



Press release

German Brand Award: Lufthansa Systems is named Corporate Brand of the Year

Also: Best branding in the IT sector – Aviation IT specialist receives German Brand Award in Gold in category of “Industry Excellence in Branding – IT”

Raunheim/Berlin, June 30, 2017 – Lufthansa Systems today announced that it received a German Brand Award as “Corporate Brand of the Year 2017” yesterday evening in Berlin for its new branding. This prestigious award in the “Excellence in Branding” category, the top tier of the competition, recognizes outstanding brand management across all industries. The German Brand Award is presented by the German Design Council and the German Brand Institute to honor successful brands, consistent brand management and sustainable brand communication. The award was presented for the first time in 2016.

“The Lufthansa Systems brand has been overhauled. The realignment has also shaped the company’s identity, which embraces the enthusiasm, love and passion for the future of the airline industry and consistently reflects it in detail. An impressively successful and clean identity, with a clear, harmonious and user-friendly design, which has also made an appealing break with the typical visual language – exclusively depicting aviation technology – and for this reason alone stands out in a refreshing way. The jury considers this a great achievement, one which is not necessarily a given for subsidiary identities of this kind,” explained Andrej Kupetz, executive director of the German Design Council and chairman of the German Brand Award jury, justifying the jury’s decision.

The new Lufthansa Systems brand identity aims to improve the company’s visibility in the airline and aviation market and emotionalize the brand by using expressive, striking and unconventional images, among other things. “We not only want to win over customers with the quality of our products, we want to excite them,” said Ulrike Behrens, Head of Marketing at Lufthansa Systems, who accepted the award at the ceremony in Berlin. “Lufthansa Systems is a dynamic brand that will keep evolving in the future. It is important to us that our development to date has been recognized in this way. It makes us proud and motivates us to continue down this path in the future.”



Press release

In addition to the cross-industry award, Lufthansa Systems received a German Brand Award in Gold in the category of “Industry Excellence in Branding – IT.” The key criterion here was the company’s digital Brand Center. “With its Brand Center, Lufthansa Systems continues to move consistently toward the digital future. This makes it possible for employees and external partners alike to have an even stronger emotional experience with the brand, and it enables more open dialog about communication and design. Featuring an attractive and modern design, the Brand Center is a virtual platform with impressive visuals and content that express what constitutes the Lufthansa Systems brand and the spirit of the company. This is brand communication on an extremely high level,” the jury said.

Olivier Krueger, CEO of Lufthansa Systems, commented on the company’s brand identity, saying, “We want to make airlines the winners of the digitalization megatrend. We can’t do this by reacting to the market, only by shaping it ourselves with creativity, a wealth of ideas and passion. Our new brand conveys our creativity, our wealth of ideas and our passion. It is a tremendous honor for us that the expert jury also sees it this way.”

Only companies that were nominated by the brand scouts and expert committees of the German Brand Institute for the *German Brand Award 2017* could take part in the competition.

Picture description (Copyright: Lufthansa Systems): At the German Brand Award Ulrike Behrens, Head of Marketing, (middle) received the prize Corporate Brand of the Year for Lufthansa Systems.

German Design Council – the initiator

The German Design Council is an independent, international institution that helps companies efficiently communicate design expertise while also aiming to strengthen public understanding of design. Its focuses on the fields of brand and design evaluation, strategic design consultancy, design research and knowledge transfer. Established as a foundation in 1953 on the initiative of the German Bundestag by the Federation of German Industries and several leading companies, the German Design Council advocates good design through its competitions, exhibitions, conferences, seminars and publications. The members of the German Design Council foundation currently include over 280 companies in Germany and abroad employing more than three million people.
www.german-design-council.de



Press release

German Brand Institute – the award sponsor

The goal of the German Brand Institute is to strengthen the importance of branding as a critical success factor for companies in national and international competitive environments. With the German Brand Award, the foundation recognizes companies for their outstanding brand management. www.german-brand-award.com

About Lufthansa Systems

Lufthansa Systems GmbH & Co. KG is a leading airline IT provider. Based on long-term project experience, a deep understanding of complex business processes and strong technological know-how, the company provides consulting and IT services for the global aviation industry. Over 300 airlines worldwide rely on the know-how of IT specialists at Lufthansa Systems. Its portfolio covers innovative IT products and services which provide added value for its customers in terms of enhanced efficiency, reduced costs or increased profits. Headquartered in Raunheim near Frankfurt/Main, Germany, Lufthansa Systems has offices in 16 other countries.

Contact

Lufthansa Systems GmbH & Co. KG
Press Office
Ansgar Lübbehusen
Tel.: +49 (0)69 696 90776
E-Mail: publicrelations@LHsystems.com
www.LHsystems.com