Winner Package

Red Dot winner 2021
Best of the best

Winners of the distinction “Red Dot: Best of the Best” will be offered the following benefits.

Red Dot winner label
Use of the Red Dot: Best of the Best label for the whole lifecycle of your award-winning product.

Red Dot Design Yearbook
Publication of the award-winning product on a double page (Premium) in the Red Dot Design Yearbook 2021/2022 as well as in the Design Diary 2022. Complimentary copies are available on request.

Online exhibition
Presentation of the award-winning product on the Red Dot website and in the Red Dot Network with images and text as well as a video clip.

Winners exhibitions
Presentation of the award-winning product, depending on its size with minimum one exhibition unit,² in the special exhibition “Milestones in Contemporary Design” at the Red Dot Design Museum Essen for about one year. Award-winning products are also regularly presented in international exhibitions.

Further services
The Winner Package also includes the Red Dot Trophy, two award certificates, the creation of a clip for the Red Dot Design Week and the media support.

Total costs: from 5,995 euros

Red Dot winner 2021

Winners of the distinction “Red Dot” will be offered the following benefits.

Red Dot winner label
Use of the Red Dot label for the whole lifecycle of your award-winning product.

Red Dot Design Yearbook
Publication of the award-winning product on 1/3 page (Basic), on request on 2/3 (Superior), 1/1 (Deluxe), or double (Premium) page in the Red Dot Design Yearbook 2021/2022.¹ Complimentary copies are available on request.

Online exhibition
Presentation of the award-winning product on the Red Dot website and in the Red Dot Network with images and text.

Winners exhibitions
Presentation of the award-winning product, depending on its size with minimum one exhibition unit,² in the special exhibition “Design on Stage” at the Red Dot Design Museum Essen for about one year. Award-winning products are also regularly presented in international exhibitions.

Further services
The Winner Package also includes two award certificates and the media support.

Total costs: from 3,950 euros
**Winner Package – Upgrades and variable costs**

1. **Red Dot Design Yearbook 2021/2022**
   Expanded entry for Red Dot and Honourable Mention winners (optional)

   - **Superior** on 2/3 page
     + 570 euros in addition to the Winner Package

   - **Deluxe** on 1/1 page
     + 1,055 euros in addition to the Winner Package

   - **Premium** on 2/1 page
     + 1,750 euros in addition to the Winner Package

2. **Forms of presentation in the exhibition**
   For all products that win a Red Dot or Red Dot: Best of the Best, the exhibition team shall decide on the best form of presentation; for example as a film, a poster or the original. The exhibition space for the original is determined by the size of the product to be exhibited plus a peripheral area for viewing (please refer to the exemplary calculation below).

3. **Exemplary calculation of exhibition units (EU) for the original product**
   - 1 EU (minimum)
     Mobile phones, jewellery, watches and pens or exhibition of the award-winning product or large products as film or poster.
     + 630 euros (included in the Winner Package)

   - 2 EU
     Table lamps, notebooks, tableware, coffee machines, rice cookers, bags, suitcases, cameras, headphones
     + 630 euros in addition to the Winner Package

   - 3 EU
     Chairs, armchairs, build-in appliances, refrigerators, washing machines, bicycles, TVs
     + 1,260 euros in addition to the Winner Package

   - 4 EU
     Bath tubs, sofas, desks, dining tables, lighting systems
     + 1,890 euros in addition to the Winner Package

   - From 5 EU
     Furniture systems, large appliances, vehicles
     + from 2,520 euros in addition to the Winner Package

4. **Red Dot Network**

   - **Winner Package** – Upgrades and variable costs
     Red Dot Design Yearbook 2020/2021

   - **Red Dot Network**
Winner Package – Upgrades and variable costs

Usage of the Red Dot winner label
The Winner Package comprises global use of the Red Dot winner label for the whole lifecycle of the award-winning product exclusively for the following means of communication and campaigns:

Corporate design/Company presentations
Company website, image brochure, Internet signature, stationery and envelopes, press releases

Advertising
Consumer adverts, campaigns, adverts in specialist publications, adverts in daily newspapers, image adverts

Print
Product brochures, product catalogues, flyers, instruction manuals

Event Design
Trade fair stands and presentations, exhibitions, showrooms, shops, corporate and consumer events, promotion events, which are limited to a certain time period

TV, Film & Cinema
Advertising spots, product films, image films

Examples – Usage of the Red Dot winner label
Winner Package – Upgrades and variable costs

Booking of the advanced label usage
For a small number of materials, separate fees will apply to use of the Red Dot label. The booking is possible online through the My Red Dot account with which the award-winning product has been submitted. The winner label can be downloaded on My Red Dot as well.

Large-scale advertising
(billboards, banners, advertising columns)
Lump sum from 10 items: **1,100 Euros**

Communication materials with staggered prices

**Usage for point of sale**
cardboard boxes/packagings for products, use on the product

**Sales promotion materials**
display stands, displays, bags, labels, product postcards, posters in DIN A0, DIN A1 forma

- Batch from 100 up to 1,000 items: **0.05 euros/item**
- Batch of up to 10,000 items: **0.04 euros/item**
- Batch of up to 100,000 items: **0.03 euros/item**
- Batch of up to 1,000,000 items: **0.02 euros/item**
- Batch of 1,000,001 items or more: **0.01 euros/item**

Further use
It allows to use the Red Dot winner label additionally for the following means included in the Winner Package.

**Another brand/product name:**
Use of the winner label for award-winning products by an original-equipment manufacturer as part of another brand or product name

Lump sum: **1,100 euros**

**Other dealers:**
Use of the Red Dot winner label by a national or foreign sales, marketing or other organisation which is not an original equipment manufacturer

- Distribution for 30 dealers maximum: **1,100 euros**
- Distribution for 60 dealers maximum: **1,900 euros**
- Distribution for 90 dealers maximum: **2,600 euros**

The booking is possible online through the My Red Dot account with which the award-winning product has been submitted. The winner label can be downloaded on My Red Dot as well.

The venue is Germany.
All prices are subject to statutory VAT.

All communication materials ordered from Red Dot GmbH & Co. KG (certificates, acrylic holders, stickers) do not incur separate fees for label use.