

Best Practice Case: Green Marketing Award | Peter Baumgartner Marketingberatung GmbH & Co. KG

Challenge

Every year, we received more than 80 submissions, all of which had to be transferred manually into Excel spreadsheets and prepared for the jury. Evaluating the results was also done manually. This task was very time-consuming, and the submissions varied widely in scope and quality.

Solution

By using the alpha awards digital solution, the entire process of data preparation and jury evaluation was automated. With just a few clicks, submissions were structured and made available to the jury in a central dashboard. Evaluation forms and relevant documents were generated automatically and were easily accessible to the judges.

Results

The time required to prepare submissions dropped dramatically. The user-friendly platform made the jury's work considerably easier, and the judges' feedback was consistently positive. They particularly highlighted how comparable the submissions became thanks to the structured preparation in the alpha awards platform.

"Thanks to the alpha awards award management tool, we were able to make the jury's work much simpler and more efficient. Our jury was thrilled with the structured preparation. The switch was very easy and very well guided."

Dr. Peter Baumgartner
Managing Director, Peter Baumgartner Marketingberatung GmbH, and organizer of the Green Marketing Award

