



reddot design award

Press release

Essen/Germany, 7 May 2018

## **Final sprint for communication design: register for the Red Dot Award before 15 June**

The regular phase for taking part in the Red Dot Award: Communication Design 2018 will end on 29 May. After that date, "Latecomers" can enter their advertising campaigns, sound designs, online projects, packaging, corporate designs and other creative achievements in the international competition. Agencies, designers and companies only have until 15 June 2018 to submit their work – that's the last chance to enter the competition to win a Red Dot distinction, the globally recognised seal of quality for good design and creativity.

### **Jury guarantees well-founded decision**

The Red Dot Award: Communication Design is open to current design works and creative projects from 17 categories, including animations, trade fair stands, posters and apps. The distinctions are awarded based on a decision by a jury. It comprises international experts who assess the competition entries in teams of three in accordance with their specialist expertise. They examine and discuss each individual entry over a period of several days, taking into account criteria such as aesthetics, originality, understandability, concept and implementation. 24 jurors, including three new jury members, will use a critical exchange to arrive at well-founded decisions and give awards to the best achievements.

### **The Red Dot as a competitive advantage**

High quality, well thought-through, convincing – these are the attributes of communication projects that are successful in the Red Dot Award. They are seen as a benchmark in the industry, and demonstrate how to communicate creatively in today's world. As a neutral seal of quality, the Red Dot bears testimony to the skilled know-how of the award winners and creates global visibility. The award thus helps to associate the winners with outstanding design quality in the long term. In addition, the Red Dot provides guidance to decision-makers on the hotly contested market and can serve as a compelling

#### Press contact:

Marie-Christine Sassenberg  
Senior PR & Communications Manager  
Phone: +49 201 30104-43  
E-mail: [m.sassenberg@red-dot.de](mailto:m.sassenberg@red-dot.de)  
[www.red-dot.org/press](http://www.red-dot.org/press)

Red Dot Design Award  
Red Dot GmbH & Co. KG  
Gelsenkirchener Str. 181  
45309 Essen  
Germany



reddot design award

argument in favour of agencies and designers over their competitors, giving them a clear competitive edge.

### **Global visibility**

The laureates can look forward to their success being duly celebrated. All of the big names in the industry convene at the award ceremony in Berlin, where the award-winning designs are put on show in the unique winners' exhibition "Design on Stage 2018". They are also perpetuated for future generations of designers and design-lovers in the International Yearbook Communication Design, which is sold in roughly 40 countries. The presentations in the Red Dot App, online and in international exhibitions ensure additional visibility.

### **Red Dot Award: Communication Design 2018 – dates and submission**

Regular: until 29 May 2018

Latecomer: 30 May – 15 June 2018

Further information and registration: [www.red-dot.org/cd](http://www.red-dot.org/cd)

### **About the Red Dot Design Award:**

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then the sought-after Red Dot is the revered international seal of outstanding design quality. Further information: [www.red-dot.org](http://www.red-dot.org).

#### **Press contact:**

Marie-Christine Sassenberg  
Senior PR & Communications Manager  
Phone: +49 201 30104-43  
E-mail: [m.sassenberg@red-dot.de](mailto:m.sassenberg@red-dot.de)  
[www.red-dot.org/press](http://www.red-dot.org/press)

Red Dot Design Award  
Red Dot GmbH & Co. KG  
Gelsenkirchener Str. 181  
45309 Essen  
Germany