

GLS Spain wins three gold prizes for the communication of its new corporate image

- **The company has prevailed in the communication competitions of the NYX Awards, Astrid Awards and QUESTAR Awards for the international branding campaign on its brand change.**
- **In collaboration with the Ulled agency, a strategy was defined to dynamise the new corporate identity among employees, agencies and suppliers.**

Madrid, 22nd June 2022. The parcel service company GLS Spain has won three awards in the international marketing and communication competitions that recognise excellence, uniqueness and creativity in this field. Specifically, the company has won three gold prizes at the NYX Awards, Astrid Awards and QUESTAR Awards. These recognitions have been won thanks to the in-house communication campaign conducted to announce the Group's brand change among its employees, agencies and suppliers.

In early 2021 the Group launched an overhauled worldwide corporate identity, presenting a brand updated with a fresh, dynamic, human image adapted to the digital environment. As for its rollout in Spain, the company collaborated with Ulled communication agency in defining a communication plan and in drawing up the different materials to support the internal branding campaign: newsletters, communication via WhatsApp, posters, welcome kit, etc.

At the heart of the campaign was the production of the *Happy Recap* video which, to a swinging rhythm, featured the impressions of the staff and the agency teams when receiving the materials with the new corporate identity. A fun photo session featured the staff exhibiting their best smiles at offices, warehouses and agencies. The video is available on <https://www.youtube.com/watch?v=ItOeU1q938s&t=10s>

The awards won were:

- **Gold Medal at the NYX Awards** in the category of *Employee relations*, for GLS New Corporate Identity – Employee.
- **Gold Medal at the QUESTAR Awards** in the category of *Corporations: Corporate Identity* for GLS New Corporate Identity – Employee.
- **Gold Medal at the Astrid Awards** in the category of *Campaigns: Employer branding*, for GLS New Corporate Identity – Employee.

"All the actions were intended to bring the brand change closer to our audiences, but with the Happy Recap video we captured the emotions of the moment and succeeded in making all our colleagues look on the new image as their own", says Mireia Ruzafa, Senior Manager Marketing & Communication.

GLS Spain continues to work on implementing the new image both internally and externally. A clear example of this is the recent launch of the brand's first international campaign.

About GLS Group

GLS Group is one of the largest self-reliant parcel services providers in Europe, with a strong local presence in almost all countries across the continent. It also operates through wholly-owned subsidiaries in Canada and on the USA's West Coast within one GLS network. This allows GLS to seamlessly connect its customers and communities with millions of parcels and stories every day. GLS is proactive regarding network management, connecting its markets flexibly and agilely to respond to their fast-changing and dynamic nature. The company takes pride in providing its customers across about 40 countries with high-quality service that best suits their needs. The GLS network consists of over 120 hubs and more than 1,600 depots, supported by approximately 37,000 final-mile delivery vehicles and 4,500 long-distance trucks. This offers network resilience, superior flexibility, and extended reach. In 2021/22, GLS generated record revenues of 5 billion euros and delivered 870 million parcels across the markets. For more information, visit gls-group.com.