

Marketing Tech Award

2021

The award for
your individual
marketing tech stack

Submission deadline

12. August 2021

Apply now!



MARKETING TECH LAB

www.marketing-tech-award.de

presented by  BrandMaker

A jury consisting of CMOs, CDOs, marketing and digital market executives and digital consultants is awarding the Marketing Tech Award 2021 for the first time. In a two-step selection process, the jury decides which marketing tech stack impresses the most according to different criteria: conceptual in its realisation, integration as well as visualisation. The three winners will be announced on 15 September 2021 at the Marketing Tech Summit® 2021. You may present your marketing tech stack at the summit to give other marketing executives the opportunity to obtain inspiration from the marketing tech stacks for their own work and to discuss these with other peers.

Apply now for the Marketing Tech Award 2021

Why should you apply?

MEDIA PRESENCE & RANGE

- » Accompanying PR measures during the submission phase and for the winners
- » Use the Marketing Tech Award seal for your marketing / PR measures
- » As one of the three winners, you receive a trophy for your team and company

TRANSPARENCY & MORE ATTRACTIVENESS AS A DIGITAL EMPLOYER

- » Use of the marketing tech stacks created by you within the framework of the application process for more transparency within the organisation.
- » Increased attractiveness of the employer for marketing tech experts and other digital talents.

INSPIRATION, FEEDBACK & EXCHANGE

- » Feedback from renowned jury members
- » Conceptual exchange & discussion with peers on ideas for the expansion of your tech stack
- » Your tech stack inspires other companies and industries!

TICKETS FREE OF CHARGE FOR THE MARKETING TECH SUMMIT & TO DO GOOD FOR OTHERS

Participation in the application process is free of charge and all participants receive 1 complimentary ticket for the Marketing Tech Summit on 15 September 2021 at Hamburg. Moreover the top 3 winners will join the exclusive networking dinner at the summit evening.

Marketing Tech Lab GmbH, as the event organiser, will donate € 100 for each submission to Start Coding e. V. The total amount is limited to 5,000 euros. By participating in the Marketing Tech Award 2021, you make it possible for children to enter the world of hardware and software in workshops in a playful way, and to one day even develop their own marketing tech stacks.

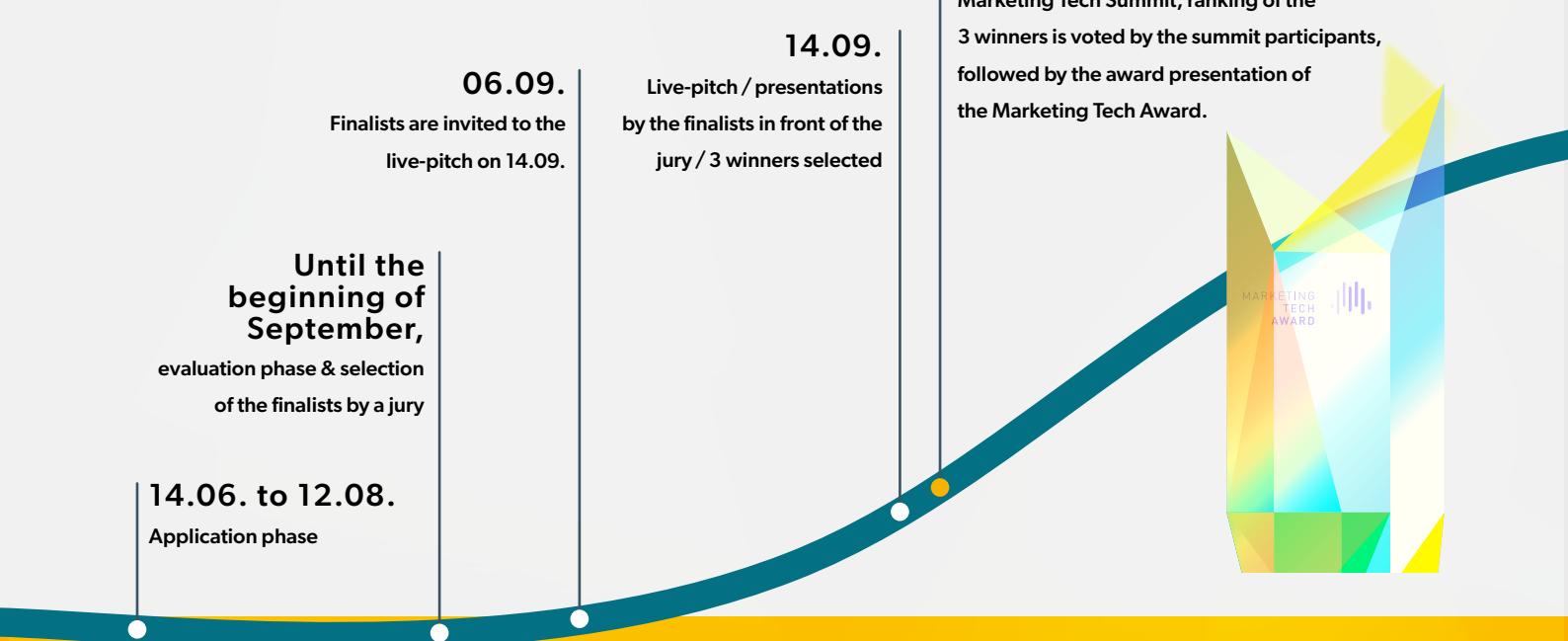
Registration: www.marketing-tech-award.de

