

Case Study Deutscher Mediapreis Verlag Werben & Verkaufen

Customer profile

Verlag Werben & Verkaufen is the leading media house for specialist information in marketing, media and communication and is part of the Süddeutscher Verlag media group. The Deutscher Mediapreis was launched in 1999. Alongside the Media Lions in Cannes, it is now one of the most important awards in the media business. The annual competition promotes creative media planning and puts best-practice examples in the spotlight of the professional community, with a focus on outstanding media achievements.

Agencies, companies and media outlets can submit entries for the Deutscher Mediapreis in the categories "Media Strategy of the Year" and "Media Idea of the Year". In addition, the "Media Personality of the Year" and the "Media Agency of the Year" are honored, as well as the "Media Youngsters" in a two-stage competition for young talent.

The challenge

The administrative tasks involved in managing submissions and the judging process put a strain on organizers' resources. All too often, outdated and inefficient methods are still used for submissions and judging.

Which challenges take up most of organizers' time?

- Accepting submissions by email or post
- Managing submissions
- Preparing submitted documents for the judges
- Manually evaluating scoring results
- Managing submitted files via download services
- Too little time between submission deadline and start of judging

The digital solution

In a first step, the person in charge was shown the digital solution in a free demo. Our partner's individual requirements were then identified in an onboarding call with the Customer Experience team, and the tool was set up accordingly.

Thanks to the digital submission and judging process, entries could be submitted quickly and easily, and the effort for entrants was significantly reduced.



"alpha awards provides a professional tool for award submissions and simple voting options for the jury. With the tool, our administrative workload has dropped significantly, and endless Excel lists with their potential for errors are a thing of the past."

Stephan Sparakowski
Team Lead W&V Events, Organizer – Deutscher Mediapreis