

PRESS RELEASE



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EXCELLENT BRAND MANAGEMENT MORELO wins the German Brand Award

MORELO as a brand – it works! The luxury motorhome producer, situated in Schlüsselfeld, Germany, even won the German Brand Award in the category marketing communication “Industry Excellence in Branding Luxury”. The award ceremony took place on the 21st of June in the Schlüterhof in Berlin, where the founder and CEO Jochen Reimann and the CEOs of the marketing agency “BRANDORT”, Mike Herbig and Sven Hartmann were invited. Jochen Reimann said: “Success and nice moments even feel better when you can enjoy them together.”

The German Brand Award itself was founded 2016 by the Council of Design and realized in cooperation with the German Brand Institute. Successful brands, consequent brand management and sustainable marketing concepts are awarded. The aim is to meet the challenges of the different sections within brand management. When a company is nominated for the award, they select one from three categories where they can submit their application:

- „Excellence in Branding“
- „Industry Excellence in Branding“
- „Excellence in Brand Strategy, Management and Creation “

The category „Industry Excellence in Branding“ concentrates on the best products and company brands of the 35 most important branches as Beauty & Care, Chemical Industry, as well as Luxury – in which MORELO won the award.

“The award is a reward as well as motivation for us”, says Jochen Reimann. On the one hand it proves that the communication strategy of MORELO works 100 %. At the other hand the company is heavily motivated to win the award again next year.

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