Guide to Success
Red Dot Award: Brands & Communication Design 2024
Entries in the Brands section
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Participation

Entry rules

In the Brands section, the overall presence of the brand is assessed. Brand concepts designed exclusively for the Red Dot Award are not permitted. You must complete your registration online within the listed phases on the right side. Entry fees depend on in which registration phase the registration process is completed. By completing the registration process, you accept the General Terms and Conditions.

Registration is possible in the following phases:

- Early Bird 19 February – 15 March 2024
- Regular 16 March – 17 May 2024
- Latecomer 18 May – 7 June 2024

Evaluation process

Brands entered in the competition will be evaluated individually and assessed in terms of their integrated brand presence. Various criteria play a role in the evaluation, and these provide a frame of reference for the Red Dot Jury. The jurors individually define this, based on their expertise and sociocultural background.

Assessment criteria in the Brands section

- Idea: vision and brand values
- Form: design and brand communication
- Impact: brand identity and differentiation
Industries

You can register brands from all areas in the competition. Below, you can find an overview of possible industries. If you win an award, we will provide you with an industry-specific Red Dot Label. If you do not see your industry in the options, please select “Other”. In the event of winning an award, we will prepare an individual winner label for you.

Automotive  Fashion & Accessories  Media  Sports
Baby & Children  Financial Services  Medical & Healthcare Sector  Tableware
Bathroom & Sanitary  Food & Beverage  Office  Technology
Building & Construction  Furniture  Online Services  Telecommunication
Chemical Industry  Gardening  Outdoor  Tools
Commodities  Heating & Air Conditioning  Personal Care & Wellness  Tourism
Consulting  Household  Public Sector  Transportation & Mobility
Cosmetics  Jewellery  Real Estate  Watches
Cultural Institutions  Kitchen  Retail  (Other)
Electronics  Lighting  Software
Registration

The “My Red Dot” portal

You can only register your brand online in the My Red Dot portal. If you do not have an account yet, you can register there with your e-mail address. If you already have an account, log in using your e-mail address and your password. At the top of the page, you can select the competition, where you want to register your work. Select “Red Dot Award: Brands & Communication Design” and then click on “Register brand” in the navigation on the left side. Follow the outlined steps in the digital registration form. See the following pages of this document to learn more about these steps. Most of the communication around the participation in the award takes place via e-mail. It is therefore essential that you provide a current personal e-mail address so that you receive important documents such as the invoice, registration confirmation and notification of your results without any problems. Furthermore, please make sure that our e-mails do not end up in your spam folder or get blocked by your mail server.

Note: if you do not receive our e-mails, please add the @red-dot.de domain as a “safe sender” in the configuration of your mailbox.

PI code – the Project Identification code

Sample: 01-01234-2024BC

At the beginning of each registration, an individual PI code (Project Identification code) will be generated for a brand. It serves as a unique identification number for your entry. The PI code must be used in all enquiries so that we can process your query more effectively. You can see your PI code(s) in the brand overview in your My Red Dot account at any time.
Step-by-step guide to registration

To register a brand for the Red Dot Award: Brands & Communication Design in the My Red Dot portal, you need to provide information on the brand, the industry and the brand owner. This information is used for the jury presentation and partially also for publication purposes, if your brand wins an award.

If you do not see your industry in the options, please select "Other". We will prepare the individual winner label specified for your industry, if you win an award.

Moreover, you have to choose with which materials your brand should be presented to the jury. Please note that all presentation materials must be in English, so please provide an English translation if necessary. Registration is complete as soon as the registration fees have been paid. You can find a detailed overview of the requested information and materials on the following pages.

Brand

Please enter the following information in the "Brand" tab:

- Brand name
- Brand claim/slogan (if available)
- Industry
Brand owner and agency

**Brand owner**
Please enter who owns your brand. This information can be modified only once in the event of winning an award, so please ensure that the spelling is correct. The company address and the contact person will not be published.

