

Berlin, 9 June 2022

## Mister Spex wins three German Brand Awards

At this year's German Brand Awards ceremony on 9 June in Berlin, Europe's leading digitally-driven omnichannel optician Mister Spex was able to convince in several ways and received awards in a total of three categories. In the discipline "Excellence in Brand Strategy and Creation", which evaluates the quality of individual components of brand work, the company was awarded twice for its digital employee experience around the IPO with the project name "Fast Forward Together", which was realised together with the agency partner GO-Event! agency. On the other hand, Mister Spex received the award for the employer branding campaign "SEE YOU! at #teamspx" in cooperation with the dan pearlman Group with the creative team of spring brand ideas GmbH and strategic support from dan pearlman Markenarchitektur GmbH.

"I am really pleased that we were able to convince the German Design Council with two strong creative projects from our house and thank them for the recognition," says Mirko Caspar, Co-CEO of Mister Spex. "Especially for us as an eyewear brand, building and managing a strong brand is essential, so receiving the German Brand Award multiple times is a great confirmation of our work."

Mister Spex SE successfully went public in the summer of 2021. In order to get the employees in various European countries excited about this big event and at the same time relieve them of possible worries, the big internal communication campaign "Fast Forward Together" was prepared together with GO-Event! However, due to Corona, internal communication was limited to digital formats only. Despite the virtual barrier, the challenge was to pick up the employees not only in terms of content but above all emotionally and to take them along on the journey to the Frankfurt stock exchange floor across all locations. For this purpose, an interactive communication platform was developed exclusively for this event. This ensured the greatest possible attention, transparency and was ultimately the most successful internal communication campaign in the company's history. "Fast Forward Together" now received the German Brand Award in the categories "Excellence in Brand Strategy and Creation - Employer Branding Activities & Campaigns" and "Excellence in Brand Strategy and Creation - Lighthouse Project of the Year".

The employer branding campaign "SEE YOU! at #teamspx" received the German Brand Award in the category "Excellence in Brand Strategy and Creation - Brand Communication - Dialogue & CRM". The starting point and goal of the campaign was the question of how to reflect the team spirit of Germany's most innovative omnichannel optician to a wide audience and to inspire new employees. Teams from different company divisions were actively involved in the development of the campaign, for example in form of surveys or even as models for the campaign motifs. The campaign supported Mister Spex in its own expansion goals and addressed applicants from the areas of tech/IT and marketing as well as opticians and sales advisors. It was played out on all social media channels, online, out-of-home and in the form of advertisements in selected trade magazines.

Maren Kroll, Chief Human Resources Officer at Mister Spex, is particularly proud that the award-winning campaigns focus on the employees: "Our corporate culture and our Spexies are the cornerstones of our success. During the IPO, we managed to create a great enthusiasm that is unparalleled, despite distances and home offices. And we have successfully transported this authentically to the outside world with the employer branding at the same time."

**About Mister Spex:**

Founded in 2007, Mister Spex SE (together with its subsidiaries, "Mister Spex") is a multi-award-winning company that has become the leading digitally-driven omnichannel optician in Europe. Mister Spex has been at the forefront of the industry's transformational shift, growing from a pure online player into a successful omni-channel optician with more than 5 million customers and 10 online shops across Europe, as well as brick-and-mortar retail stores. As a digital native, technology and innovation have always been integral parts of the company's evolution, from 2D to 3D digital frame fitting tools to intelligent browsing features. Mister Spex focuses on making purchasing glasses a shopping experience that is simple, transparent and, at the same time, fun for customers – offering a comprehensive and diverse range of high-quality products in combination with extensive expertise in optics and advice from the customer service team, its own branches and an extensive network of partner opticians.

**Media contact:**

Judith Schwarzer | Head of Corporate Communications | [Judith.Schwarzer@misterspex.de](mailto:Judith.Schwarzer@misterspex.de)

Thalissa-Jennifer Klaps | Senior Corporate Communication & PR Manager | [Thalissa-Jennifer.Klaps@misterspex.de](mailto:Thalissa-Jennifer.Klaps@misterspex.de)

**Mister Spex SE**

Greifswalder Straße 156

D-10409 Berlin

Online Shop: <https://www.misterspex.co.uk/>

Corporate Website: <https://corporate.misterspex.com/en/>