



STEVIE AWARD

Re-branding/Brand Renovation of the Year

 **GRAPHISOFT.**
A NEMETSCHKE COMPANY

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Graphisoft Wins Bronze Stevie® Award in 2021 International Business Awards®

BUDAPEST, August 24, 2021 – Graphisoft, the leading Building Information Modeling software solution developer for architecture, was named the winner of a Bronze Stevie® Award in the *Re-branding/Brand Renovation of the Year* category in The 18th Annual International Business Awards®.

The International Business Awards are the world's premier business awards program. All individuals and organizations worldwide – public and private, for-profit, and non-profit, large, and small – are eligible to submit nominations. The 2021 IBAs received entries from organizations in 63 nations and territories.

Graphisoft won in the **Marketing Campaign of the Year – Re-branding/Brand Renovation of the Year** category for its updated branding and an all-new website, which was launched in July 2020. “Last year, we set out on an ambitious journey to align our corporate and brand identity with Graphisoft’s mission: Empowering teams to create great architecture,” said Huw Roberts, Graphisoft CEO. “Our new corporate branding reflects our values, recognizes our history – rich in innovation – and looks forward to a dynamic future. We’re honored that the judges appreciated our strategic approach and execution.”

As one judge remarked: “***A New Look for Graphisoft*** shows how rebranding should be done with planning, strategy, and positive execution – all resulting in an effective campaign.”

As the ongoing COVID-19 crisis will prevent winners from receiving their awards on stage during a traditional gala IBA banquet, winners will be celebrated instead during a virtual ceremony on Wednesday, December 8.

More than 3,700 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories, including Company of the Year, Marketing Campaign of the Year, Best New Product or Service of the Year, Startup of the Year, Corporate Social Responsibility Program of the Year, and Executive of the Year, among others. This year’s competition also featured a number of categories to recognize organizations’ and individuals’ responses to the COVID-19 pandemic.

Stevie Award winners were determined by the average scores of more than 260 executives worldwide who participated in the judging process from June through early August.

“What we’ve seen in this year’s IBA nominations is that organizations around the world, in every sector, have continued to innovate and succeed, despite the setbacks, obstacles, and tragedies of the ongoing COVID-19 pandemic,” said Stevie Awards president Maggie Gallagher. “All of this year’s Stevie Award winners are to be applauded for their persistence and their resilience. We look forward to celebrating their achievements with them during our December 8 virtual awards ceremony.”

Details about The International Business Awards and the lists of Stevie Award winners are available at www.StevieAwards.com/IBA.

About the Stevie Awards

Stevie Awards are conferred in eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East & North Africa Stevie Awards, The American Business Awards®, The International Business Awards®, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 12,000 nominations each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at www.StevieAwards.com.

About Graphisoft

[Graphisoft](http://www.graphisoft.com)® empowers teams to create great architecture, through award-winning software solutions, learning programs, and professional services for the Architecture, Engineering, and Construction industry. **Archicad**®, the architects' BIM software of choice, offers a complete end-to-end design and documentation workflow for architectural and integrated architectural and engineering practices of any size. **BIMx**®, the most popular mobile and web BIM app, extends the BIM experience to include all stakeholders in the building design, delivery, and operations lifecycle. **BIMcloud**®, the AEC industry's first and most advanced cloud-based team collaboration solution, makes real-time collaboration possible across the globe regardless of the size of the project and the speed or quality of the team members' network connection. Graphisoft is part of the Nemetschek Group. To learn more visit www.graphisoft.com

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