



Press release

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"Vorsprung durch Technik" – Audi is Red Dot: Brand of the Year 2017

"Vorsprung durch Technik" – This slogan has accompanied Audi for many years. The premium brand has also embraced this motto in the Red Dot Award: Communication Design, winning over the jury members with innovative design solutions throughout the years. This year is no exception, with Audi winning the title of honour "Red Dot: Brand of the Year 2017" for its consistent decisiveness in brand management and its effective collaboration with creative partners.

The most successful brand of the year

Of all the awards given in the Red Dot Award: Communication Design, there is one that stands out: the title of honour "Red Dot: Brand of the Year", which this year goes to German automotive firm Audi. With its consistently outstanding communication campaigns displaying strong design quality and creativity and created in close cooperation with external agencies, the brand with the four rings has won over the international jury again this year. It received 14 Red Dots as well as five Red Dot: Best of the Best awards, all of which are testament to the company's communicative lead. "Audi has been amongst the top players in the creative industry for many decades, not just this year. The company's communication measures stand for good design, for innovation and for creativity. I want to congratulate Audi sincerely on this special award!", says Professor Dr. Peter Zec, founder and CEO of the Red Dot Award.

Audi campaigns are extremely memorable

From the entire brand presence to online advertising and classic TV spot advertising – Audi campaigns are striking and stand out from the competition. With the help of the agencies KMS TEAM, BLACKSPACE and STRICHPUNKT DESIGN, the company created a new corporate design this year entitled "Audi Brand Appearance – from monologue to dialogue", which has won a Red Dot: Best of the Best. The design was created for all brand areas and can be used both in analogue and digital media. A logo that can be used flexibly, an

Press contact:

Julia Hesse
Junior PR Manager
Phone: +49 201 30104-58
E-mail: j.hesse@red-dot.de
www.red-dot.de/presse

Red Dot Award: Communication Design
Design Zentrum Nordrhein Westfalen
Gelsenkirchener Str. 181
45309 Essen, Germany



reddot design award

independent font and natural imagery: True to the "digital first" motto, the corporate design is focused on dynamism. It is suited to all digital applications, from apps and smartwatches to classic monitors and mobile phone screens.

Dynamism plays an important role for Audi, not just in relation to its corporate design. Giovanni Perosino, Vice President Marketing Communication, considers the interaction with customers to be of prime importance, and it has to be dynamic and exciting. The marketing expert also explains that Audi wants to keep surprising its customers, whether in regard to innovations in the cars or with new communication campaigns. This international company succeeds in constantly reinventing itself without losing its global and uniform voice. Audi brand presence is unmistakable. Anyone who sees the four rings connects them to quality and innovation. "At Audi, we live 'Vorsprung durch Technik' in everything we do." says Giovanni Perosino. He goes on to say: "Because more than ever, 'Vorsprung' is about being ahead of the game across the board."

Award ceremony in Berlin

Audi will be formally announced as "Red Dot: Brand of the Year 2017" at the Red Dot Gala on 27 October. In addition, the Red Dot: Best of the Best winners will accept their well-deserved trophies in the Konzerthaus Berlin. And the suspense will be maintained until the end, as this year's winners of the Red Dot: Grand Prix, the top award in each category, will not be announced until during the award ceremony. The international guests will celebrate their success into the early hours at the subsequent Designers' Night in Berlin's E-Werk. The winners' exhibition "Design on Stage" will also be on show for one night during the after-show party.

About the Red Dot Design Award:

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at www.red-dot.de.

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Junior PR Manager
Phone: +49 201 30104-58
E-mail: j.hesse@red-dot.de
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