

MOBA AG awarded with German Brand Award 2020

Limburg, Germany - MOBA AG receives German Brand Award 2020 in Excellent Brands for Industry Machines and Engineering.

Limburg, 24 July 2020

After previously being awarded with the German Design Award for the worldwide BAUMA exhibition booth concept in 2019, MOBA AG was nominated by the Design Council and subsequently awarded with this very high honor.

This prestigious award represents the best product and company brands within an industry and MOBA AG was selected from among seven other respected companies as the winner.

The selection jury remarked on the dynamic brand development as well as the strong branding throughout the submitted work and also highlighted the digital and modular marketing concept which was launched at the beginning of the year together with the MOBA AG agency of record, CD-EMOTION. The campaign allowed international reach while ensuring the consistent implementation of the brand.

This award is one of the most prestigious German awards and a unique in respects to excellent brand management. Criteria such as brand conciseness, design quality and sustainability, as well as the design of the products, play an important role in the evaluation.

Today, global growth is an important factor for MOBA AG and brings completely new requirements for marketing where agile, digital campaigns help to effectively reach a global audience.

MOBA AG is thankful and honored to receive this award as it shows recognition of our guiding principle of inspiring mobile automation every day and challenging the status quo with our products, marketing, and overall culture.

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