**mmmake wins pitch for Bad Reichenhall's 2025 annual campaign**

**Neckarsulm, 26. March 2025 –** mmmake, the creative agency, consulting unit and technology specialists of Schwarz Digits, has won the multi-stage creative pitch for the upcoming annual campaign of the Bad Reichenhaller salt brand ahead of schedule. The aim of the upcoming collaboration for the annual campaign will be to position Bad Reichenhaller as a driver of innovation in the food industry and to set new standards for the salt brand's communication. The campaign is intended to appeal to the established main customer base as well as increase brand awareness and relevance among the younger target group.

"Previous campaigns have proven that our brand is always strong when it surprises. mmmake did exactly that and even exceeded our expectations," explains Moritz Milewski, Head of Digital Marketing and Team Leader Product Management at Bad Reichenhaller.

"I am one hundred percent in agreement with our creative leads Holger Paasch and Frieder Gold: to surprise and reinvent yourself as a traditional brand, you doesn't need a modern tech disguise or a superficial polish, but creative technological added value that really brings something to the people out there, is fun and invites interaction. This is exactly what we want to achieve with our activating campaign idea, which is strategically and consistently developed from the brand," confirms Rainer Schürg, Managing Director of mmmake.

While the campaign focus in 2023 and 2024 was very much on product communication such as the new "AlpenJodSalz mit Selen", this focus will now shift to image-relevant value-added communication with a reference to technology. Preparations for implementation are in full swing.

mmmake has been working with Bad Reichenhaller since 2020 and has been managing the social media channels and associated campaigns ever since. The pitch win for the annual campaign now expands this collaboration even further.

**More Information**

Further information can be found at [www.schwarz-digits.de](http://www.schwarz-digits.de).

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**About Bad Reichenhaller**

Bad Reichenhaller is a brand of Südwestdeutsche Salzwerke AG and stands for high-quality salt from the depths of the Alps. Obtained from pure Alpine brine, it guarantees the highest quality for seasoning, cooking and baking. Hundreds of years ago, the "white gold" from the Alps made its place of origin famous. Today, Bad Reichenhaller is the best-known brand in the German table salt segment. Bad Reichenhaller's product portfolio includes Alpine salts with and without added vitamins and trace elements for a balanced diet as well as a large selection of seasoning salts and salt specialties. [www.bad-reichenhaller.de](http://www.bad-reichenhaller.de)

**About mmmake**

mmmake is part of the IT and digital division Schwarz Digits and thus belongs to the Schwarz Group companies. The approximately 100 employees develop customized solutions for Schwarz Group brands such as Lidl, Kaufland and PreZero as well as for external brands such as Bad Reichenhaller, McDonald's, Würth, Kärcher and L-Bank. With its core services Agency, Consulting and Technology, mmmake creates synergies for its customers. [www.mmmake.com](http://www.mmmake.com)

**About Schwarz Digits**

Schwarz Digits is the IT and digital division of Schwarz Group and offers impressive digital products and services that meet the high German data protection standards. With the aim of achieving the greatest possible digital sovereignty, Schwarz Digits provides the IT infrastructure and solutions for the extensive ecosystem of Schwarz Group's companies and develops it for the future. Schwarz Digits' sovereign core services include Cloud, Cybersecurity, Artificial Intelligence, Communication and Workplace. In addition, Schwarz Digits creates optimal conditions for the development of trend-setting innovations for end customers, companies and public sector organizations. Schwarz Digits includes 7,500 employees of the brands STACKIT, XM Cyber, Schwarz Media, mmmake, Schwarz IT, Schwarz Digital, Lidl e-commerce and Kaufland e-commerce.