

Press Release

Corporate image film wins “Silver Dolphin” trophy Brand Identity Impresses International Audience

Ehningen, 11.10.2023 – Once again this year, the coveted Dolphin Trophies were presented at the Cannes Corporate Media & TV Awards festival. The leading engineering partner Bertrandt won the “Silver Dolphin” for its corporate image film produced as part of its new brand identity. The award ceremony recently took place on the Côte d’Azur.

The Group’s rebranding also impressed the international audience: with its corporate image film, which was produced as part of the new brand identity, Bertrandt took second place in the category “Corporate Image Films” at the Cannes Corporate Media & TV Awards, winning the “Silver Dolphin” trophy. The short film was selected by an experienced and international jury with approximately 70 members, including Oscar and Emmy winners as well as experts from the film industry and the marketing and communication sectors. “We are proud that we were also able to impress the international audience with our corporate image film. This award confirms that we have achieved one of our key aims with this film: to convey our passion for Bertrandt to the outside world and to show the sense of togetherness that we experience every day at our company,” said Matthias Bienert, Head of Corporate Marketing and Corporate Communications.

This year, nearly 900 corporate and documentary films from more than 45 countries worldwide were submitted in 51 different categories to Filmservice International, the organizer of this renowned festival. 130 of these entries were selected to receive a coveted Dolphin Trophy.

The Cannes Corporate Media & TV Awards are held every year to honor the world’s finest corporate films, online media productions, documentaries, and reports in one of the world’s most important film centers: Cannes. It is the only festival for corporate films. The festival was founded in 2010 by Filmservice International. Since then, it has enjoyed continuous growth and has become established as one of the top festivals for corporate films worldwide.

Find out more at: www.bertrandt.com

About Bertrandt

Through our development performance, we accelerate technological progress and make a relevant contribution to a sustainable future. We are an independent and international development service provider with many years of automotive expertise. With cross-industry know-how and a holistic understanding of systems and products, we create technological solutions along the entire value chain. We deal with a focus on trend topics such as digitalization, e-mobility and autonomous systems, mainly for the automotive, aviation and mechanical engineering sectors, and consistently facilitate the development of tailored solutions in these areas. We work on this every day – with around 14,000 employees at over 50 sites worldwide.

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KEY FACTS



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