

PRESS RELEASE

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Double recognition:

derks brand management consultants receives two German Brand Awards in 2022

In 2022, derks brand management consultants has once again been awarded the German Brand Award from the German Design Council, the renowned institution for design and brand expertise. Following the Council's awards in 2019 and 2021, the Munich-based brand consultancy has now received further recognition in two categories in which it faced the judges' verdict in this year's competition: a 'Special Mention' in the category 'Excellent Brands – Service Brand of Year' and the title of 'Winner' in the category 'Excellent Brands – Corporate Services'. In other words, the consultants have now been doubly recognised for their successful brand management. The awards were presented on 9 June 2022 at the German Brand Convention in Berlin.



The Munich-based management consultancy derks brand management consultants receives the German Brand Award 2022 in not just one, but two categories for its excellent brand management (photo: company founder Hansgeorg Derks and his brand team)

Hansgeorg Derks, founder and owner: "We're delighted to have received further German Brand Awards for our consistent brand management and are bursting with pride to have been awarded this mark of recognition in two categories this year. We are particularly honoured by the Special Mention award for our implementation support, as this reconfirms our work as an equal sparring partner. Our aim is to continue to professionally, clearly and sustainably position our clients' companies in their sectors as well as to support them in their success."

Initiated by the renowned German Design Council, a high-profile judging panel of experts from the fields of brand management and science bestows awards upon unique brands and their makers in Germany. The 'Excellent Brands' category highlights the best product and company brands in a sector.

The initiator: German Design Council

The German Design Council is an independent, internationally active institution that helps companies efficiently communicate their design and brand expertise while also working to strengthen the general public's understanding of design. Established as a foundation in 1953 by the Federation of German Industries (BDI) and several leading companies at the initiative of the German Bundestag, the German Design Council is committed to promoting design and branding through its competitions, exhibitions, conferences and publications. Over 350 German and international companies are currently members of the German Design Council's foundation. In 2022, the German Brand Awards presented by the foundation received impressive international attention with over 1,200 submissions from 19 countries. Of these, 27 received awards in the 'Excellent Brands' category.

The award winner: derks brand management consultants

The corporate and brand consultancy founded in 2012 by Hansgeorg Derks supports well-known companies – mainly from the fields of furnishing, kitchens, domestic appliances, architecture and sport – with their individual brand development and positioning as well as with sales development.

The client portfolio includes medium-sized family businesses such as BORA, Schüller and Wagner, which have also been presented with the German Brand Award as 'Excellent Brands', as well as Rolf Benz and Occhio. All consultancy work is based on the approach and credo that a clearly managed brand increases a company's sales, revenue and profits, and is an intangible asset.

In 2018, derks brand management consultants was named 'Best Consultant for Small and Medium-Sized Businesses' by the former Federal President Christian Wulff. The company was the only corporate and brand consultancy to receive the German Brand Award in the 'Corporate Services' category in 2019 for its successful brand management. It received this same award again in 2021, the same year in which derks bmc won first place in WirtschaftsWoche's 'Best of Consulting' award in the medium-sized enterprises category.

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