**Further information**
We would like to know more about your brand. Please enter the year your brand was founded, the company founder and the number of employees. In the event of an award, we will use this data for publication purposes.

**Agency (optional)**
If you wish, you can list the agencies involved in the development of your brand. In the event of an award, the data entered here will be used as the basis for the publication. This information can be modified only once in the event of winning an award, so please ensure that the spelling is correct.
Presentation

Brand profile and logo

Please upload your logo and brand profile. The brand profile will form the basis of your presentation. It should be presented in English, within ten pages and saved as PDF file. The profile should be presented graphically and reflect the identity of your brand. We recommend a ratio of 70% image and 30% text for that.

We recommend that you pay particular attention to the following points:

• Vision and brand values
  What does your brand promise and how do you deliver on that promise?
  What values does your brand stand for?
  What were the key milestones in your brand’s history?
  What are the short and long term goals of your brand?

• Design and brand communication
  What is the role of design in building your brand?
  What are the key elements of your brand strategy?
  How can the communication of your brand be experienced?

• Brand identity and differentiation
  How do you position your brand in the market?
  How do you differentiate your brand from those of your competitors?
  What is your brand’s USP?
  How do you successfully develop your brand identity?

On the following pages, you can find examples and approaches to prepare the presentation of your brand profile. If you have any queries or need further assistance in preparing your materials, please feel free to contact the Red Dot Team.
The following examples are provided as a guide to help you effectively create your own brand profile by compiling appropriate content. For further inspiration, please feel free to visit our Winners Section.

Potential content: brand experience
You can showcase to the jury how and where your products or services are brought to life, the level of service your customers receive, and the presentation of your brand at various touchpoints.

You can present following examples:
- Point of sale
- Store design
- Packaging design
- Customer service

Nozawa Onsen Distillery, Red Dot: Best Food & Beverage Brand 2023
The following examples are provided as a guide to help you effectively create your own brand profile by compiling appropriate content. For further inspiration, please feel free to visit our Winners Section.

**Potential content: brand design & brand image**

You can present to the jury how you use your brand design and how it is reflected in your various communications.

You can show following examples:

- Exhibition stands
- Product branding
- Commercials
- Campaigns

superview, Red Dot: Building & Construction Brand 2023
The following examples are provided as a guide to help you effectively create your own brand profile by compiling appropriate content. For further inspiration, please feel free to visit our Winners Section.

Potential content: brand recognition
You can also present to the jury the elements of your communication strategy that ensure your brand remains in the minds of your target audience, both visually and emotionally.

You can address the following points:

- Storytelling
- Advertising
- Key visuals
- Merchandise

Amsterdam Museum, Red Dot: Cultural Institutions Brand 2023
The following examples are provided as a guide to help you effectively create your own brand profile by compiling appropriate content. For further inspiration, please feel free to visit our Winners Section.

**Potential content: brand experience**
Show the jury which design language you have chosen and how you use it in your communication.

You can focus on the following areas:
- Brand guidelines
- Brand promotion
- Presentation of the USP
- Design of products and services

LUQEL, Red Dot: Food & Beverage Brand 2023
Further material

Upload of additional material (optional)
In addition to your brand profile, you have the opportunity to share more recent communication examples with the jury in detail. To complete your presentation and make it as comprehensive as possible, you can upload images, video and sound files or provide a URL.

Information about physical entry (optional)
If you would like to send the original exhibit of your project please provide us following information for the shipment:

- Project is submitted: “as original”
- insurance value (production and material costs)
- a return shipment with the payment of 105 euros net (optional)
- number of exhibits as well as a brief description of the exhibits (example: 1 set of stationery, 1 poster in vertical format)

You can find information on preparation, correct labelling and timely delivery in the section here.

Upload of KPIs (optional)
Moreover, you have the option to upload KPIs of your company and brand in the form of a PDF document. Use well-known indicators such as supported and unsupported brand awareness, brand loyalty or brand value to demonstrate the performance and success of your brand. Address the success of the business by showing the development of turnover, profit, market share or sales figures.

