

## Marketing at the highest level: Beurer is "Best of DMV 2018"

**Ulm, 10 December 2018 – As winner of the "Marketing Preis 2017" award from the Marketingclub Ulm/ Neu-Ulm, Beurer was nominated for the honour "Best of DMV 2018". The award is given out by Deutscher Marketing Verband e.V. (German marketing association) and honours Germany's best regional marketing award winner. Once again, Beurer managed to impress the jury and won out over the competition. The Ulm-based health specialist received the award at the 45th Deutscher Marketing Tag (German Marketing Day) in Hanover on 6 December.**

"We are delighted to have won this award. It is a great honour to be able to represent our region successfully and to return home to Ulm with the title 'Best of DMV 2018'", states Kerstin Glanzer, Head of Marketing at Beurer GmbH.

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From left to right: Prof. Bernd Radtke (Advisory Council at DMV), Kerstin Glanzer (Head of Marketing at Beurer), Teresa Schellhorn (PR Manager at Beurer), Burkhard Freiberg (Speaker of the DMV Advisory Board); Picture: DMV/J.Wolter

It wasn't just Beurer's commercial success that was recognised by the jury, but also the company's marketing concept for the "[Beurer sleep atlas](#)" and

the "SleepLine" product range, which was hailed as a textbook example of a marketing campaign. Beurer received significant praise for its sleep atlas, which was considered to be an extremely successful example of credible and effective content marketing and which the company used to position itself as a central pillar and competence leader when it comes to sleep. "Beurer inspires customers from all over the world with its innovative products and apps. The accompanying communication measures, which can contain – in the case of the 'Beurer sleep atlas' – a whole scientific study, illustrate an effective marketing mix that has been thought out down to the smallest detail", underlines Prof. Dr. Bernd Radtke, president of the Marketingclub Ulm/Neu-Ulm. "In an economically strong region like Southern Germany, creative and innovative ideas are necessary to position oneself as a strong partner in the market. The company Beurer proves its know-how, presence, and passion – even beyond the border of Baden-Wuerttemberg. Congratulations on this award", says Gunter Czisch, Lord Mayor of the City of Ulm.

Beurer's expert "[SleepLine](#)" range includes a complete portfolio of products to ensure you get a good night's sleep and are active throughout the day. It consists of products that analyse sleeping behaviour and have a positive effect on falling asleep, staying asleep and waking up.



### **About the Best of DMV**

The award was conceived in order to recognise Germany's best regional marketing award winner. Any marketing club that is a member of the DMV can submit a nomination. The winner is chosen by an independent jury –consisting of members of the DMV advisory board – who make their decision using a fixed evaluation scheme with nine evaluation criteria. These include a consistent market orientation with a sustainable focus, as well as a transparent representation of the market situation and the objective. Other criteria include the consistency and continuity of branding and the marketing performance in terms of the "Ps": product, price, place and promotion. A marketing campaign must also be carried out across all customer

interaction channels, both offline and digital, and be targeted at a clear target group.

### **About Beurer**

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and the market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading European suppliers of personal scales. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal scales, kitchen scales, luggage scales, air cleaners, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake-up lights, a snore stopper, brightlights, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, compression leg therapy), a relaxing aid, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, basal thermometers, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth*<sup>®</sup> enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 900. Further information is available at [www.beurer.com](http://www.beurer.com).