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German Brand Award 2023: ALLPLAN receives prestigious Marketing Award for Website Relaunch

Munich, June 21, 2023 - ALLPLAN has won the coveted German Brand Award. The Munich-based software company was honored for the **relaunch of its website allplan.com**. The prestigious award is bestowed annually by the **German Brand Institute**. The jury is made up of independent experts from business, science, consulting and agencies.

To ensure that its customers always have access to the best possible software, ALLPLAN releases a new version of its products every year with improvements and technical innovations. However, this drive for optimization

not only runs through its software solutions but all areas of the company. One example of this is the allplan.com website. This was completely revised and relaunched in October 2022 by the Munich-based agency straight. The relaunch proved to be so successful that it has now been awarded the coveted German Brand Award 2023.

ALLPLAN received the award in the category "Excellence in Brand Strategy and Creation" in the subcategory "Brand Communication - Web & Mobile". What particularly convinced the jury, in addition to an extremely successful representation of the ALLPLAN brand and a superbly implemented corporate identity, was, among other things, the smooth technical implementation and an appealing user experience.

"ALLPLAN is very keen that both our current and potential customers benefit from the best possible user experience not only with our software, but also with our website," says Robert Blume, SVP Marketing. "That's why we had our website www.allplan.com completely redesigned last year by the straight. agency from Munich. I'm very pleased that this important step has now been recognized with the German Brand Award."

Award for outstanding brand management

Every year, the German Brand Award honors companies for successful brand management in Germany. According to the initiator, the German Design Council, "unique brands and brand builders" are discovered, presented and honored. The awards are presented in two different disciplines. The first - "Excellent Brands" - is for the best product and corporate brands within an industry. "Excellence in Brand Strategy and Creation," on the other hand, is dedicated to the strongest campaigns, concepts and strategies in individual disciplines.

Further information: [German Brand Award | The stage for your brand \(german-brand-award.com\)](https://www.german-brand-award.com)

About the Nemetschek Group

The Nemetschek Group is a globally leading software provider for digital

transformation in the AEC/O and media industries. Its intelligent software solutions cover the entire lifecycle of building and infrastructure projects and enable creatives to optimize their workflows. Customers can design, build, and manage buildings and infrastructures more efficiently and sustainably and develop digital content such as visualizations, films and computer games more creatively. The software provider is driving innovations such as digital twins as well as open standards (OPEN BIM), and sustainability in the AEC/O industry, constantly expanding its portfolio by also investing in deep-tech startups. Currently more than seven million users worldwide are shaping the world with the customer-focused solutions of our four divisions. Founded by Prof. Georg Nemetschek in 1963, the Nemetschek Group today employs around 3,600 experts globally.

Publicly listed since 1999 and quoted on the MDAX and TecDAX, the company generated revenues amounting to EUR 801.8 million and an EBITDA of EUR 257.0 million in 2022.

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