Guide to Success
Red Dot Award: Brands & Communication Design 2021
Entries in the “Brands” section
**Participation**

**Entry rules**
In the "Brands" section, manufacturers as well as service companies can submit their integrated brand presence for evaluation. Brand concepts designed exclusively for the Red Dot Award are not permitted. You must complete your registration online within the time periods listed on the right. Entry fees depend on what registration phase the registration process is completed in. By completing the registration process, you accept the [General Terms and Conditions](#).

**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 assessment. Thanks to their expertise and sociocultural background, the individual jurors do the rest.

**Assessment criteria**

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

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**Registration is possible in the following phases:**

- **Early Bird** 22 March – 20 April 2021
- **Regular** 21 April – 8 June 2021
- **Latecomer** 9 June – 25 June 2021
Industries

You can register brands from all areas in the competition and apply for the distinction “Red Dot: Brand of the Year”. Upon registration, you can choose from 37 industries to find the right one for you:

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

The “My Red Dot” registration 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 using 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 you want to register your brand in. Select “Red Dot Award: Brands & Communication Design” and then click on “Register brand” in the navigation on the left-hand side. Follow the steps outlined in the digital registration form.

Most of our communication takes place via e-mail. It is essential therefore that you enter 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. Please also 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: 01-01234-2021BC
At the beginning of each registration, an individual PI code (Project Identification code) is generated for a project. 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 project overview in your My Red Dot account at any time.
Step-by-step guide to registration

To register a brand in the Red Dot Award: Brands & Communication Design in the My Red Dot portal, you need to provide basic information that will be used for the jury presentation and partly also for publication if your brand wins an award. You also choose which materials should be used to present your brand to the jury. Registration is complete as soon as the registration fees have been paid. You can find a detailed overview of the information and materials requested on the following pages.

Please enter the following information in the “Brand” tab.

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

*Note:* We provide a specific winner label for each industry. If you do not see your industry in the options, please select “Other”. We will prepare an individual winner label for you if you win an award.
Brand and logo profile

The first step is to upload your logo and brand profile. The brand profile should be presented in a PDF file with no more than ten pages and forms the basis for your presentation. The profile should be prepared in graphic form in accordance with your brand identity that reflects your brand. We recommend a ratio of 70 per cent images to 30 per cent text.

We recommend discussing the following points in particular:

- Vision and brand values
  What is your brand promise, and how do you keep this promise?
  What are your brand values?
  What were the most important milestones in the history of your brand?
  What are the short and long-term goals of your brand?

- Design and brand communication
  What role does design play in the development of your brand?
  What are the core elements of your brand strategy?
  How can your brand be experienced from a communication perspective?

- Brand identity and differentiation
  How do you position yourself on the market?
  How do you differentiate yourself from your competitors?
  What is your brand's USP?
  How do you succeed in refining your brand identity?

On the following pages, you can find examples and approaches for preparing the presentation of your brand profile. If you have any queries or need further assistance to prepare your materials, please feel free to contact the Red Dot Team in person.
The following examples are intended to help you put together content for the brand profile. They serve as guidance. For further inspiration, please feel free to visit our online exhibition.

Potential content: Design & communication
Show the jury which design language you have chosen and how you implement it in your communication.

You can discuss the following areas:

- Brand guidelines
- Brand promotion
- Presentation of USP
- Design of products and services

Polestar, Red Dot: Automotive Brand of the Year 2020
The following examples are intended to help you put together content for the brand profile. They serve as guidance. For further inspiration, please feel free to visit our online exhibition.

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

Show the jury how you use your brand design and how it is reflected in the different communication measures.

You can show examples of the following:

- Trade fair stands
- Product branding
- Adverts
- Campaigns

Deutsche Telekom, Red Dot: Telecommunication Brand of the Year 2019
The following examples are intended to help you put together content for the brand profile. They serve as guidance. For further inspiration, please feel free to visit our online exhibition.

**Potential content: Brand promise**
Make sure your brand promise is worded clearly and demonstrate specifically how and where you keep that promise.

