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

Participation
Entry rules 3
Red Dot: Junior Award 4
Evaluation process 5
Categories 6
The new category "Digital Solutions" 7

Registration
The "My Red Dot" registration portal 8
PI-Code – the Project Identification code 8
Step-by-step guide to registration 9

Delivery & return
Delivery 17
Return 17
Delivery address and periods 17
Preparing your entry for shipment 18
Labelling your entry 18
Shipments from non-EU countries 19
Shipment specifics 19

Announcement of results
Notification of results 20
Projects that win an award 20
Projects that do not win an award 20

Cost & payment
Entry fees 22
Payment 22
Costs in the event of winning an award 22

Contact & FAQs 23
Participation

Entry rules
The “Communication Design” section is open to works that were published after 1 July 2018 or will be published before 1 July 2021 and that were not already entered in the Red Dot Award: Brands & Communication Design in the past. Projects realised solely in order to take part in the Red Dot Award do not qualify. Registration must take place online within the periods outlined above to the right. Entry fees depend on what phase the registration process is completed in. By completing the registration process, you accept the General Terms and Conditions.

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

Form of entry
Depending on the category, the jury assesses entries using digital materials or physical exhibits. You can find further information on the forms of entry in "Registration". All details for registering a project must be provided in English. You can enter a project in several categories at the same time. However, please note that a separate registration process must be completed for each entry. Each entry stands alone and requires its own presentation material. Within a category, a piece of work cannot be entered in different sub-categories.
Red Dot: Junior Award

The Red Dot: Junior Award is part of the "Communication Design" section in the Red Dot Award: Brands & Communication Design. The award is geared to students and trainees as well as to up-and-coming designers who have graduated within the past two years. A copy of the trainee or student ID or of the degree certificate is accepted as proof.

Communication design works can be entered in the Red Dot: Junior Award regardless of when they were created and published. The work must have been created either as part of a student's degree or traineeship or – in the case of young professionals – as part of a commissioned project.

Like all other competition participants, everyone who takes part in the Red Dot: Junior Award is in with a chance of winning a Red Dot or a Red Dot: Best of the Best.

The participant with the most convincing project in the competition year also receives the distinction "Red Dot: Junior Prize" along with prize money of 10,000 euros for a successful start to his or her professional career and a special mention in exhibitions and publications by Red Dot.

Participants in the Red Dot: Junior Award receive a 10% discount on the registration fees and a 20% discount on the Winner Package.

Ai Ling Ng and Zi Fong Yong, winners of the Red Dot: Junior Prize 2020

The Dyslexperience, Red Dot: Junior Prize 2020
You can find all laureates from recent years in our online exhibition.
Evaluation process

Every entry that is received on time and complies with the entry rules is admitted for adjudication; there is no pre-selection. The works are scrutinised by the 24-member international jury in a process spanning several days. The competition entries are inspected individually and assessed in terms of their design and creative achievement. Various criteria play a role in the evaluation. They are weighted depending on the type of project and provide a frame of reference for the jury. Thanks to their expertise and sociocultural background, the individual jurors do the rest.

Assessment criteria in the “Communication Design” section

- Idea: originality and creativity
- Form: design quality and innovation
- Impact: comprehensibility and emotional significance
Categories

A distinction is made in the "Communication Design" section between digital and physical categories. Assessment of entries in digital categories is based solely on digital materials, which must be provided as uploads when completing the registration process. For entries in one of the physical categories, you must send in a physical copy of your work. You can choose from the following 18 categories when entering projects in the competition.

Digital categories

- Corporate Design & Identity
- Brand Design & Identity
- Advertising
- Annual Reports - Digital Reports
- Typography
- Illustrations
- Spatial Communication
- Fair Stands
- Retail Design
- Online
- Apps
- Interface & User Experience Design
- Film & Animation
- Sound Design
- Digital Solutions

Physical categories

- Packaging Design
- Publishing & Print Media
- Annual Reports - Print Reports
- Posters

How to choose the right category: Take a look at our online exhibition. You will find the winners from past years sorted by category there.
The new category “Digital Solutions”

Never before have digital solutions played such a significant role. They are changing the way we work, how companies interact with their customers and as well as how state and public institutions interact with their citizens.

