



Press release

Essen, 31 August 2022

Changing times – creativity instead of crisis mode

Award-winning communication design in the Red Dot Award: Brands & Communication Design 2022

The fundamental changes ongoing against the backdrop of climate change, pandemics and wars are informing communication in the fields of politics, business and society. There is also mounting pressure on businesses to act. In times of crisis, they are required to step up and to rethink their business models and adapt their communication and work processes. They are called on to become more resilient instead of giving up. To become more sustainable instead of simply greenwashing. There is a renewed focus on social responsibility in the context of doing business. And a whole new level of awareness and media attention on statements made by entrepreneurs and managers.

The award-winning works and projects in the Red Dot Award: Brands & Communication Design 2022 provide examples of how to produce successful communication in times of crisis. The motto is creativity instead of crisis mode. With award-winning works and projects, the international design and creative scene is highlighting the challenges and complexity of the times we live in. Many creatives have demonstrated an impressive repertoire of tackling current topics. Professor Dr. Peter Zec, founder and CEO of Red Dot, has this to say: "The dedication and creativity the designers and companies have displayed in the face of crises are impressive and admirable. They show the extent of the relevance of the work of communication designers in the context of society as a whole."

It goes without saying that the creative forms of expression in Kiev are different from Beijing, Berlin, Munich or New York. But what these forms of expression have in common is an understanding that a crisis can also pose an opportunity. The international design scene sees itself as part of a movement that can make the world a better place. Peter Zec explains: "As significant as the challenges are, the road to change is always paved with new

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opportunities. And lots of agencies and designers stand out because of their belief that creative achievements can also have transformative power."

Creative achievements can be key to dealing with the problems and complexity of the present day and to understanding that we have the power and the responsibility to shape the world we live in. But the possibility for creativity always goes hand in hand with a responsibility for quality. And that is what the Red Dot Design Award is there to recognise.

Award ceremony in Berlin and announcement of the winners

The award ceremony for the Red Dot Award: Brands and Communication Design takes place in Berlin on 28 October 2022 under the motto "In search of good design and creativity". On the same date, all of the award-winning brands and communication design works will be published in the redesigned Winners section of [Red Dot Online](#).

The Red Dot: Best of the Best laureates will receive their trophies on stage at the Konzerthaus in Berlin. This year's Red Dot: Grand Prix winners will also be announced for the first time on stage and will receive their award. The Red Dot Jury selected the winners from the best works and projects in the 18 competition categories. See page four for more information.

The evening will culminate in the awarding of the honorary title of "Red Dot: Agency of the Year 2022". The previous year's winner was denkwerk, an agency from Cologne. denkwerk's Managing Directors Jochen Schlaier (Chief Creative Officer) and Marco Zingler (Chief Operating Officer) will hand over the trophy to their successors on stage in Berlin.

And because the future belongs not only to the brave but also to the young, it is also worth looking at the award-winning works entered by upcoming designers. "Laundry Clinic", the complex project submitted by the team at Ling Tung University Taiwan, won the Red Dot: Junior Prize 2022 along with the prize money of 10,000 euros.

The opening of the studio exhibition in the Museum für Kommunikation in Berlin, which will showcase some of the winners, will take place on 29 October 2022.

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Press invitation

Media representatives are cordially invited to both events. Accreditation requests can be sent to presse@red-dot.de.

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Red Dot: Best of the Best 2022

In 2022, works and projects from 48 countries were entered in the Red Dot Award: Brands & Communication Design.

61 works and projects that won a Red Dot: Best of the Best are in with a chance of winning the highest individual distinction in the competition, the Red Dot: Grand Prix. The jury can only give this award to a maximum of one entry in each category. The winners of this special distinction will be announced on stage at the Konzerthaus in Berlin on 28 October 2022.

Note to the editorial teams

You can request further excerpts from the list of winners for research purposes. To request an excerpt, please send an e-mail to presse@red-dot.de and briefly let us know your media channel/publication as well as which category, which industry and/or which country is of particular interest to you.

The yearbook will present all of the winners and will be published in December 2022.

These are the winners of the Red Dot: Best of the Best 2022:

