Horticultural EXPO 2019, Beijing, Kontrapunkt Agentur für Kommunikation GmbH
- Changi Experience Studio, Milla & Partner GmbH

#### Best Store Concept

- kinder@ Ice Cream Frozen Store, fischerAppelt AG
- Think at IBM Pop-up, George P. Johnson GmbH
- Love Magenta, hartmannvonsiebenthal the brand experience company GmbH
- BMW Generation X. On a Mission., METZLER : VATER group GmbH

#### EVENT

##### Best Brand Activation

- Dr. Ing. h.c. F. Porsche AG: Formula E Brand Activation E-Village, Agentur für MARKENTRÄUME GmbH
- Samsung Windows into the Future, Cheil Germany GmbH
- OBI Machbar on tour, FRAMEWORK GmbH
- BMW Preview – Closed Rooms für die Modellneuheiten der Oberklasse, METZLER : VATER group GmbH
- BMW Generation X. On a Mission., METZLER : VATER group GmbH
- Audi e-Village @ Berlin ePrix 2019, planworx AG
- Porsche Sound Night 2018, STAGG & FRIENDS GMBH
- got2b @GLOW - Festival Hub, STAGG & FRIENDS GMBH

#### Best Live PR

- kinder® Ice Cream Frozen Store, fischerAppelt AG
- HAMBURG ON TOUR, Hamburg Tourismus GmbH
- TUI Cruises Schiffstaupe "Mein Schiff 2" – Auf Entdeckerkurs, insglück Gesellschaft für Markeninszenierung mbH
- Volkswagen ID. Pre-Booking Pressekonferenz, MUTABOR Brand Experience GmbH
- Worldpremiere Porsche 911 "timeless machine", Pure Perfection GmbH
- got2b @GLOW - Festival Hub, STAGG & FRIENDS GMBH
- BEAT World Premiere - Amazon Prime Video, StudioNOW GmbH
- BMW Vision iNEXT World Flight, VOK DAMS Events GmbH

#### Best Motivation / Best Employee Event

- Mercedes-Benz Global Training Experience Dresden 2019, jangled nerves gmbh
- #SG10: Mercedes-Benz ServiceGipfel 2018, Milla & Partner GmbH
- #erlebehoch20, Passepartout Agentur für Events GmbH
- Employee Campaign - INTAX Racingteam 2018, POMMEREL Live-Marketing GmbH

#### Best Corporate Event

- HCH. KÜNDIG & CIE. AG – 'At the cutting edge', Bright Entertainment AG
- FEEL THE FLOW Festival, BUSINESS & NATURE GmbH
- Think at IBM Pop-up, George P. Johnson GmbH
- InvestmentAktuell 2019 – Da5 Le6en zählt, insglück Gesellschaft für Markeninszenierung mbH
- RMA Pipeline Equipment's Company Anniversary, mehrpunkt GmbH & Co. KG
- Audi Dealer Meeting Marbella 2019, Schmidhuber Brand Experience GmbH
- Porsche Sound Night 2018, STAGG & FRIENDS GMBH
- SAP NOW Berlin, trend factory marketing und veranstaltungen GmbH
- Jaguar F-Pace Stunt Challenge, Uniplan GmbH & Co. KG

#### Best Conference

- DIGITAL2018, DO IT! GmbH
- InvestmentAktuell 2019 – Da5 Le6en zählt, insglück Gesellschaft für Markeninszenierung mbH
- Porsche Holding Konzerntagung 2018, KFP Five Star Conference Service GmbH
- I AM Digital Convention 2018, Nordisk Büro Plus GmbH
- RHIZOME - Connected Kitchen Conference, planworx AG

#### CROSSMEDIA

##### Best Integrated Brand Campaign

- OTTO celebrates #GenerationYeah, Dept Creative GmbH
- 100 % Digital - from net to store, HOYA Lens Deutschland GmbH
- got2b @GLOW - Festival Hub, STAGG & FRIENDS GMBH
- Stadt der Städte, TAS Emotional Marketing GmbH

##### Best Interactive Installation

- Samsung Windows Into The Future, Cheil Germany GmbH

- SAP Interactive Showcase "Augmented Intelligence" at the Hannover Messe 2019, MCI Deutschland GmbH
- IBM Watson IoT Intelligent Building Installation, MONOMANGO GmbH
- Webvideopreis 2018, STAGG & FRIENDS GMBH
- Airbus Future Air Power, VRPE Team GmbH

#### PLANNING, CRAFT, PRODUCTION

##### Best Craft

- Constellations – a drone choreography pays poetic homage to Frankfurt am Main., Atelier Markgraph GmbH
- Samsung Windows Into The Future, Cheil Germany GmbH
- TUI Cruises Schiffstaupe "Mein Schiff 1" – Die Krönung, insglück Gesellschaft für Markeninszenierung mbH
- BMW Vision iNEXT World Flight, macom GmbH
- Volkswagen ID. Pre-Booking Pressekonferenz, MUTABOR Brand Experience GmbH
- NikeLab - Recreation Center / Chicago, satis&fy AG
- IQOS World Revealed by Alex Chinneck at Milan Design Week 2019, satis&fy AG
- Audi Dealer Meeting Marbella 2019, Schmidhuber Brand Experience GmbH
- Fest der Gewinner (festival of winners), Zweiplan GmbH

##### Best Catering

- 60 YEARS OF ALLGUTH, Food affairs GmbH
- Brand messages good enough to eat - Catering SHIFT2019 by ottomisu, FR Event- und MesseCatering GmbH
- Kirberg's Corporate Food for Grand Hall Zollverein®, Kirberg GmbH
- Kuffler Summer Roadshow, Kuffler Catering Service GmbH & Co. KG

Direct Link Nominées 2020: <https://brand-ex.org/award/nominierte-2020/>

#### International Festival of Brand Experience

With the International Festival of Brand Experience (BrandEx), the initiators BlachReport, Messe Dortmund, FAMAB and Studieninstitut für Kommunikation are creating an exclusive platform for event managers and creatives, PR and communication specialists, advertisers, marketeers, scholars, service providers and bright young talents from the trade fair industry, architecture and live communication – nationally and internationally. BrandEx consists of a congress plus the BrandEx Awards ceremony which recognises the year's best projects in the areas of live marketing and brand architecture.

#### International Festival of Brand Experience

Contact: Katharina Rogge + Melina Volmar

Phone: +49 5242 9454-13 / -17

E-mail: [info@brand-ex.org](mailto:info@brand-ex.org)

#### Initiators:

BlachReport/AktivMedia GmbH, FAMAB Kommunikationsverband e.V., Westfalenhallen

## **The nominee longlist for the BrandEx Awards 2020 has been finalised**

Mittwoch, den 07. August 2019 um 10:11 Uhr

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Unternehmensgruppe GmbH, Studieninstitut für Kommunikation GmbH.

Organisers:

Westfalahallen Unternehmensgruppe GmbH, Strobelallee 45, 44139 Dortmund