With our new category, we are searching for well-designed solutions that

- allow for existing services and experiences from the analogue world to be transferred and translated successfully to the digital world.

- use existing technologies in a meaningful way to improve communication and experiences.

- offer newly developed services and processes that help to optimise communication, experiences and interaction.

Digital development is reflected in a wide variety of areas. Consequently, you can choose from 14 different sub-categories within the “Digital Solutions” category. If you cannot find the category you are looking for, you have the option to select "Other" and to specify your own sub-category under “Project type”.

Entries in this category are submitted digitally. We recommend that you show a short video (approx. 2-3 minutes) where you introduce, explain and demonstrate your project. You can also send us a PDF that presents and explains your project on no more than 10 pages. In the additional description text, you can highlight special aspects of your project.
Registration

The “My Red Dot” registration portal

You can only register your project 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 project in. Select “Red Dot Award: Brands & Communication Design” and then click on “Register project” 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.

Note: To label a physical project for shipment, you will receive a pre-prepared PI code label by e-mail when you complete your registration. To find out how to label your entry correctly, read the section on “Preparing your entry for shipment”.
Step-by-step guide to registration

To register a project in the Red Dot Award: Brands & Communication Design in the My Red Dot portal, you need to provide information on the project, the client and the designers. This information is used for the jury presentation and partly also for publication if your project wins an award. You also choose which materials should be used to present the project 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.

You need to enter the following information on your project in the “Project” tab:

**Project name**
Please enter the project name in English. Optionally, you can also add the German name.

**Project type**
Enter the project type in English here, e.g. “Advertising campaign”. Optionally, the project type can also be entered in German.

**Publication**
Here you can enter when your project was published or will be published. In accordance with the entry rules, you can select a date between 1 July 2018 and 1 July 2021.

**Category and sub-category**
In the next step, select the category in which you want your project to be assessed, and then choose a suitable sub-category. If your project does not match any of the sub-categories listed, you have an option to select “Other” and describe your work in more detail in the field “Project type”.

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**Project**
- Jury presentation
- Publication
- Payment
- Registration completed successfully
Jury presentation

Depending on which category you enter your work in, the jury will assess your project using digital or physical materials. On the following pages, you will find out how the submission forms differ from each other.

Digital submission

1. Image upload
2. Additional digital material (e.g. video clip or PDF presentation)
3. Project description

Physical submission

1. Original entry
2. Additional digital material (e.g. images or video clip)
3. Project description

Applies to categories: Packaging Design, Publishing & Print Media, Annual Reports – Print Reports, Posters
Digital submission

1. Image upload
Please upload images first, so that the jury can get a first impression of your project.

2. Additional digital material
By uploading additional digital material, you can present your project in its full scope. You can upload videos, sound and PDF files, or provide a URL.

3. Project description
Please provide a description of the project in English (500 to 1,200 characters including spaces) that introduces your work and refers to its special features. We recommend that you do not use figurative or flowery language and that you keep the description simple, precise and informative. Optionally, the description can also be entered in German.
Format requirements

Images
Up to 10 images as JPG or PNG files with a maximum size of 10 MB each
min. 1920x1080px (FullHD)
max. 4096x2160px (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. 1920x1080px (FullHD)
max. 4096x2160px (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. 44100 16 bit/max. 48000 16 bit (wav)

PDF files
Up to 5 PDF files with a maximum of 10 pages and 50 MB, 96 dpi

URL
1 URL (unfortunately, WeTransfer and Google Drive links cannot be used)
Physical submission

Physical submissions must be made for the categories "Packaging Design", "Publishing & Print Media", "Annual Reports – Print Reports" and "Posters".

1. Original entry
Please send us your project as a physical exhibit. We need the following information: insurance value (production and materials costs), selection of a return subject to payment of 95.00 euros net (plus VAT), number of exhibits as well as a brief description of the exhibits sent in.