Image material for the publication
If you win an award, we will use this material for publication purposes, for example in the International Yearbook Brands & Communication Design and on the Red Dot website. Please note that we reserve the right to edit the images provided by you in order to maintain a consistent design concept.
**Format requirements**

**Brand logo**
Number: 1  
Format: JPG  
Size: max. 10 MB  
Resolution: min. 300 ppi  
min. 3500 x 3500 px - max. 7000 - 7000 px

**Brand profile and KPIs**
Number: each 1  
Format: PDF  
Language: English  
Size: max. 50 MB  
Page number: max. 10 pages  
Resolution: min. 96 ppi

**Note:** we recommend a ratio of 70% image and 30% text for the brand profile. You can find potential themes [here](#).
**Format requirements**

**Image files for the jury presentation**
- Number: max. 10
- Format: JPG
- Size: each max. 10 MB
- Resolution: min. 1920 x 1080 px - max. 4096 x 2160 px

Example: a resolution with 2000 x 1080 px will be accepted, the resolution with 720 x 1080 px will be too low.

**Image files for the publication**
- Number: 6
- Format: JPG or TIF in CMYK
- Size: each max. 300 MB
- Resolution: 1920 x 1641 px (recommended)

Note: screenshots of websites and videos: 1920 x 1080 px

Please consider:
- no sketches, drafts or renderings
- no hands or persons presenting the work
- no sequential presentation (except for films)
- websites and apps as full-screen screenshots without a visible address bar of the browser
- pictures of packages and bottles shall be on the white background

Further details of the graphic specifications about the images for the publication can be found [here](#).

**URL**
You can enter one URL. Please do not use URL shortlinks and download links, such as WeTransfer, Google Drive as well as Vimeo, Youtube and Behance links.
Format requirements

Video files
- Number: max. 5
- Format: MP4
- Size: each max. 1,5 GB
- Length: each approx. 3 minutes
- Resolution: min. 1920 x 1080 px - max. 4096 x 2160 px (FullHD or 4K)

Category "Film & Animation":
if your film is longer than 4 minutes, please upload a short 3 minute version additionally (e.g. a trailer).

Sound files
- Number: max. 5
- Format: MP3 or WAV
- Size: each max. 300 MB
- Bit depth: 16 bit
- Sample frequency: 44100 - 48000 Hz
- Resolution: min. 128 - max. 256 kbit

Presentations
- Number: max. 5
- Format: PDF
- Size: each max. 50 MB
- Page number: each max. 10 pages
- Resolution: min. 96 ppi
Publication

Image materials for the publication
In the event of winning an award, these materials will be used for publication purposes, for example in the International Yearbook Brands & Communication Design 2024/2025 and on the Red Dot website. The format requirements are specified here. Please note that we reserve the right to edit the images you provide in order to maintain a consistent design concept. Before the publication, you will receive the images to review for approval.

Brand description
If your brand wins an award, a text edited by Red Dot will be used to ensure a consistent concept for our publication. The text will be based on the brand information provided by you.

Note: examples of these brand descriptions and images can be found in our Winners Section.
The final step of the online registration process is the payment of the entry fees. Only when the payment has been received, your brand can be presented to the Red Dot Jury. Please provide the following information:

**Invoice address**
Please enter the address to which the entry fees should be invoiced. You can select an address from your address book or enter a new address.

**Order number**
If you wish, you can enter an individual order number, because this can be used for easier allocation in your accounting. This information is optional.

**Payment options**
Payment of your entry fee should process online. We offer the following options for this: credit card (MasterCard, VISA, American Express), PayPal, ALIPAY or WeChat Pay.
Registration completed

Confirmation of the registration
After the successful completion of the registration, you will receive an e-mail containing the following documents:

- a registration confirmation
- an invoice for the registration fee
- in case of a shipment of your exhibit: PI code label and address label for the shipment of your entry

Please note: please check your spam folder if you do not receive an immediate confirmation from us.
Delivery & return

If you wish, you can send us physical exhibits to present your brand in the best possible way. These could be your branded merchandise, printed materials such as flyers or posters, or even your product itself.

