

PRESS INFORMATION

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derks brand management consultants awarded the German Brand Award by the German Design Council

As the only corporate and brand consultancy firm, derks brand management consultants has been awarded the German Brand Award 2019 in the category “Corporate Services” for successful brand management by the renowned German Design Council.

The top-class, independent jury of the leading German authority on design and brands selected outstanding brand developers for this prestigious award. It was presented to the Munich consultancy firm on 6 June 2019 at the German Brand Convention held in the Deutsche Telekom building in Berlin.

Hansgeorg Derks, Founding Owner: “We are pleased to have been recognised for our commitment to brand management and our customers. Our goal is to keep competently providing these companies with a clear, sustainable position in their sectors and to guide and accompany their brands through the sales, product, marketing and price strategy processes. We believe in the power of brands as a driver of long-term company success. A tailored strategy, which is also based on exceptional, emotional brand experiences in all areas of the value chain, not only conveys the special assets of each company but also transforms end consumers into brand ambassadors.”



Company founder Hansgeorg Derks and Klaudia Meinert take home the German Brand Award from Berlin for their outstanding brand consultancy services

The initiator: German Design Council

The German Design Council is an independent and internationally active institution that supports companies in communicating design and brand competence efficiently and at the same time aims to strengthen the general public's understanding of design. Founded as a foundation in 1953 on the initiative of the German Bundestag by the Federation of German Industries (BDI) and several leading companies, the German Design Council (Rat für Formgebung) promotes design and brands with its competitions, exhibitions, conferences, seminars and publications. More than 300 domestic and foreign companies currently belong to the circle of founders of the German Design Council. With more than 1,250 submissions from 19 countries, the German Brand Awards achieved great international resonance in 2019. In »Excellence in Brand Strategy and Creation«, 36 brands were awarded.

The winner: derks brand management consultants

Founded in 2012 by Hansgeorg Derks, this management and brand consultancy firm helps well-known companies, mainly from the areas of furniture, kitchens, household appliances, architecture and sport, to develop and position their individual brand and improve their sales performance.

Medium-sized family companies like BORA, Schüller and Wagner, who have also received the German Brand Award as "Excellent Brands", are among the customer portfolio together with Rolf Benz, hansgrohe and Panerai. There is a common approach and credo in all consultancy briefs: a clearly managed brand increases a company's sales, turnover and profit and is an intangible asset that creates added value. derks brand management consultants was also named "Top Consultant for Medium-sized Enterprises" in 2018 by former Federal President Christian Wulff.

Find out more at www.derks-bmc.de

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