

**Company:** Schwartz Public Relations GmbH, München, Deutschland

**Company Description:** Schwartz Public Relations ist eine 1994 gegründete, inhabergeführte PR-Agentur im Herzen Münchens. Wir gehören zu den fünf führenden Agenturen für Öffentlichkeitsarbeit in den Segmenten Technologie & Digitalisierung. Wir beraten Konzerne, Mittelständler und Startups bei deren Corporate Communications, Public Relations, Social Media, Digital-Kommunikation und Content Marketing.

**Nomination Category:** Kategorien in den Bereichen Unternehmenskommunikation, Investor Relations und Public Relations Awards

**Nomination Sub Category:** PR-Agentur des Jahres

**Nomination Title:** Built to last, driven to grow, powered by people: Schwartz PR aims for Stevies Agency of The Year 2025



1. Sie haben die Möglichkeit für Ihre Nominierung in dieser Kategorie ENTWEDER ein bis zu fünf (5) Minuten langes Video über die Leistungen der nominierten Organisationen seit dem 1. Januar 2023 einzureichen ODER die folgenden Fragen zu dieser Kategorie schriftlich zu beantworten. Bitte wählen Sie eine Möglichkeit aus:

Schriftliche Beantwortung der Fragen

2. Wenn Sie ein bis zu fünf (5) Minuten langes Video einreichen, geben Sie bitte hier die URL des Videos ein ODER fügen Sie das Video über den obigen Link "Hinzufügen von Anhängen, Videos oder Links zu diesem Beitrag" Ihrer Nominierung bei, und laden Sie so eine Kopie Ihres Videos hoch.
3. Beschreiben Sie kurz die nominierte Agentur: ihre Geschichte und ihre bisherige Leistung (bis zu 200 Wörter):

**Total 200 words used.**

What began as a one-man show in 1994 is now one of Germany's **top five PR agencies** for technology and digitalization: **Schwartz Public Relations** is well-known for its excellence in execution, its dedicated team, and sustained growth – since more than 30 years.

Our journey is defined by a family-like culture, inspired by visionary leaders and a management team committed to a people-first leadership philosophy. Our core values of fairness, responsibility, and reliability guide every action and decision.

Our 30-year success story stems from being a great workplace with strong cultural values fostering fair and honest cooperation. Combined with our commitment to excellence in execution we achieve high profitability and constant growth.

**Key achievements include:**

- o €6M+ revenue in 2024, marking a **46% growth** over the last five years
- o 38-member team, providing strategic, award-winning PR support to more than 80 international brands
- o Strong **reputation for senior consultancy**, with an average of 10.6 years of experience in communication per consultant
- o A trusted partner to industry leaders like ABB, Alibaba, Fujitsu, HERE Technologies, [REDACTED FOR PUBLICATION] KAYAK, NielsenIQ, Sharp, UGREEN, Xgimi

Our unique culture and successful client projects have earned us **48 prestigious nominations and awards**, including recognition from PRovoke/Sabre, Stevie, PR Report.

4. Beschreiben Sie die Leistungen der Agentur seit dem 1. Januar 2023, die Sie der Jury vorstellen möchten (bis zu 250 Wörter):

**Total 249 words used.**

The last three years at Schwartz Public Relations have been characterized by **sustainable growth and investment in the future**: We established a new business unit for Greentech, invested in our own dedicated HR department, introduced an AI consultancy offering, and restructured our agency under a new legal entity, ensuring a robust foundation for long-term success.

**AI - preparing for the future of PR**

We are proud to be moving quickly, thoroughly and safely in the fields of AI: Back in 2023, we established a dedicated AI task force to test, train, and integrate AI solutions into PR workflows. Regular AI workshops and training sessions ensure that all employees stay ahead of the latest tools, strategies, and legal regulations. And AI-enhanced PR workflows improve efficiency and enable more impactful, data-driven storytelling.

**HR - dedicated to team development**

In 2023, we made the strategic decision to create our own HR department. An unusual step for an agency of our size, but a major investment in the future of Schwartz PR. This department focuses on expanding our candidate network, onboarding, benefits, administration and legal to training and individual career planning and feedback sessions.

**Greentech - fast-growing new business unit**

In 2024, we launched a dedicated Greentech unit to capitalize on the rapid growth of the sector. In just six months, this unit generated 16% of total agency revenue and secured six major clients: [REDACTED FOR PUBLICATION]. We focus on high-growth areas such as renewable energy, e-mobility, and recycling technology.

