

Media release

Straumann receives 'Best Company' prize at the 2017 European Digital Communication Awards

Basel, 29 September 2017 – At this year's European Digital Communication Awards, hosted by the Quadriga University of Applied Sciences in Berlin, Germany, Straumann has received the prestigious accolade of 'Best Company'.

Established in 2011, the Awards honour outstanding projects, campaigns and innovations in the field of online communications and recognize industry-leading online PR and communications across Europe. This year more than 750 entries were submitted from over 30 countries. They competed in 38 categories ranging from Communications Team of the Year to Crisis Communications, Content Marketing and Best Company. It was in the latter category that Straumann came first with its 'Rock Dentistry' campaign to build rewarding and meaningful relationships with customers and prospects.

'Rock Dentistry' was the revolutionary marketing campaign for the world's largest dental trade show, the bi-annual IDS in Cologne. Before, during and after the event, Straumann rocked dentistry with its own rock song, web experience, social media song contest, Digital Performance truck tour, 3D-virtual reality show and live rock music on stage. The campaign was conceived and realized by Straumann's Global Marketing team.

Rainer Schlegel, Global Head of Marketing & Digital Communications, commented: "First at the IDS, and now at the Digital Communications competition, we rocked dentistry with an enthusiastic winning team that showed a risk-taker attitude and a player/learner mindset. Going beyond the current status quo resulted in a successful campaign with robust KPI outcomes that convinced the jury. However, our success was only possible through the contribution of many teams, many different people and countries. We share this success with the whole organization."

About Straumann

The Straumann Group (SIX: STMN) is a global leader in tooth replacement and orthodontic solutions that restore smiles and confidence. It unites global and international brands that stand for excellence, innovation and quality in replacement, corrective and digital dentistry, including Straumann, Intradent, Neodent, Medentika, etkon, ClearCorrect, Dental Wings, and other fully/partly owned companies and partners.

In collaboration with leading clinics, institutes and universities, the Group researches, develops, manufactures and supplies dental implants, instruments, CAD/CAM prosthetics, biomaterials and digital solutions for use in tooth replacement and restoration or to prevent tooth loss.

Headquartered in Basel, Switzerland, the Group currently employs approx. 4200 people (excl. Dental Wings and ClearCorrect) worldwide and its products, solutions and services are available in more than 100 countries through a broad network of distribution subsidiaries and partners.

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