



reddot design award

Press release

Essen, 19 February 2020

Red Dot Award: Brands & Communication Design 2020 – competition starts on 24 February

The next round of the Red Dot Award: Brands & Communication Design commences on 24 February 2020. Designers, agencies and companies have until 5 June to enter their brands and creative works in one of the world's most renowned design competitions. All those who take part are in with a chance to win over the jury with innovative ideas and creative solutions in the two sections "Brands" and "Communication Design".

Strong brands

Last year was the first year in which brands could be entered in the design competition. In this way, the Red Dot Award has positioned the significance of well-designed brand communication, which is seen as a key factor in market success, as a new focal point of the competition. Unique and distinctive brands are once again invited to take part this year. There are 36 industries to choose from in the "Brands" section, ranging from "Automotive" and "Furniture" to "Tools" and "Watches".

Creative communication projects

Individual creative achievements are also still a big part of the competition. Participants can enter their communication design works in any of 17 categories in the "Communication Design" section – from "Advertising", "Posters and "Packaging Design" to the design of "Annual Reports," "Fair Stands" and "Retail Design". Entries can also be submitted in digital media categories such as "Film & Animation", "Online" and "Interface & User Experience Design".

In search of young design talents

Young designers who enter their work in the "Communication Design" section will get a 10% discount on entry fees and a 20% discount on the Winner Package as part of the Red Dot: Junior Award. This helps trainees, students and young professionals who have graduated within the last two years to have a successful start to their career. The best work submitted by an

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emerging designer will win the Red Dot: Junior Prize, along with prize money of 10,000 euros.

Individual assessment by an international jury

The Red Dot Award gives each participant the chance to have the quality of his or her entry assessed and verified individually by the expert international jury. The expert panel comprises 24 jurors, who inspect all of the brands and creative works entered in the design competition on their own merits over a period of several days. Different assessment criteria relating to the form, idea and impact are considered. These vary within the "Brands" and "Communication Design" sections. Thanks to the jury's international nature, the jurors are in a position to assess the projects and brands from all over the globe in consideration of their country-specific differences.

Benefits for award winners

Participants that win an award can be confident that they are leaders in the creative and brand sectors. The laureates will be celebrated at the Red Dot Gala in Berlin on 23 October 2020. They benefit from numerous advantages in communicating news of their success: the internationally recognised and sought-after Red Dot Winner Label, which can only be used by competition winners, can be used in a targeted way in internal and external communication to garner a certain position with customers and stand out from competitors. Furthermore, the award-winning brands and creative works are presented in exhibitions, in the yearbook and online.

Entry phases for the Red Dot Award: Brands & Communication Design 2020

- **Early bird:** 24 February – 18 March 2020
- **Regular:** 19 March – 13 May 2020
- **Latecomer:** 14 May – 5 June 2020

For further information and to register, go to: www.red-dot.de/cd

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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: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 entries, the Red Dot Award 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 distinction "Red Dot" has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. More information is available at www.red-dot.de.

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