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Category 01: Corporate Design & Identity		
Project	Client	Design
One for All: AOK's New Brand Identity	AOK-Bundesverband, Berlin, Germany	MetaDesign, Berlin, Germany
Glamox Rebranding	Glamox, Molde, Norway	Knowit Experience, Oslo, Norway
44GROUP	44GROUP, Lviv, Ukraine	Qubstudio, Digital Product Design and Branding Agency, Lviv, Ukraine
Category 02: Brand Design & Identity		
Project	Client	Design
Revive Renault	Renault, Boulogne-Billancourt, France	Landor & Fitch, Hamburg, Germany; Publicis Conseil, Paris, France
D&AD Exhibition in Taiwan	National Taiwan University of Science and Technology, Taipei City, Taiwan	Ken Tsai Lee Design Lab, Taipei City, Taiwan
Kindness and Sharpness	Jinchuang Art Space, Nanjing, China	HOOOLY DESIGN, Hangzhou, China
Sitko Pizza	Sitko Pizza, Tampere, Finland	Werklig, Helsinki, Finland
What is to Remember	Arts & Rights, Kyiv, Ukraine	Plai Büro, Kyiv, Ukraine
Category 03: Advertising		
Project	Client	Design
Jägermeister FNFZHN	Mast-Jägermeister Deutschland, Wolfenbüttel, Germany	la red, Berlin, Germany
Closed Eyes	Babyn Yar Holocaust memorial Center, Kyiv, Ukraine	The First The Last, Kyiv, Ukraine
The Wish Campaign	PENNY-Markt, Cologne, Germany	SERVICEPLAN, Munich, Germany
What color for tomorrow?	Hanwha Group, Seoul, South Korea	INNOCEAN, Seoul, South Korea
Category 04: Packaging Design		
Project	Client	Design
ECO 6L Purified Water	NWP - New Water Project Lda, Algés, Portugal	Logoplaste Innovation Lab, Cascais, Portugal
Philips 5000 Series - Eco Conscious Edition packaging	Philips Domestic Appliances, Amsterdam, Netherlands	
<I'm e> Snack Package Redesign	emart24, South Korea	DDUNGSANG, Seoul, South Korea
Dallmayr Röstkunst packaging design	Alois Dallmayr Kaffee, Munich, Germany	fantomas Design, Munich, Germany
Category 05: Publishing & Print Media		
Project	Client	Design
Formani Obsessed with details	Formani, Maastricht, Netherlands	Zuiderlicht, Maastricht, Netherlands
AGAPE	Hatzopoulos, Thessaloniki, Greece	Beetroot, Thessaloniki, Greece
Archisearch the Paper Edition	The Design Ambassador / Vassilios Bartzokas, Berlin, Germany	Post-Spectacular Office, Thessaloniki, Greece
Category 06: Annual Reports		
Project	Client	Design
HUGO BOSS Annual Report 2021	HUGO BOSS, Metzingen, Germany	nexxar, Vienna, Austria
Category 07: Typography		
Project	Client	Design
RTL United Typo	RTL, Cologne, Germany	Arillatype.Studio, Málaga, Spain; RTL, Cologne, Germany
Carteira bB	Banco do Brasil, Brasília, Brazil	FutureBrand São Paulo, São Paulo, Brazil
Category 08: Illustrations		
Project	Client	Design
Milk not by cows	St Hubert, Shanghai, China	RedBank, Beijing, China
POP PARADISO	terz machen, Germany	oppa franz, Duisburg, Germany
Category 09: Posters		
Project	Client	Design
DON'T HURT ANIMALS FOR GREED/PRIDE/ENVY.	UNITE DESIGN, Taipei, Taiwan	
Fonta Experimental Typography Show	Shanghai Cultural & Art Promotion Association, Shanghai, China	HOOOLY DESIGN, Hangzhou, China
Your Life In Four Letters	Otto, Hamburg, Germany	Mutabor Design, Hamburg, Germany
Category 10: Spatial Communication		
Project	Client	Design
MYRIAD. Where we connect.	Interactive Media Foundation / Filmtank, Berlin, Germany	Artificial Rome, Berlin, Germany; Miiqo Studios, Berlin, Germany
Tsubame-Sanjo Factory Museum	Tsubame-Sanjo Factory Festival Committee, Sanjo-city, Japan	SPREAD, Shibuya-ku, Tokyo, Japan
THE AXIS OF PEACE	Yokosuka City, Kanagawa-ken, Japan	Hakuten, Tokyo, Japan
Kadokawa Culture Museum	KADOKAWA Culture Promotion Foundation, Tokorozawa City, Saitama Prefecture, Japan	Matsuoka & Associates, Setagaya-ku, Tokyo, Japan