5. Erklären Sie, warum die Leistungen, die Sie hervorgehoben haben, einzigartig oder bedeutsam sind. Wenn möglich, vergleichen Sie die Leistungen mit den Leistungen anderer Akteure Ihrer Branche und/oder mit der bisherigen Leistung des/der Nominierten (bis zu 250 Wörter):

**Total 249 words used.**

The following accolades and figures highlight our unique agency culture, our commitment to excellence and our 30-years growth story, setting Schwartz Public Relations apart as the "PR-Agency of the year 2025" for the German Stevie Awards:

- o One of the **Top 5** German PR agencies for technology and digitalization
- o Within the **Top 30** largest PR agencies in Germany, both according to the Pfeffer turnover ranking 2025 published by PR Journal.
- o **46 percent growth** over the last 5 years, triple the industry average (German PR industry: 16%)
- o Ranked as "**Kununu Top Company 2025**" in the top 5 percent of most popular employers on Kununu (Germany's equivalent of Glassdoor) – for the fourth year in a row
- o **Kununu Score of 4,5** vs. industry average for Marketing/Advertising/PR of 3,8
- o "**Best Consultancy to Work For 2025**" in Continental Europe/EMEA (PRovoke/Sabre) – recognized or shortlisted 11 times in total
- o Part of "**50 Best Agencies in Europe 2025**" (PRovoke/Sabre), 8-times recognized as 'Best Agency' (Brands Eins), or finalist in 'Agency of the Year' (PRovoke/Sabre)
- o **Strong retention**: Almost half of the team has been with us for 5 years or longer, including ten people with 10 to even 20 years with Schwartz PR.
- o **Long-term client relationships**, such as with Fujitsu for over 10 years
- o Enquiries on an almost daily basis (156 enquiries in 2023, 151 in 2024) - mostly **based on referrals**
- o 30 client wins in 2024, 15 in 2023, including Anker SOLIX, [REDACTED FOR PUBLICATION], Bayern Kapital, Esri, Haufe X360, Moresophy, Nemetschek Group, OPPO, UGREEN, [REDACTED FOR PUBLICATION]

6. Optional: Verweisen Sie auf alle beigefügten Zusatzmaterialien, die Sie mit Ihrer Nominierung hochladen und erklären Sie, wie diese Ihre Aussagen, die Sie in der Beantwortung der vorangegangenen Fragen getroffen haben, unterstützen (bis zu 250 Wörter):

7. Optional, aber dringend empfohlen: Laden Sie zusätzliche Dateien und Webadressen hoch, um Ihre Nominierung zu belegen und um der Jury weitere relevante Informationen zu geben. Bspw. Planungsunterlagen, Presseauschnitte, Arbeitsproben, Fotos, Videoclips usw.

- o **Top 5** PR agencies for technology and digitalization: T <https://datenbanken.pr-journal.de/pr-agenturrankings/pfeffers-pr-ranking.html?view=ranking&>
- o **Top 30** largest PR agencies in Germany, both according to the latest Pfeffer turnover ranking published by PR Journal: <https://datenbanken.pr-journal.de/pr-agenturrankings/pfeffers-pr-ranking.html?view=ranking&>
- o "**Kununu Top Company 2025**" (as well as 2024, 2023, 2022) <https://www.xing.com/pages/schwartzpublicrelations>
- o **Kununu Score of 4,5** vs. Industry average for Marketing/Advertising/PR of 3,8: <https://www.kununu.com/de/schwartz-public-relations1>
- o Part of "**50 Best Agencies in Europe 2025**": <https://www.provokemedia.com/events-awards/agencies-of-the-year/the-best-agencies-in-emea-2025/the-50-best-agencies-in-continental-europe/schwartz>
- o Recognized or shortlisted 11 times as "**Best Consultancy to Work For**" in Continental Europe or EMEA (PRovoke/Sabre); 8-times recognized as "**Best Agency**" (Brands Eins), or finalist in "Agency of the Year" (PRovoke/Sabre): <https://schwartzpr.de/en/awards/>
- o "**With Commitment into the future**" - Article in German leading PR Trade magazine PR Journal about the 30th anniversary of Schwartz PR: <https://pr-journal.de/nachrichten/agenturen/32216-mit-verbindlichkeit-in-die-zukunft.html>
- o **Interview** with founder Christoph Schwartz on the occasion of the 30th anniversary of Schwartz PR: [https://www.youtube.com/watch?v=PNmSy\\_qyBYg](https://www.youtube.com/watch?v=PNmSy_qyBYg)

**Attachments/Videos/Links:**

[Built to last, driven to grow, powered by people: Schwartz PR aims for Stevies Agency of The Year 2025](#)

No attachment available for this nomination.