



reddot design award

## Press release

Essen/Germany, 14 March 2019

### More scope for brands: Red Dot Design Award seeks "Brands of the Year"

Unique and distinctive brands are the decisive factor for success on a global market. As a result, Red Dot is now offering a larger platform to brands in the competition for communication design. This is also reflected in the name of the competition, as the "Red Dot Award: Communication Design" will now be called the "Red Dot Award: Brands & Communication Design". With immediate effect, every company within an industry can apply for the distinction "Red Dot: Brand of the Year". This is a new development, as in the past the distinction was awarded as an honorary title to just one company per year.

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award, explains the reasons for this move: "We have decided to respond to the developments on the market and to adapt the competition accordingly. In direct contact with our participants and award-winners, it has become repeatedly clear to us that they want to present themselves as integrated brands. We are now making this possible."

Companies can choose from 36 industries in which to register for the distinction "Red Dot: Brand of the Year". These range from Automotive, Furniture or Watches to Electronics, Financial Services and Retail. Marketing, product and PR managers from all over the globe can submit communication works that portray a consistent image of their brand across different channels – for example using logos, adverts, packaging and websites.

The jury will award the Red Dot seal of quality to companies that win it over with their design quality, creativity and brand communication. Outstanding brands will receive a "Red Dot: Best of the Best", while the top achievements will be recognised with the distinction "Red Dot: Brand of the Year". The winner label enjoys an international reputation and is present on all important markets. Companies use the distinction to position their brands and thus highlight their quality and design leadership around the globe. Laureates also

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benefit from the presentation of their brands in the yearbook, online and in exhibitions.

## Red Dot Award: Brands & Communication Design 2019

Submission:	18 March to 28 June 2019
Evaluation and notification of results:	in July
Award ceremony and winners exhibition:	1 November 2019
Publication in the yearbook and online:	in November

For further information and to register, visit: [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: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 submissions, 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. The winners are presented in yearbooks, museums and online. Further information: [www.red-dot.org](http://www.red-dot.org).

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