

Press release

Gebrüder Weiss once again wins the BCM Award

For the third time, Gebrüder Weiss has won gold at the renowned Best of Content Marketing Award with its customer magazine "ATLAS".

Lauterach, July 2, 2020. On July 1, the Gebrüder Weiss customer magazine "ATLAS - The World in Motion" was awarded gold at the Best of Content Marketing Award 2020 in the category "Transport / Logistics / Automotive". This is the third time that the company has been able to assert itself against its top-class competitors in the B2B print magazine sector. This year, the announcement of the award winners took place as an online live broadcast without an audience. The "ATLAS - The World in Motion" is realized by the Gebrüder Weiss communications department under the direction of Frank Haas in cooperation with the Groothuis agency.

The award-winning edition is under the motto "normal". The reports, interviews and stories contained in it deal with the question: What is normal, and do we need to be normal at all? The reports not only look at the company's own content from the various countries in which Gebrüder Weiss is present. They also provide insights beyond the boundaries of the company, for example into normality from the perspective of sociology, medicine or animal behavior research.

In the jury's statement for the BCM Award, it was said: "Very modern design combined with a photographic language that seems authentic. Refreshing, daring and not constantly revolving around itself."

With around 700 entries, the Best of Content Marketing Award is the largest competition for content-driven corporate communications in Europe. Since 2003, the CMF (Content Market Marketing Forum) has presented the award together with its media partners HORIZONT, LOU and CP Monitor. In 2014 and 2019, Gebrüder Weiss already won gold with its customer magazine and was additionally awarded the "Grand Prix" for particularly outstanding work in 2019.

You can read the online edition of the ATLAS here: <https://www.gw-world.com/news/publications/>



Caption: The Gebrüder Weiss customer magazine wins the BCM Award in gold - here with the award-winning ATLAS (from left): Imke Borchers and Miriam Holzapfel (Growthuis Agency) and Frank Haas (Head of Corporate Brand Strategy & Communications at Gebrüder Weiss).
(Source: Gebrüder Weiss)



Caption: "Very modern design combined with a photographic language that looks authentic. Refreshing, daring and not constantly revolving around itself," was the jury's verdict.
(Source: Gebrüder Weiss / BCM)

About Gebrüder Weiss

With over 7,300 employees, 150 company-owned locations and an annual turnover of 1.7 billion euros (2019), Gebrüder Weiss is one of the leading transport and logistics companies in Europe. In addition to its core business of land transport, air & sea freight, and logistics, the company operates a number of highly specialized industry solutions and subsidiaries under the umbrella of Gebrüder Weiss Holding AG, based in Lauterach (Austria) – including the logistics consultancy firm x|vise, tectraxx (industry specialist for hi-tech businesses), dicall (communications solutions, market research, training), Rail Cargo (railway transports), and the Gebrüder Weiss parcel service GWP, co-shareholder of the Austrian company DPD. This bundling of services allows the corporate group to respond to customer needs quickly and flexibly. Today, having implemented a variety of environmental, economic and social initiatives, the family-run company with a 500-year history is also considered a pioneer in sustainable business practices.

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