Preparing your entry for the shipment

To identify your brand clearly, we ask you to use the PI code label and the address label, which are provided from us.

Address label
Please attach the provided address label to your delivery packaging with the PI code label. You can find it in the e-mail with the registration confirmation or in the My Red Dot portal on the overview of the registration form "Status of my applications" - "PDF download".

Please note that this label is intended for identification purposes and not as postage.

PI code label
As part of the registration confirmation e-mail, you will receive the individual PI code label, which is different for each brand that you register. You can find the label in the My Red Dot portal under "Status of my applications" - "PDF download". Please attach it to the exhibit for clear identification without detracting from its appearance (e.g. on the inside of a book cover or on the back of a poster). If possible, the label should be removable without leaving any residue. The PI code label must also be attached to the shipping packaging.
Delivery
It is your responsibility to organise the delivery of the entry without being asked to do so. Shipping and import costs, as well as the cost of transport insurance, must be borne by the participant. Shipments from non-EU countries must be placed under the customs procedure "release for free circulation" and delivered according to the Incoterm DDP (Delivered Duty Paid) rules. In addition to transport insurance for your project, we recommend that you take out exhibition insurance for the duration of the judging.

Note: Please ensure that you have a personal account with a reputable parcel service provider for the shipment of your parcel. This will assist in addressing any potential customs clearance inquiries. It is also important to verify that the parcel service provider meets the Delievered Duty Paid (DDP) requirement.

Delivery address and periods
The delivery address of the Red Dot Judging Hall and the period for delivering your project can be found below:

<table>
<thead>
<tr>
<th>Address</th>
<th>Contact person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Dot GmbH &amp; Co. KG Red Dot Judging Hall Witzlebenstraße 14 45472 Mülheim an der Ruhr Germany</td>
<td>Michael Franke <a href="mailto:logistics@red-dot.de">logistics@red-dot.de</a> +49 208 37777-87</td>
</tr>
</tbody>
</table>

Period
3 to 21 June 2024
Monday to Friday
10 a.m. to 4 p.m.

Return (optional)
When registering, you can choose whether you would like to receive the physical elements of your brand back after the Red Dot Jury Session. The cost of the shipping organised by Red Dot is 105 euros (plus VAT). Your exhibit will of course be insured by us during the return shipment. Please make sure that you state the insurance value of your brand when registering. This value includes material and production costs and represents the realistic replacement value of the work. If your brand wins an award, we will return your work to you at the end of the exhibition period. If you do not wish your exhibit back, we will dispose of it.

For a safe and smooth logistics process, we recommend our cooperation partner Pro Messe Service GmbH.
Your contact persons for a non-binding offer:

<table>
<thead>
<tr>
<th>Christian Kalkbrenner</th>
<th>Kevin Kastl</th>
</tr>
</thead>
<tbody>
<tr>
<td>+49 82718014-27</td>
<td>+49 82718014-20</td>
</tr>
<tr>
<td><a href="mailto:c.kalkbrenner@pro-messe.de">c.kalkbrenner@pro-messe.de</a></td>
<td><a href="mailto:k.kastl@pro-messe.de">k.kastl@pro-messe.de</a></td>
</tr>
</tbody>
</table>

Note: Please declare your goods using the appropriate customs tariff number and use a pro forma invoice stating the value and contents of the shipment.
**Shipments from non-EU countries**

If your project is sent from a non-EU country, the shipment must be placed under the customs procedure “release for free circulation” and delivered according to the Incoterm DDP (Delivered Duty Paid) rules.

**Note:** This means that you are responsible for all charges relating to shipment, including any customs duties and taxes.

