



Top performance by Frosch - Mainz Cleaning Product Brand on Winners' Podium at VDZ Advertising Awards

14-Nov-2014 - Berlin/Mainz

Berlin and Mainz, November 2014 – Erdal-Rex GmbH with its Frosch brand stepped onto the winners' podium three times during the presentation of the "Ads of the Year" awards at this year's Publishers' Summit of the Association of German Magazine Publishers (VDZ). The advertising motif for the Frosch Lemon Scouring Cream won first place twice in the categories "Appeal" and "Activation" and took third place in the category "Branding".



From left: Arne Bergmann (Axel Springer), Günter Scheinkönig (Erdal-Rex), Andrea Thilo (Moderation) and Wolfgang Feiter (Erdal-Rex) are pleased by the presentation of the Ads of the Year awards to the Frosch brand. Photo: VDZ
The Frosch name is well established as a trusted brand in the minds of consumers. "The empirical basis of the advertising impact for Ads of the Year makes this award so valuable for Frosch," said Wolfgang Feiter, Head of Marketing Consumer Germany at Erdal-Rex. "It shows that the Frosch natural active ingredients campaign conveys the credibility of the Frosch brand with authenticity and likeability."

With the "Ads of the Year" awards, the VDZ together with the Ad Impact Monitor e.V. (AIM) and the Finnish paper company UPM hold up the most effective print ads of the year as outstanding



examples and distinguish them from the many motifs published annually. What makes the "Ads of the Year" so special is that the winners are not chosen by a jury but empirically determined by Europe's largest advertising impact study. Data used for this year's study were collected from July 2013 to June 2014.

Erdal-Rex GmbH is one of the best-known German branded consumer goods companies. With the trusted brands such as Frosch, Erdal, emsal, tuba, rorax and tarax, the company is represented in virtually every German household. Erdal-Rex was a pioneer in the market for ecologically oriented cleaning products when it introduced the Frosch brand in 1986. Since then the "green" brand has been a synonym for environmentally-aware household care and has developed into a leading supplier in its segment. With surfactants made from sustainable raw materials, proven powerful active ingredients from natural sources and environmentally friendly packaging, Frosch offers the consumer the clever combination of good cleaning performance and protection of nature and human life.

Press contact:

Werner & Mertz GmbH
Corporate Communication
Birgitta Schenz
Rheinallee 96
55120 Mainz

BSchenz@werner-mertz.com
Telefon +49 6131-964-20 28
Fax +49 6131-964-23 30