



Happy winners and a full house . . .

The first BrandEx Awards ceremony took place on the evening of 15 January at the Messe Westfalenhallen in Dortmund. The new creative competition for successful live communication had its premiere at the International Festival of Brand Experience.

The international BrandEx Awards honoured entries in the segments 'Event', 'Architecture', 'Crossmedia', 'Planning, Craft, Production' and 'Fresh'. The competition was created by merging the former FAMAB AWARD, BEA Award, the FAMAB NEW TALENT AWARD and the INA Award. Below you'll find a list of the award winners and their projects.

ARCHITECTURE

Best Stand S

Gold: Surreal Uniqueness, sophiegreen for 2tec2_Limited Edition/Le Tissage d'Arcade

Silver: Swisspearl auf der BAU München 2017, blu donau projects for Swisspearl Group

Bronze: Steck uns deine Idee! OBI auf der Wohnen und Interieur, MATT CIRCUS for OBI Österreich

Best Stand M

Gold: Osram OS – THE SHAPE OF ENERGY, Bachmannkern for OSRAM Opto Semiconductors

Silver: International Paris Airshow 2017 MTU, VRPE Team for MTU Aero Engines

Bronze: adidas, Outdoor 2018, D'art Design Gruppe for adidas

Best Stand L

Gold: Der schöne Wahnsinn, VOSS+FISCHER für PALMBERG Büroeinrichtungen + Service

Silver: Ledvance-New Next Level, Bachmannkern for LEDVANCE

Bronze: Siemens Concept Mall, Schmidhuber Brand Experience for BSH Hausgeräte

Best Brand Architecture

Gold: The Macallan Visitor Experience, ATELIER BRÜCKNER for The Edrington Group

Silver: CREATING NEW DIMENSIONS – MIELE @FLUORISALONE 2018, Wunderland Deutschland for Miele & Cie.

Bronze: Mercedes-Benz Dialog-Plattform IAA 2017, jangled nerves for Daimler

Best Thematic Exhibition

Gold: SBB im Verkehrshaus der Schweiz – Ausstellung „Mobilität der Zukunft“, Habegger for Schweizerische Bundesbahnen SBB CFF FFS, Verkehrshaus der Schweiz Luzern

Silver: Grand Basel – Exceptional Show Architecture for Automobiles, Winkler Livecom for Grand Basel

Bronze: Driven by German Design, jangled nerves for Volkswagen Group, Kultur und Gesellschaft

Best Store Concept

Gold: Schubert Apotheke, raumkontor Innenarchitektur for Schubert Apotheke

Silver: Samsung Showcase – The Pioneer's Playground, Cheil Germany for Samsung Electronics

Bronze: #PUREVELAR, VOSS+FISCHER for JAGUAR LAND ROVER DEUTSCHLAND

EVENT

Best Brand Activation

Gold: re:imagine Street ART, Cheil Germany for Samsung Electronics

Silver: BMW Formula E – Virtual Launch, congaz vmc for BMW Motorsport

Bronze: PUBG – Brought to Life, Cheil Germany for PUBG Corporation

Best Live PR

Gold: Vision URBANETIC World Premiere, Oliver Schrott Kommunikation for Daimler

Silver: Audi Cup 2017 – Hologramm Pressekonferenz / Team Vorstellung, brands and emotions for AUDI

Bronze: Volkswagen Group – shaping the future, insglück Gesellschaft for Markeninszenierung für Volkswagen Global Group Communications

Best Motivation / Best Employee Event

Gold: Merck 350 – Global Employee Event, fischerAppelt, live marketing for Merck

Silver: Euses Quartier - eifach sympathisch, Gruber & laneselli for Zürcher Kantonalbank

Bronze: Covestro Innovation Celebration EMEA 2017, insglück Gesellschaft for Markeninszenierung für Covestro

Best Corporate Event

Gold: 150 Jahre Tengermann. Weiterhandeln. Festakt, MATT CIRCUS for Tengermann Warenhandels-gesellschaft

Silver: Caterpillar Night of the Challenger, tisch13 for Caterpillar

Bronze: Hall of Fame der deutschen Forschung 2017, Jazzunique for Merck

Best Conference

Gold: MQ! The Mobility Quotient, Pure Perfection for Audi

Silver: InvestmentAktuell 2018 – WeltWeitSichten, insglück Gesellschaft für

Markeninszenierung for Union Asset Management Holding
Bronze: WELCOME TO Y/OUR NEXT LEVEL, onliveline – Büro für Konzeption und Inszenierung for Daiichi Sankyo Deutschland

CROSSMEDIA

Best Integrated Brand Campaign

Gold: Samsung Land of Emojis, Cheil Germany for Samsung Electronics

Gold: Monnem Bike, ottomisu (previously pro event live-communication) for Stadt Mannheim / Fachbereich Stadtplanung

Bronze: EQT Support 93/Berlin, cip marketing for adidas

Best Interactive Installation

Gold: Inspired by You, Cheil Germany for Samsung Electronics

Silver: Curiosity Space, congaz vmc for Merck

Bronze: Volkswagen Intuitive Car Finder, SCHACHZUG – Agentur für Markenkommunikation for Volkswagen

PLANNING, CRAFT, PRODUCTION

Best Project Management

Gold: UN-Weltklimakonferenz 2017 (COP23), Vagedes & Schmid für Bundesministerium for Umwelt, Naturschutz, Bau und Reaktorsicherheit BMUB (now BMU)

Silver: Volkswagen Group – shaping the future, insglück Gesellschaft for Markeninszenierung für Volkswagen Global Group Communications

Bronze: Deutsche Vermögensberatung – Vermögensberatertag 2018, Zweiplan for Deutsche Vermögensberatung

Best Craft

Gold: Volkswagen Intuitive Car Finder, SCHACHZUG – Agentur für Markenkommunikation for Volkswagen

Silver: Fraunhofer Jahrestagung 2018, onliveline – Büro für Konzeption und Inszenierung for Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung

Bronze: Qatar Opening National Library 2018, Lichtfaktor and fischerAppelt, live marketing for Qatar Foundation/National Library

FRESH

Fresh Award Juniors

Winner: Projekt „Nicht so nachhaltig, wie du denkst“, Lisa Girard, Grayling Deutschland

Fresh Award Students

Winner: Konzept Livekommunikation Ethletic BrandEx Fresh 2018, Simran Chandhok, Alena Mignon Knaebel, Susanne Müller, Leon Tallner ISM Stuttgart

Fresh Award Freelancer

Winner: 30 Seconds For Earth, Stani Tellow, Stani Tellow

Info: www.brand-ex.org

Photos: <https://fotos-2019.brand-ex.org/Brand+Ex+2019>

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, marketers, 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.

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