Application deadline: 12 August 2021

Application guide

- 1** Please apply online, by entering some information about your company in the **application** and uploading a presentation of your marketing tech stack, your company logo as well as a photo of the submitting person, for PR and communication purposes.
- 2** You will find a master template that can be downloaded for your application at www.marketing-tech-award.de. Using this template will help you to know what type of information and content should be included in the visualisation and description of your marketing tech stack, so that the jury can assess it.
- 3** An overview with schematic examples, which can be downloaded, is also available at our website as inspiration for the visual representation of your marketing tech stack.

Application process



Evaluation criteria

- » Completeness of the graphic presentation of the marketing tech stack submitted by you
- » Transparency & comprehensibility of image & description including naming of KPI
- » USP or highlight of the entire stack or individual elements
- » Individuality of the technology components
- » Level of integration on one data level
- » Level of integration and automation on one process level
- » Level of personalization and segmentation
- » Level of maturity of the stack
- » Processing of the case
- » Future topics



Dunja Riehemann
BrandMaker GmbH



Birgit Spors
KfW Bankengruppe



Christopher Huesmann
Flaschenpost SE



Klemens Kabon
Red Bull



Thorsten Schapmann
Beiersdorf AG

Jury

The submitted marketing tech stacks are assessed by a top-class jury made up of top marketing executives from companies, as well as digital experts in the field of marketing technology across industries, in a two-step selection process.



Ralf Strauß
Marketing Tech Lab GmbH



Kerstin Clessienne
Marketing Tech Lab GmbH



Jens Bargmann
Zalando Marketing Services



Adriana Nuneva
CWS International GmbH



Nico Lumma
Next Media Accelerator
GmbH



Lars Schickner
Atrify



Stephan Götze
Immobilienscout24

Award ceremony

The Marketing Tech Award prize ceremony will take place on 15. September 2021, within the framework of the Marketing Tech Summit. The three winners may present their marketing tech stacks and receive a trophy for their team.

Conditions of participation

Applications are open to companies of all industries and areas of the economy (service provision, finance, trade, consumer goods, investment goods, media, B2C/B2B etc.) as well as non-commercial and state organisations with headquarters in the German-speaking countries (Germany, Austria, Switzerland)

Tool suppliers with their own marketing tech stack are excluded from participation in the Marketing Tech Award.

A condition for participation is that the marketing tech stack is up-to-date for 2021.

Participation is free of charge.

Applications will be accepted in both German or English.

All submitted stacks will be published, unless you explicitly state that you do not want this. In any case, the stacks of the three winners will at least be published.

If, for reasons of a direct competitive situation or another conflict of interest, you would like a certain jury member to be excluded from the evaluation of your marketing tech stack, please indicate this in your application.

With the submission of the application documents, the participant agrees with the application procedure and process, and consents to the usage of their data in the application process.

The organisers shall not assume any liability for the loss or incompleteness of the data transferred by the participants, unless, the loss or incompleteness is based on deliberate or grossly negligent behaviour by the organiser or their employees. This also applies to the disclosure of information by third parties due to technical errors in the data transmission and/or unauthorised access.

Upon submission, the participant declares that they hold the rights for the submitted marketing tech stack. The submitter shall transfer the necessary usage rights for the submitted marketing tech stack to the organiser if they are one of the finalists, so that the organiser or their authorised representatives can publish the submitted marketing tech stack.

The contact details and company data of the submitter are treated confidentially. The 3 award winners of the Marketing Tech Award, however, will have their names published (individual, team, company).

By submitting the application documents, the participant agrees to the usage of the visual representation of the marketing tech stack by the organiser for PR & communication purposes, also after the awarding of the Marketing Tech Award 2021.

The 3 award winners receive the right to carry the seal „Winner of the Marketing Tech Award 2021“ and to use it in their own marketing.

Only the Marketing Tech Awards jury selects the winners. The judges decision is final and irrevocable.

Redress through the courts is excluded.

Sponsor



Media partner



Contact details

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