

Limburg, Germany — MOBA AG receives German Brand Award 2021 twice, in the category Excellence in Brand Strategy and Creation

Limburg, July 09, 2021

After MOBA AG already won the German Design Award for its outstanding brand management in 2019/20, it has now been nominated again by the German Design Council for the German Brand Award 2021 and has won twice.

This time, the jury – which has extremely high standards – focused on the Moba Group’s new and unique WebEcoSystem. After four years of development, the Moba Group and the digital agency CD-EMOTION GmbH from Limburg have jointly created a new, complex technology stack as the basis for all global websites.

It puts a clear focus on in-house requirements and, in particular, on customers’ needs, offering a closely networked and integrated solution. This ensures a consistent customer journey across all channels and all points of contact. This formed the basis for the development of 18 international corporate sites and system-specific microsites. A globally centralised e-commerce and lead management solution warrants a good customer focus and growth throughout the current digital transformation. The software ecosystem is further enhanced by a specially developed content and corporate design portal, which guarantees a rapid exchange of content between subsidiaries. The collaborative design framework makes sure the portrayal of the MOBA brand is always consistent and full of positive energy.

Marketing Director Markus J. Schmitt and his team thoroughly convinced the jury and emerged as winners in the relevant category, Web and Mobile Brand Communication.

“Our WebEcoSystem has taken us in a totally new direction, and so we have developed an integrated solution for our 18 international subsidiaries, setting new standards in dynamics and modularity. This award confirms the strategy of the MOBA Group while also endorsing our consistent approach to digitalisation – a key success factor in the building automation industry.”

MOBAAG was also the only company in the industry to receive the Best Brand Strategy of the Year award with a “special mention”.

About the German Brand Award

The Brand Award is the most prestigious German brand and design award and a unique recognition for outstanding innovative brand management. The award is conferred by the German Design Council, which was founded in 1953 on the initiative of the German Federal Parliament. Its aim is to strengthen the relevance of the brand as a decisive factor for the success of companies in a national and international competitive environment.

After all, design provides a sense of direction. Design means differentiation. Design strengthens brands – and makes companies successful!

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