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Category 11: Fair Stands		
Project	Client	Design
BMW Group IAA 2021 Open Space	BMW, Munich, Germany	Elastique., Cologne, Germany
Unilin Panels Trendshooter	Unilin Panels, Wielsbeke, Belgium	King George The Mad Creative Agency, Sint-Niklaas, Belgium
Hyundai at CES 2022	Hyundai Motor Company, Seoul, South Korea	Innocean, Seoul, South Korea; Uniplan, Cologne, Germany
Category 12: Retail Design		
Project	Client	Design
KURA SUSHI	Kura Sushi, Osaka, Japan	SAMURAI, Shibuya-ku, Japan
REWE Green Farming Supermarket in Wiesbaden-Erbenheim	REWE, Cologne, Germany	acme London / Berlin – Architecture, London, United Kingdom; knippershelbig Stuttgart / Berlin – Structural Design, Berlin, Germany
KAMA-ASA Shop	KAMA-ASA, Tokyo, Japan	KAMITOPEN, Minatoku, Tokyo, Japan; Naganuma Architects, Tokyo, Japan
Genesis Suji	Genesis, Seoul, South Korea	Suh Architects, Seoul, South Korea
Category 13: Websites		
Project	Client	Design
Oatly Infinite Canvas	Oatly, Malmö, Sweden	OKTO, Stockholm, Sweden; Oatly Department of Mind Control, Malmö, Sweden
The Other Side Of Truth	The First The Last, Kyiv, Ukraine	The First The Last, Kyiv, Ukraine
Yiyia and friends	NACARO FOODS PRIVATE COMPANY, THESSALONIKI, Greece	Beetroot, Thessaloniki, Greece
Freedom Grams	AROYA, Pullman, USA	SERVICEPLAN, Munich, Germany
FAQ YOU – A mobile platform	ohhh! foundation, Hamburg, Germany	loved / thjnk, Hamburg, Germany
Category 14: Apps		
Project	Client	Design
Dot Go. The first object interaction app for the visually impaired.	Dot, Seoul, South Korea	SERVICEPLAN, Munich, Germany
De Correspondent Audio App	De Correspondent, Amsterdam, Netherlands	Momkai, Amsterdam, Netherlands
Deutsche Bahn – The Strengths Lens	Deutsche Bahn, Berlin, Germany	thjnk, Hamburg, Germany
Category 15: Interface & User Experience Design		
Project	Client	Design
SYNAPSE 3D ver 6.1	FUJIFILM, Tokyo, Japan	FUJIFILM, Tokyo, Japan
MYRIAD. Where we connect.	Interactive Media Foundation / Filmtank, Berlin, Germany	Artificial Rome, Berlin, Germany; Miiqo Studios, Berlin, Germany
Category 16: Film & Animation		
Project	Client	Design
Rudolf-Oetker-Halle	Bühnen und Orchester der Stadt Bielefeld, Bielefeld, Germany	beierarbeit, Bielefeld, Germany
Vision Plasticfree	dalli group / Dash, Stolberg, Germany	SERVICEPLAN, Munich, Germany
Every Home	Telefónica, Munich, Germany	SERVICEPLAN, Munich, Germany
Multi-platform Dynamic Wallpaper Series: Crystallization Under Polarizing Microscope	Xiaomi, Beijing, China	MIUI Design Team, Beijing, China; Beauty of Science, Hefei, China
DIN Max	PARACHUTE WORLDWIDE, Attiki, Greece	Beetroot, Thessaloniki, Greece
The Wish	PENNY-Markt, Cologne, Germany	SERVICEPLAN, Munich, Germany
IKEA – Unbelievable	IKEA Deutschland GmbH & Co. KG, Hofheim-Wallau, Germany	thjnk, Hamburg & Berlin, Germany
Porsche – The Art of Dreams	Dr. Ing. h.c. F. Porsche, Stuttgart, Germany	Loved, Hamburg, Germany; thjnk, Hamburg, Germany
Category 17: Sound Design		
Project	Client	Design
Labin Republic	Croatian National Television, Zagreb, Croatia	Level 52 d.o.o. Digital Media Group, Labin, Croatia
Swiss Re Audio Branding	Swiss Re, Zürich, Switzerland	Prophet, London, United Kingdom; why do birds, Berlin, Germany
The Sound of SSC	Saudi Sports Company, Riyadh, Saudi Arabia	Unmute, Copenhagen, Denmark
Category 18: Digital Solutions		
Project	Client	Design
myPiggy – the first smart piggy bank from Germany	VR Family Finance, Mittweida, Germany	Cheil Germany GmbH, Schwalbach, Germany
Running Stories	BBH Singapore, Singapore	
Brands		
Children's Exploratorium of Hsinchu City	Children's Exploratorium of Hsinchu City, Hsinchu City, Taiwan	
RTL	RTL, Cologne, Germany	

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Evaluation process

All of the works and projects entered as well as the brands taking part in the competition are assessed by an international jury in a process lasting several days. The competition entries are inspected individually and assessed in terms of their design quality and creative achievement.

When evaluating the works and projects entered as well as the individual brands, various criteria provide a frame of reference for the discussions by the jury:

Assessment criteria in the "Communication Design" section

Idea: originality and creativity

Form: design quality and level of innovation

Impact: understandability and emotionality

Assessment criteria in the "Brands" section

Idea: vision and brand values

Form: design & brand communication

Impact: brand identity and differentiation

Red Dot Jury 2022

In 2022, the jury for the Red Dot Award: Brands & Communication Design comprises 24 design and communication experts from 12 countries. What they all have in common is their expertise, which they have accumulated during their careers as professors, communication designers or journalists.

The 2022 Red Dot Jury is as follows:

Renne Angelvuo, Finland
Damon Aval, Germany
Prof. Masayo Awe, Germany
Špela Čadež, Slovenia
Eric Chang, Taiwan
Kelley Cheng, Singapore
Gustavo Greco, Brazil
Jianping He, Germany
Hjalte Karlsson, USA

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Akira Kobayashi, Germany
Prof. Shu-Chang Kung, Taiwan
Herwig Kusatz, Austria
Prof. Laurent Lacour, Germany
Uwe Melichar, Germany
Prof. Dr. Christof Rezk-Salama, Germany
Jean Jacques Schaffner, Switzerland
Niels Schrader, Netherlands
Bettina Schulz, Germany
Prof. Philipp Teufel, Germany
Sylvia Vitale Rotta, France
Thilo von Debschitz, Germany
Peter Philippe Weiss, Switzerland
Holger Windfuhr, Germany

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 20,000 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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