



Quality Tools for Smart Cleaning

PRESS RELEASE

The UNGER communication campaign for the Limited Black Series Edition wins Marketing award

A great honour for UNGER: The digital communication campaign for the Limited Black Series Edition was distinguished with the "Technology and Marketing Awards". Stefan Kossmann, Senior Marketing Communications Specialist at UNGER, accepted the award in the category "Best Digital Campaign". "We are very proud to receive an internationally recognised marketing award. This award shows that our targeted, cross-media communication strategy, the clear approach and above all the innovative products are well received by our distributors and end users. The Limited Black Series Edition campaign was the most successful in the company's history."

Innovative campaign for innovative products

UNGER developed a new communication strategy for the introduction of the Limited Black Series Edition - an exclusive series of window cleaning products. The objective was to support the UNGER distributors actively in the sale of the limited Black Series products. The communication experts at UNGER used a broad-based digital campaign with a direct and emotional approach. Among other things, influencers were used to introduce the limited Black Series Edition specifically to the target group. "The campaign was very successful right from the start. The extremely positive feedback from distributors and end users as well as the sales figures have confirmed our approach. The Limited Black Series Edition was sold out in record time" according to Stefan Kossmann.

The jury liked the "very innovative and intelligent" approach of the campaign. In their reasoning, the committee was particularly impressed by the "coolness linked with cleaning tools", which was "unprecedented and unexpected". The jury was particularly impressed by the long-term cross-channel strategy, as Katy Richardson, Senior Vice President of Marketing at Universal Pictures, explains: "The UNGER campaign used a variety of digital marketing tools and platforms to create an event out of its product launch, to inspire the audience early on [...] and to arouse anticipation. In essence, their thorough planning paid off with a very successful, multi-faceted campaign."

The "Technology and Marketing Award" is awarded to companies from the cleaning, hygiene or facility management sectors that can demonstrate outstanding online marketing efforts to increase engagement, conversions, traffic or sales.

Further information at: www.ungerglobal.com

About UNGER



Quality Tools for Smart Cleaning

UNGER is a leading international manufacturer of professional cleaning tools. All UNGER systems are designed to make cleaning work efficient, ergonomic, and thorough. The portfolio includes highly professional pure water cleaning systems, a comprehensive range of glass cleaning products, floor cleaning, and care systems, a colour-coded surface cleaning system, and a cleaning system for sanitary rooms. In addition to the high quality requirements and innovative product development, UNGER offers outstanding customer service.

The headquarters of the company founded in Hamburg in 1964 are in Solingen (Germany) and in Connecticut (USA). The growing global business is driven by retail partners in over 90 countries.