You can discuss the following points:

- Promise measurability
- Transparency and sustainability
- Quality of the products or services
- Differentiation from competitors

Wiha, Red Dot: Best Tools Brand 2019
The following examples are intended to help you put together content for the brand profile. They serve as guidance. For further inspiration, please feel free to visit our online exhibition.

**Potential content: Brand experience**
Show us where and how you allow customers to experience your products or services, which service your customers receive and how your brand is presented at the touchpoints.

You can show examples of the following:

- Point of sale
- Store design
- Packaging design
- Customer service

EN, Red Dot: Best Beauty & Care Brand 2019
**Additional digital material**

**Communication examples**

In addition to your brand profile, you have an option to present the jury with actual current communication examples. To complete your presentation and make it as comprehensive as possible, you can upload images, videos and sound files or provide a URL.

**KPIs (optional)**

You also have the option to upload KPIs for your company and your brand in the form of a PDF document. Demonstrate the performance and success of your brand using accepted indicators such as brand awareness, brand loyalty or brand value, and provide details of corporate success by showing the development of revenue, profit, market share or unit sales figures.
Format requirements

Brand logo: JPG or PNG (max. 10 MB)

Brand profile and KPIs: 1 PDF file each with a maximum of 10 pages and 50 MB, 96 dpi

Additional digital material:

Images
Up to 10 images as JPG or PNG files with a maximum size of 10 MB each
min. 1920 x 1080 px (Full HD)
max. 4096 x 2160 px (4K)

Videos
Up to 5 videos as MPG or MP4 files with a maximum size of 1.5 GB each
(recommended length: 2 minutes)
min. 1920 x 1080 px (Full HD)
max. 4096 x 2160 px (4K)

Sound files
Up to 5 sound files as MP3 or WAV files with a maximum size of 300 MB each
min. 128 kbit / max. 256 kbit (MP3)
min. 44,100 16 bit / max. 48,000 16 bit (WAV)

URLs
1 URL (unfortunately, WeTransfer and Google Drive links cannot be used)
Publication

You provide information on the brand during registration. If a brand wins an award, this information is used for publication purposes, for example in the International Yearbook Brands & Communication Design 2021/2022 and in the online exhibition. In addition, these details are used to prepare the Red Dot certificates.

Images

To present your brand in the yearbook, we also need printable images (TIF or JPG format in CMYK, 300 dpi in DIN A4 size: 210 x 297 mm, portrait or landscape).

Please note the following for the yearbook:

- no sketches, drafts or simple screen print-outs
- no freely arranged logos
- no hands/persons on the images to present the work (exception: trade fairs or events)
- no rows of images against a black background
- no sequenced presentation (exception: films)
- no browser windows in images of websites
- packaging and bottles only cropped

Brand description

If your brand wins an award, a text edited by Red Dot is used to ensure a uniform concept for our publication.

Note: You can find examples of these Brand descriptions and images in our online exhibition.
The last step in the online registration is payment of the entry fees. Your project cannot be presented to the jury until payment has been received. Please provide the following details:

**Billing address**
Enter the address that your entry fees should be billed to.
You can select an address from your address book or enter a new address.

**Tax-free invoices to other EU countries**
Please make sure to provide your European VAT ID number.

**Tax-free invoices to other countries outside of the EU**
You need to upload a company certificate to your address book.
You can find brief instructions on how to do this [here](#).

**Order number**
If you need an individual order number for allocation purposes for your bookkeeping, you can enter that number here.
These details are optional.

**Payment options**
The entry fees are paid online. We provide the following options: credit card (MasterCard, VISA, American Express) as well as PayPal, Alipay and WeChat Pay.
Registration completed successfully

Registration confirmation
After you have successfully completed registration, you will receive an e-mail containing the invoice for the entry fees as well as registration confirmation.

Note: Please look in your Spam folder if you do not receive the confirmation right away.
Announcement of results

Notification of results
You will receive a personal e-mail in July 2021 with your result.