Please also declare your goods, stating the required customs tariff number, and use a proforma invoice stating the value of your shipment.

For more information on this topic, visit the following websites:

- Zoll.de
- Zolltarifnummern.de

**Shipment specifics**

**Hazardous goods: lithium batteries and rechargeable batteries**

Please note that work containing lithium batteries or rechargeable batteries must be shipped in accordance with the Dangerous Goods Regulations. Please make sure to discuss this with your freight forwarder or courier.

**Fluids and powders**

Many liquids and powders are classified as dangerous goods. We therefore ask you to send your packaging empty or, if necessary, with a suitable alternative filling.

**Proforma invoice**

You can use this template to prepare your proforma invoice. Some couriers provide their own shipping documents for your shipment. Please check beforehand if they will provide the documents or if you need to prepare them yourself.
Announcement of results

Notification of results
You will receive an e-mail in July 2024 with your result.

Booking the Winner Package
If your brand wins an award, the Red Dot Team will get in touch with you promptly to assist you with booking your Winner Package. The booking is obligatory and must be made within two weeks after the notification of the results. There is no communication embargo on our part. All of the benefits you acquire by booking the Winner Package are explained on the next page.

Award ceremony
The Red Dot Gala is planned for the beginning of November. More information will follow soon. The success of the winners will not only be celebrated at the Red Dot Gala but also online – on the Red Dot website and all other Red Dot channels.
Winners' Benefits

Winning in the Red Dot Award is always the beginning of a whole range of PR and marketing activities.

Red Dot Label
Use the globally recognised Red Dot Label for your award-winning project. There is no communication embargo on our part. This means that you can communicate the news of your success immediately after booking the Winner Package. After booking, you will find the Red Dot Label for download in your My Red Dot account.

Media support
As an award winner, you will benefit from Red Dot's international PR work and high quality and far-reaching media partnerships.

Red Dot Certificates
You will receive two copies of a personal certificate which serves as an official document of your award for communication purposes.

Red Dot Trophy
Winners of the distinctions “Red Dot: Best of the Best” and “Red Dot: Brand of the Year” will receive a Red Dot Trophy in addition to the Red Dot Certificates.

International Yearbook Brands & Communication Design
The two-volume International Yearbook Brands & Communication Design 2024/2025 presents the award-winning projects and brands. It also shows the makers of the best work of the year, the Red Dot: Agency of the Year. Your personal copy can be sent by post on request. Any enquiries can be sent to yearbook@red-dot.de.

Winners Section
The award-winning brands will be published in the Winners Section on our website.

Exhibition
The award-winning brands will be presented to a wide audience through international exhibitions.
Costs & Payment

Registration phases and entry fees

- **Early Bird phase** (19 February to 15 March 2024)
  - Entry fee: 400 euros (plus VAT) per entry

- **Regular phase** (16 March to 17 May 2024)
  - Entry fee: 500 euros (plus VAT) per entry

- **Latecomer phase** (18 May to 7 June 2024)
  - Entry fee: 600 euros (plus VAT) per entry

Costs in the event of winning an award

- **Red Dot**
  - 4,250 euros (plus VAT)
- **Red Dot: Best of the Best**
  - 6,500 euros (plus VAT)
- **Red Dot: Brand of the Year**
  - 6,500 euros (plus VAT)

Payment

The entry fees and the Winner Package can be paid online by credit card (VISA, MasterCard, American Express), via PayPal, ALIPAY or WeChat Pay.

Invoice

An invoice will be sent to you by e-mail immediately after payment.

The costs for the mandatory Winner Package depend on the type of distinction and the additional services you can book as a winner. Click [here](#) for details of Winner Package costs and benefits.
Contact & FAQs

If you have further questions, please look at the FAQs on our website. Our team will also be happy to help you in person during registration.

Participation & registration
Red Dot Team
+49 201 838885–48
bcd@red-dot.de

We look forward to exciting submissions and wish you every success in the Red Dot Award: Brands & Communication Design 2024!