

Press release

Top position in creative ranking of BVDW

For the fourth time in a row, Serviceplan and Plan.Net rank first in the ranking of the German Digital Industry Association (BVDW). A total of 22 competitions for digital creation were considered for the ranking.

Munich, February 19th, 2018 – Serviceplan and Plan.net have once again been jointly honored as the best digital creative agency in Germany. As in the past three years, the agencies occupy the first place in the ranking, which is compiled annually by the German Digital Industry Association (BVDW) and the marketing trade publications *Horizont* and *Werben & Verkaufen*. The 22 most relevant awards for digital creation are included in the evaluation.

“Ranking in this top position in the BVDW creative ranking gives us visibility and creates a certain desire and demand – among customers as well as employees,” comments Markus Maczey, Chief Creative Officer of Plan.net Group. “What is particularly striking this year is that the winning campaigns go far beyond the idea of communication to product and service development. And that's exactly what we want to do: deliver really good work based on existing technologies and offer real added value for users with these creative solutions”.

www.bvdw-kreativranking.de

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