Brands that win an award

Booking the Winner Package
If your brand wins an award, the Red Dot Team will get in touch with you in good time to assist you in booking your Winner Package. The booking is obligatory and must take place within a week of the announcement of the results. On the next page, you can find a summary of the benefits of booking the Winner Package.

Award ceremony
The Red Dot Gala in the Konzerthaus in Berlin as well as the subsequent Designers' Night in ewerk Berlin will take place on 12 November 2021*. You can book tickets for the event in September 2021 on the My Red Dot portal. Please note that ticket numbers are limited and prior reservation is not possible. The winners' success will be celebrated not only during the Red Dot Gala but also online – on the Red Dot website and all other Red Dot channels.

* provided that events of this size are possible at that time.
**Winners’ Benefits**

If your brand wins a Red Dot, this always marks the beginning of a whole range of PR and marketing measures.

**Red Dot winner label**

Winners can use the Red Dot Label for their award-winning brand. The label is customised for the winner’s industry. There is no communication embargo from us. This means that you can communicate news of your success directly after booking the Winner Package.

**Media support**

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

**Certificates**

You will receive two copies of a personal certificate which serves as an official certificate for 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 an exclusive Red Dot Trophy in addition to the Red Dot certificates.

**Yearbook**

The two-volume International Yearbook Brands & Communication Design 2021/2022 presents the award-winning brands and works. In addition, it presents the makers of the best works of the year as well as the Red Dot: Agency of the Year. You can receive your personal copy of the yearbook by post on request.

**Online exhibition**

Award-winning projects will be published in the online exhibition on our homepage on 12 November 2021.

**Exhibition**

Award-winning projects will be presented to a wide audience through international exhibitions.

**Red Dot Network**

As an award winner, you do not need to apply for membership of the Red Dot Network. You automatically receive access to the communication platform after payment of the annual fee.
Costs & payment

Registration fees

<table>
<thead>
<tr>
<th>Phase</th>
<th>Dates</th>
<th>Entry Fee</th>
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<tbody>
<tr>
<td>Early Bird registration phase</td>
<td>22 March to 20 April 2021</td>
<td>400 euros (plus VAT) per entry</td>
</tr>
<tr>
<td>Regular registration phase</td>
<td>21 April to 8 June 2021</td>
<td>500 euros (plus VAT) per entry</td>
</tr>
<tr>
<td>Latecomer registration phase</td>
<td>9 June to 25 June 2021</td>
<td>600 euros (plus VAT) per entry</td>
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Payment

We provide the following payment options:
credit card (MasterCard, VISA, American Express) as well as PayPal, Alipay and WeChat Pay.

Invoice

You will receive the invoice via e-mail once payment has been made.

Tax-free invoice

If your company is domiciled in the EU, you must provide your European VAT ID during registration. Companies registered outside of the EU must add a company certificate to their invoice address in the address book. You can find brief instructions on how to do this here.

Costs in the event of winning an award

The costs for the mandatory Winner Package depend on the type of distinction as well as the additional services that you can book optionally as a winner.

You can see the Winner Package costs and services in more detail here.

<table>
<thead>
<tr>
<th>Award</th>
<th>Cost (plus VAT)</th>
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<tbody>
<tr>
<td>Red Dot</td>
<td>5,995 euros</td>
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<tr>
<td>Red Dot: Best of the Best</td>
<td>3,950 euros</td>
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<td>Red Dot: Brand of the Year</td>
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Red Dot Network

There is an option to book membership of the Red Dot Network in addition to the Winner Package. The cost is 200 euros per year. Winners of the Red Dot Award: Brands & Communication Design 2021 will receive direct access to the communication platform and do not need to apply in advance.
Contact & FAQs

If you have further questions, please look at the FAQs on our website. Our team will also be happy to help you with specific questions concerning registering for and taking part in the Red Dot Award: Brands & Communication Design 2021.

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We look forward to an exciting judging season and wish you every success in the Red Dot Award: Brands & Communication Design 2021!