2. Additional digital material
You have an option to send us digital material to supplement your original entry. You can upload images, videos, sound and PDF files, or provide a URL. Please refer to the Format requirements for information on the respective specifications.

3. Project description
Please provide a description of the project in English (500 to 1,200 characters including spaces) that introduces your work and refers to its special features. We recommend that you do not use figurative or flowery language and that you keep the description simple, precise and informative. Optionally, the description can also be entered in German.

Shipment & delivery
You can find information on preparation, correct labelling and timely delivery in the section "Preparing your entry for shipment".
To register the project, information needs to be provided on the client as well as on the designers and the project. If a project 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, the credits are used to prepare the Red Dot certificates.

**Project credits**

**Credit: Client**
Mandatory details include the company address and the client’s website as well as a contact person. The contact person’s details are not published.

**Credit: Design**
You can enter up to two design credits here. Here too, mandatory details include the company address and the website as well as a contact person.

**Additional credits**
If you would like to provide additional credits, you can add up to six additional persons/companies in the next tab.
Project presentation

Project images
If your project wins an award, we need printable images to present your project in the yearbook (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: 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

Project description
This text is based on the description already provided in the "Text" tab. If your project wins an award, the text is edited by Red Dot to ensure a uniform concept for our publication.

Note: You can find examples of these project descriptions and images in our online exhibition.
Payment

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 and, in the case of a physical submission, documents for the shipment of your entry.

⚠️ Note: Please look in your Spam folder if you do not receive the confirmation right away.
Delivery & return

This section relates exclusively to entries in the categories “Packaging Design”, “Publishing & Print Media”, “Annual Reports — Print Reports” and “Posters”. All other categories are assessed entirely digitally.

Delivery
You have to organise delivery of your entry yourself, without any prompting. Shipment and import costs as well as the cost of transport insurance must be borne by the participant. Projects sent from a country outside of the EU must be processed in accordance with the customs regulations for the free movement of goods DDP (Delivered Duty Paid) and the terms of trade. In addition to transport insurance for your project, we recommend that you take out exhibition insurance for the duration of the judging.

Note: We strongly recommend to have the shipment done through a professional courier service, rather than a local postal company.

Return (optional)
During registration, you can select whether you would like to get the physical elements of your project back after the Red Dot Jury Session. The costs of shipment organised by Red Dot are 95.00 euros net (plus VAT). Your project will of course be insured by us during the return. Please make sure to provide the insurance value of your project during registration. This value comprises materials costs and production costs and constitutes the realistic replacement value of the work. If your project wins an award, we will return the work to you after the exhibition period ends. If you do not wish your project to be returned, we will dispose of it.

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</td>
<td>Martin Mecklenbeck</td>
</tr>
<tr>
<td>Red Dot Judging Hall</td>
<td><a href="mailto:logistics@red-dot.de">logistics@red-dot.de</a></td>
</tr>
<tr>
<td>Witzlebenstraße 14</td>
<td>+49 208 37777—87</td>
</tr>
<tr>
<td>45472 Mülheim an der Ruhr</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Period</th>
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<tbody>
<tr>
<td>7 June to 2 July 2021</td>
</tr>
<tr>
<td>Monday to Friday</td>
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<tr>
<td>10.00 am to 4.00 pm</td>
</tr>
</tbody>
</table>
Preparing your entry for shipment

Labelling your entry
To identify your project clearly, we ask that you label it with the PI code label and the address label provided.

PI code label
The registration confirmation sent by e-mail contains your individual PI code label, which is different for each project registered. Please attach it to the project for clear identification, ensuring that it does not interfere with the project’s appearance (for example on the inside of a book cover or on the back of a poster). If possible, it should be possible to remove the label without a trace. Additionally, the PI code label must also be attached to the delivery packaging.

Address label
In addition to the PI code label, please attach the address label provided to your delivery packaging. The address label is provided by e-mail together with the registration confirmation and the PI code label.

Please note that this label is intended for identification purposes and not as postage.
Shipments from non-EU countries

If your project is sent from a country outside of the EU, delivery must be processed in accordance with the customs regulations for the free movement of goods DDP (Delivered Duty Paid) and the terms of trade.

