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FOCUS INNOVATION PRIZE

Ideas that move

2022



INNOVATION PRIZE

The prize for pioneers

Now in its third year, the Innovation Award is presented by FOCUS for groundbreaking innovations that open up opportunities for new markets and growth for the company in question.

A panel of distinguished judges assesses and awards prizes to product ideas and innovative services that have a clear consumer orientation and have already achieved initial market success or their market success is anticipated: an idea close to people.

The award honours the central role of innovation in the development of companies operating in Germany as well as for Germany as a business location in general and comes with a one million euro BURDA media package.

The entire Innovation Award 2022 will be staged and supported with extensive editorial and advertising coverage on all FOCUS channels.

MEDIA STAGING AT A GLANCE

- Wide-reach marketing campaign
- Editorial call for applications on all FOCUS channels
- Innovation topic area in FOCUS print
- Editorial coverage of the Innovation Prize and its nominees (jury and Top 10 portraits)
- Editorial preview of the award ceremony
- Exclusive award ceremony with invited guests from business, politics, research, M&A, start-up scene, business angels, science
- Editorial follow-up report on the award ceremony in print, online (focus.de, focus-innovationspreis.de, LinkedIn, Instagram @focus_magazin)



PRINT: 36.90 mil. readers

Welt, Connect, Capital, Computer Bild, Focus/Focus Money, Bunte, InStyle, Freundin, TV Direct



DIGITAL: 5 mil. AIs

freundin.de, instyle.de, bunte.de, Gründerszene, Strive Newsletter, Strive Banner, t3n Banner, t3n Newsletter



SOCIAL: 0.5 mil. users

LinkedIn, Facebook, Instagram



1.23 mil. euros gross media volume
42.4 mil. total reach

Sources: Print: ma 2021 Pressemedien | Digital: IVW 2/21; SoMe: Account User April 2021

EDITORIAL CALL FOR APPLICATIONS

Onall FOCUS channels in print, digital and social media



FOCUS INNOVATIONS PREIS Ideen, die bewegen

Gewinn: 1 Mio. Euro Mediavolumen*

Wir suchen die Innovation des Jahres

Gestalten Sie heute die Welt von morgen?
Haben Sie Produkte oder Dienstleistungen entwickelt, die Ihnen neue Chancen eröffnen und die unsere Gesellschaft voranbringen? Dann bewerben Sie sich um den FOCUS-Innovationspreis, mit dem wir gerade jetzt Mut und Pioniergeist belohnen wollen.

Jetzt bis zum 18.07.2021 bewerben unter www.focus-innovationspreis.de

*Das Mediavolumen kann zusätzlich durch die Mediakombi der Werbepartner gesteigert werden. Die Berechnung des Mediavolumens erfolgt auf Basis der Reichweite der Werbepartner. Die Berechnung des Mediavolumens erfolgt auf Basis der Reichweite der Werbepartner.

Bundaxity | BurdaPrincipal Investments | Deutschland Land der Ideen



FOCUS INNOVATIONS PREIS Ideen, die bewegen

Wir suchen die Innovation des Jahres

Überzeugen Sie uns mit Ihrer Idee und gewinnen Sie ein Mediavolumen im Wert von 1 Mio. Euro.

Jetzt bewerben

Einsendeschluss 18.07.2021



Facebook Feeds

FOCUS Magazin Gesponsert

Haben Sie eine Innovation entwickelt, die Ihnen neue Chancen eröffnet und unsere Gesellschaft voranbringt?

Wir suchen die Innovation des Jahres

Überzeugen Sie uns mit Ihrer Idee und gewinnen Sie ein Mediavolumen im Wert von 1 Mio. Euro.

Jetzt bewerben

Einsendeschluss 18.07.2021

FOCUS-INNOVATIONSPREIS.DE
FOCUS Innovationspreis 2021

MEHR DAZU

Michael Web... 7 Kommentare 3 Mal geteilt

Gefällt mir | Kommentar | Teilen



FOCUS INNOVATIONS PREIS Ideen, die bewegen

» Wer morgen bestehen will, muss heute vorangehen.

Robert Schneider
Chefredakteur FOCUS

FOCUS INNOVATIONS PREIS Ideen, die bewegen

» Die Wirtschaft spielt eine große Rolle bei der Lösung der gesellschaftlichen und ökologischen Herausforderungen unserer Zeit. Dafür braucht es mutige Gründer:innen, die mit neuartigen Ansätzen akute Probleme wie Klimawandel & Co. aktiv mitgestalten.

Laure Berment
Country Managerin Germany, TheBrandLab GmbH

FOCUS INNOVATIONS PREIS Ideen, die bewegen

» Gerade jetzt sind wir mehr denn je auf innovative Ideen angewiesen, um aus der Krise heraus durchzustarten.

Monika Scheltzer
Professorin für VWL an der Universität München

FOCUS INNOVATIONS PREIS Ideen, die bewegen

» Innovation entsteht, wenn Kreativität auf Mut trifft.

Kerstin Scheibelbein
Geschäftsführerin, CoBrandLab/CoBrandLabStudio

EDITORIAL ADVANCE AND FOLLOW-UP REPORTING

Onall FOCUS channels in print, digital and social media



INNOVATION PRIZE TIMELINE



CALL FOR ENTRIES: From 15.3.2022



APPLICATION PHASE: Until 15.5.2022

- Accompanying marketing campaign (print, digital, SoMe)
- Editorial coverage on all FOCUS channels



JURY VOTING: 1.7.22–1.8.22

Editorial portraits of the top 10 entries in FOCUS print



AWARD CEREMONY: 15.9.2022

- Editorial advance and follow-up reporting
- on award ceremony (print, SoMe, online)

LAST MINUTE OFFER

On-ground presence

- Logo integration in press wall
- Named inclusion in award ceremony
- 1 x 2 tickets for the event
- Editorial coverage as part of the award ceremony (Print/Online/Social)



When	Where	Who
15.9.2022	Munich, Germany	Selected group of guests

Format	Costs €	
Last Minute Prize package	Sponsorship	25,000
Bookable until 19.08.22	Gross media value	58,000

Sponsorship: is not eligible for discount, AE, or rebate. Logo integrations on promotional ads, calculated with ¼-page+ co-branded partner ads, includes editorial coverage on all FOCUS channels. The placement and design of brand presences is decided in consultation with Focus. The Sponsorship T&Cs of Focus Magazin Verlag GmbH apply.

YOUR CONTACT PERSON

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SEPARATION OF ADVERTISING AND EDITORIAL

Our promise of impartiality

All publishers in the Hubert Burda Media group stand by their legal and ethical obligation to separate journalistic content from advertising and to prevent unfair influence on the editorial part of their publications. Paid articles shall be marked as is necessary. Thus, we defend the credibility of our journalistic products, which constitute their value as advertising media.

- Therefore, the following principles and reservations apply to all information and statements in this offer:
- The design of the journalistic-editorial section is always at the discretion of the editorial department concerned.
- The exchange on prospective topics is intended to enable our advertisers to plan their advertising activities properly, but does not constitute an obligation to create or publish specific content.
- The booking of paid forms of advertising does not allow the customer to influence the content of journalistic articles.
- Product mentions in editorial reports are made exclusively in the context of the readers' interest in information. They may not cross the line into surreptitious advertising and are not linked to payment or advertising.
- Examples shown in this presentation are non-binding and are subject to the implementation of the above provisions.



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