



EPICA AWARDS

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PRESS RELEASE

HORNBACH RECEIVES EPICA 2015 BRAND TRIBUTE AWARD

BERLIN – November 18, 2015

Epica has awarded its annual [Brand Tribute](#) to leading German home improvements brand Hornbach. The award was created to recognize brands that are committed to supporting innovative work and have inspired outstanding creativity over the years.

[The award will be presented](#) to the brand and its longstanding agency Heimat at the Epica Awards ceremony in Berlin. Hornbach has been a regular winner at Epica, with a total of 13 awards since 2010 alone.

The ceremony will take place at the legendary Kino International cinema in Berlin on Thursday November 19 from 7.30pm.

Hornbach spokesman Florian Preuss commented: “We are delighted by this Epica Award and would like to take the opportunity to extend a big thank you to all those who have inspired and motivated us over the years. We owe our thanks to the innumerable ‘doers’: our fans and customers who share their passion for projects with us. Their unswerving commitment, determination and pride are what drives our campaigns. Thanks to this foundation, we now have a solid building, one where today’s award is sure to find a place of honor. Rest assured, we will carry on working together on the next floors.”

Heimat creative director and co-founder Guido Heffels said: “During this last 15 years we never felt like we were working FOR Hornbach, but WITH this outstanding European chain store. A great collaborative – and by the way extremely successful – relationship based on the true spirit and ethics of DIY culture itself.”

Epica editorial director Mark Tungate added: “Since we’re in Berlin, this is a great opportunity to congratulate Hornbach and Heimat for their innovative campaigns over the years. It’s often said that great work requires not only a highly creative agency, but also a client that is loyal, flexible and unafraid to take risks. Hornbach and Heimat personify that relationship.”

Epica is the only global creative award judged by journalists from the marketing and communications press.

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