

“Ich MAK angewandte Kunst”: MAK Campaign by DMB. Sweeps the Board at Awards

Gold, Silver, and Five Times Bronze at the ORF-Awards,
the Media Awards, and the CCA Venus Awards

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MAK – Press and PR

Press Release

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The MAK campaign “Ich MAK angewandte Kunst” (“I MAK Applied Arts,” TN: MAK for “mag” which means “to like”) has been well received by the audience as well as by media and advertising specialists. The image campaign, which was developed together with the agency Demner, Merlicek & Bergmann / DMB. and was launched in October 2022, won no less than three Austrian communication awards: Gold at the ORF-Awards 2023 (ORF-Onward), Silver at the Media Awards 2023 (category Exzellente Media-Innovation), and Bronze at this year’s Venus Awards by the CCA (Creativ Club Austria) in five categories (Creative Media, OOH Klassische Werbeformen, Digital Craft, OOH Spezielle Werbeformen, and Online Ads). And the campaign continues to be on a roll with preliminary shortlist rankings at the EFFIE (Brand Experience, Services) and at the webAD (Beste Display & Mobile Ad).

With a simple word game, the MAK campaign manages to open up a creative space for the versatile content of the MAK. “Ich MAK angewandte Kunst” (“I MAK applied arts”), “Jugend, ich MAK Deinen Stil” (“Youth, I MAK your style”), or “Helmut, ich MAK dich schon lang” (“Helmut, I’ve MAKed you for a long time”) are examples of designs developed for print, online, and out-of-home (OOH). They are played on various MAK channels on- and offline. After the first phase of the campaign, which lasted until spring 2023, the designs will be selectively applied and further developed over the next years.

“I MAK the campaign by DMB. We are delighted about the attention the MAK campaign generated. It is a special honor that communication and advertising experts also appreciate it so much and it is a well-deserved recognition of the work by Marcello Demner and his team at the DMB agency,” Lilli Hollein, MAK General Director, stated.

A further application is already in the running: A selection of posters from the image campaign passed the first round based on jury judgment and is now

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participating in the public vote for the culture award “Kunststücke” awarded by Kulturformat. Until 15 October 2023, you can vote under this link:
https://kulturaward.at/kategorien?campaign_id=1

Press photos regarding the MAK campaign are available for download at [MAK.at/en/press](https://www.mak.at/en/press).

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