

# Winner Package in the Communication Design section



**reddot winner 2024**  
best of the best

The basic package for winners of the "Red Dot: Best of the Best" distinction

## Red Dot Label

Use of the Red Dot: Best of the Best winner label.

## International Yearbook Brands & Communication Design

Presentation of the award-winning project on a double-page spread as well as one winners profile (double page spread) in the International Yearbook Brands & Communication Design 2024/2025.

On request, you will receive a two-volume copy of each award-winning project.

## Online presentation

Publication of the award-winning project with images and project credits as well as a video clip on the Red Dot website. Publication of a winners profile that presents the design team behind the award-winning project.

## Winners exhibition

Presentation of the award-winning project in the winners exhibition in the Red Dot Design Museum Essen and in other exhibitions as applicable.

## Additional services

The Winner Package includes the Red Dot Trophy, two certificates as well as images and texts for you to use in your communications. Two free tickets will be reserved for the Red Dot Gala.

**Total cost: 2,950 euros (plus VAT)**

Red Dot: Junior Award: 2,360 euros (plus VAT)



**reddot winner 2024**

The basic package for winners of the "Red Dot" distinction

## Red Dot Label

Use of the Red Dot winner label.

## International Yearbook Brands & Communication Design

Presentation of the award-winning project on at least one page in the International Yearbook Brands & Communication Design 2024/2025.<sup>1</sup>

On request, you will receive a two-volume copy of each award-winning project.

## Online presentation

Publication of the award-winning project with images and project credits on the Red Dot website.

## Winners exhibition

Presentation of the award-winning project in the winners exhibition in the Red Dot Design Museum Essen and in other exhibitions as applicable.

## Additional services

The Winner Package also includes two certificates as well as images and texts for you to use in your communications.

**Total cost: 1,950 euros (plus VAT)**

Red Dot: Junior Award: 1,560 euros (plus VAT)

# Winner Package – optional services

## <sup>1</sup> International Yearbook Brands & Communication Design 2024/2025

### Extended entry for Red Dot laureates Extended to a two-page spread

+ **700 euros (plus VAT)** in addition to the Winner Package  
700 euros (plus VAT) for Red Dot: Junior Award laureates, in addition to the Winner Package

### Winners profile

All winners of the distinction "Red Dot" have the option to introduce themselves in a winners profile exclusively on the Red Dot website. The winners profile is already included in the basic package for Red Dot: Best of the Best winners.

#### new profile

+ **950 euros (plus VAT)** in addition to the Winner Package  
495 euros (plus VAT) for Red Dot: Junior Award laureates, in addition to the Winner Package

#### Update of an existing profile

+ **495 euros (plus VAT)** in addition to the Winner Package  
395 euros (plus VAT) for Red Dot: Junior Award laureates, in addition to the Winner Package

## Video presentation

### Winners in the categories "Film & Animation", "Sound Design" and in the "Brands" Section

For the winners of the "Film & Animation" and "Sound Design" categories as well as for award-winning brands, a video presentation in their own entry in the Winners section is already included in the Winner Package. There is also a QR code in the respective yearbook entry that leads directly to the video clip.

### Winners of all other categories

For all winning projects that were not awarded in the "Film & Animation" and "Sound Design" categories, the video presentation including QR code can be booked in the yearbook.

Please note the following information regarding the required video material:

- The videos are included on the Red Dot website as they were provided and will not be subsequently edited or shortened in format or length.
- 16:9 format
- Full HD
- Recommended length: max. two minutes

+ **145 euros (plus VAT)** in addition to the Winner Package  
145 euros (plus VAT) for Red Dot: Junior Award laureates, in addition to the Winner Package

# Winner Package in the Brands section



**reddot winner 2024**  
automotive brand of the year



**reddot winner 2024**  
best automotive brand



**reddot winner 2024**  
automotive brand

The basic package for winners of the “Red Dot: Brand of the Year” and “Red Dot: Best of the Best” distinctions

## Red Dot Label

Use of the Red Dot: Brand of the Year winner label or the Red Dot: Best of the Best winner label, stating the industry in question.

## International Yearbook Brands & Communication Design

Presentation of the award-winning brand on four pages in the International Yearbook Brands & Communication 2024/2025.

On request, you will receive a two-volume copy of each award-winning brand.

## Online presentation

Publication of the award-winning brand with images and texts as well as a video clip on the Red Dot website.

## Winners exhibition

Presentation of the award-winning brand in the winners exhibition in the Red Dot Design Museum Essen and in other exhibitions as applicable.

## Additional services

The Winner Package includes the Red Dot Trophy, two certificates as well as images and texts for you to use in your communications. Two free tickets will be reserved for the Red Dot Gala.

**Total cost: 6,500 euros (plus VAT)**

The basic package for winners of the “Red Dot” distinction

## Red Dot Label

Use of the Red Dot winner label, stating the industry in question.

## International Yearbook Brands & Communication Design

Presentation of the award-winning brand on a two-page spread in the International Yearbook Brands & Communication 2024/2025.

On request, you will receive a two-volume copy of each award-winning brand.

## Online presentation

Publication of the award-winning brand with images and texts as well as a video clip on the Red Dot website.

## Winners exhibition

Presentation of the award-winning brand in the winners exhibition in the Red Dot Design Museum Essen and in other exhibitions as applicable.

## Additional services

The Winner Package includes two certificates as well as images and texts for you to use in your communications.

**Total cost: 4,250 euros (plus VAT)**