

## **Magirus receives Ulm Marketing Prize and Employer Branding Award 2015 accolades for effective marketing**

Ulm, 19 November 2015

*Two coveted prizes in succession: After being acclaimed for its Employer Branding, Magirus has now won the 2015 Ulm Marketing Prize – thus being doubly celebrated for its outstanding marketing performance.*



PRESS RELEASE

### **Brand relaunch – Magirus charms the jury and wins the 2015 Ulm Marketing Prize**

How can a manufacturer of fire protection technology emphasize its distinctiveness? When unique products alone are not enough, the brand needs to establish a genuine partnership with its customers that gives fire-fighters a sense of true added value.

Over the past three years, Magirus has kept this principle in sight to consistently transform its brand management and thus support the reorganization of the entire company. Magirus is following new strategies in terms of B2B marketing, emphasizing emotional communication that centres on people, particularly fire-fighters.

As a result, Magirus has been recognized for outstanding achievements with the “Ulmer Marketingpreis 2015”, conferred by the Marketingclub Ulm/Neu-Ulm. Magirus won over the jury with its integrated and precise brand management that spans across all communication channels.

### **2015 Employer Branding Award – Magirus is the year’s top-newcomer**

In early November, Magirus was honored at the University of Neu-Ulm (HNU) with the 2015 Employer Branding Award. This award was granted by professors of the HNU’s Growth and Sales Strategies Competence Centre to credit the company’s good employer branding work and its commitment to maintaining a presence with future professionals at the university. The companies were evaluated according to the criteria “Awareness”, “Sympathy” and “Attractiveness”.

This year, Magirus GmbH was among the prizewinners for the first time. Professors Alexander Kracklauer and Sascha Fabian presented the company with the “Newcomer of the Year” award, which recognizes that fact that the perception of Magirus as an employer improved more strongly than any other companies studied.

Last year, Magirus was honored with the “GWA Profi Award” by the German Association of Communications Agencies.

Photo underline:

from left to right:

Armin Weidt, executive board of the marketing club Ulm/Neu-Ulm

Tobias Knebel, Manager Marketing Magirus GmbH

Prof. Dr. Jens U. Pätzmann, head of the jury

Dr. Bernd Radtke, president of the marketing club Ulm/Neu-Ulm

**About Magirus**

*Passion and precision, high-tech and craftsmanship. Since 1864, Magirus has stood for the combination between innovation and tradition – to assist fire-fighters throughout the world. With a comprehensive range of the most modern and reliable fire engines, turntable ladders, rescue and equipment vehicles, special solutions, pumps and portable pumps, Magirus is known throughout the world as one of the largest and technologically leading providers of fire-fighting and disaster control technology.*

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