

Gewinner

Digital PR Awards

Newsroom of the Year

Lufthansa Cargo

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Lufthansa Cargo wins Digital PR Award 2020

Cargo carrier awarded in the category “Best Newsroom”

For more than ten years, PR software provider Mynewsdesk has been honouring its customers for their PR and communications work with the Digital PR Awards. After reviewing all entries from Germany, Austria and Switzerland, the expert jury selected the 2020 winners in six categories. The jury decisions were supported by the available data from the Mynewsdesk platform to analyse and evaluate the creativity, performance, engagement and reach of the finalists in 2020.

Lufthansa Cargo was nominated together with three other organizations in

the category "Best Newsroom" and finally chosen as the winner. The jury of experts gave the following reasons: "The Lufthansa Cargo Newsroom convinces with meaningful, short headlines, additional content, a comprehensive and well-labeled media gallery. The images are neatly named and clearly described and provide journalists with a good overview. All in all, a very successful newsroom that also visually follows the corporate design."

"After a particularly challenging year in terms of communication in 2020, we are all the more pleased about the award and the appreciative recognition of our communication activities in the digital newsroom at Lufthansa Cargo," says Jacqueline Casini, Senior Director Communications, Marketing and Corporate Responsibility at Lufthansa Cargo AG, expressing her thanks for the award.

Lufthansa Cargo

Lufthansa Cargo is one of the world's leading cargo airlines and part of the Lufthansa Group, Europe's largest airline group. Through its four cargo hubs in Frankfurt, Munich, Brussels and Vienna, the airfreight specialist transports an average of 2,500 tons of freight per day. This is based on a strong and reliable airport-to-airport network that covers some 350 destinations in more than 100 countries. Lufthansa Cargo markets the cargo capacities of the passenger aircraft of Lufthansa Airlines, Austrian Airlines, Brussels Airlines, Discover Airlines and SunExpress, as well as its own freighter fleet of 18 Boeing 777F and four Airbus A321F. In addition, some 300 trucks operate daily under a Lufthansa Cargo flight number. Together with its subsidiaries, Lufthansa Cargo offers customized, fast and efficient logistics solutions along the entire supply chain. In this way, the company fulfills its mission "Enabling Global Business" and connects markets and trading partners worldwide. Innovative technologies and investments in sustainability play a central role. In addition to a modern fleet and the use of sustainable aviation fuel (SAF), the focus is on continuous optimization of flight operations. In 2024, the company generated revenues of 3.26 billion euros and a transport performance of 8.5 billion freight tonne-kilometers. It currently employs approximately 4,200 people worldwide.

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