**Note:** This means that all costs for shipment, customs and import must be borne by you.

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

You can get further information on this topic online on the following websites:

- [Zoll.de](https://zoll.de)
- [Zolltarifnummern.de](https://zolltarifnummern.de)

**Proforma invoice**

You can use [this template](https://example.com/proforma_template) to prepare your proforma invoice. Some courier service providers will provide their own shipping documents for your shipment. Please ask in advance whether the documents will be provided or whether you need to prepare them yourself.

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**Shipments specifics**

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

Please note that the IATA Dangerous Goods Regulations for the shipment of hazardous goods by international air travel must be observed for projects that contain lithium batteries or rechargeable batteries. Please make sure to discuss this with your freight forwarder or courier.

**Fluids and powders**

Many fluids and powders are classified as hazardous goods. As a result, we ask that you send your packaging without any contents or, if necessary, with a suitable filling.
Announcement of results

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

Projects that win an award

Booking the Winner Package
If your project 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. All of the benefits to you of booking the Winner Package are explained on the next page.

Red Dot 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 in 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.

Storing the entry if your project wins an award
Award-winning projects submitted physically will be stored on site until the special exhibition begins. It is also possible that Red Dot will request additional copies of the award-winning works at a later stage for exhibition purposes. If you have booked a return subject to payment, we will send you back your work after the exhibition period ends.

Projects that do not win an award
If your entry does not win an award, please don’t be disheartened. You can take part again next year with new projects and thus take advantage of your next opportunity to win a Red Dot.

If you have booked a return subject to payment, we will send you back your entry.

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

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

**Red Dot winner label**
Use the globally recognised Red Dot Label for your award-winning project. 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. You will receive your certificates by post by November 2021.

**Red Dot Trophy**
Winners of the distinctions “Red Dot: Best of the Best”, “Red Dot: Grand Prix”, “Red Dot: Brand of the Year” and “Red Dot: Junior Prize” will receive a 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 projects and brands. In addition, it shows the makers of the best works of the year, the Red Dot: Agency of the Year and the Red Dot: Brands of the Year. You can receive your personal copy 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

Entry fees

<table>
<thead>
<tr>
<th>Phase</th>
<th>Start Date</th>
<th>End Date</th>
<th>Entry Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Bird registration phase</td>
<td>22 March</td>
<td>20 April 2021</td>
<td>195 euros* (plus VAT) per entry</td>
</tr>
<tr>
<td>Regular registration phase</td>
<td>21 April</td>
<td>8 June 2021</td>
<td>245 euros* (plus VAT) per entry</td>
</tr>
<tr>
<td>Latecomer registration phase</td>
<td>9 June</td>
<td>25 June 2021</td>
<td>315 euros* (plus VAT) per entry</td>
</tr>
</tbody>
</table>

*Participants in the Red Dot: Junior Award receive a 10% discount.

Payment

You can pay the entry fees and pay for the Winner Package online using a credit card (VISA, MasterCard, American Express) or using PayPal.

Invoice

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

Tax-free invoice

For companies registered in the EU, please 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 as a winner.

You can see the Winner Package costs and services in more detail [here](#).

<table>
<thead>
<tr>
<th>Distinction</th>
<th>Winner Package Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Dot</td>
<td>from 1,699 euros* (plus VAT)</td>
</tr>
<tr>
<td>Red Dot: Best of the Best</td>
<td>from 2,499 euros* (plus VAT)</td>
</tr>
<tr>
<td>Designer feature (optional)</td>
<td>from 595 euros* (plus VAT)</td>
</tr>
<tr>
<td>Video presentation (optional)</td>
<td>from 125 euros* (plus VAT)</td>
</tr>
</tbody>
</table>

*Participants in the Red Dot: Junior Award receive an approx. 20% discount.

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.
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**
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bcd@red-dot.de

**Delivery & logistics**
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**Winner service & label**
Louisa Mücher  
+49 201 838885–16  
louisa.muecher@red-dot.de

**Communikation & PR**
Julia Hesse  
+49 201 838885–58  
 julia.hesse@red-dot.de

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