



# Winner Packages

Red Dot Award: Product Design 2025

## Winners' Benefits

A Red Dot Award: Product Design increases the visibility of your brand and positions you as a design-oriented company. In addition, we also support you with effective measures to put your award-winning product in the spotlight – online, in the yearbook, and in internationally acclaimed exhibitions.

Winners additionally receive a Red Dot Design Award certificate and the licence to use the famous Red Dot Label.

To enjoy all the benefits of winning a Red Dot Award: Product Design, you must book a Winner Package. When submitting an entry for the Red Dot Design Award, you agree in advance to book a mandatory Winner Package should you win an award. Booking options for the Winner Packages and optional extras can be found on the following pages.



The Red Dot Gala in Essen (Germany), where the awards are presented to the winners



Products honoured with a Red Dot Design Award are showcased at the Red Dot Design Museum

## The Winner Packages

The Red Dot Award: Product Design and Red Dot: Best of the Best winners are selected by the Red Dot jury. Recipients are informed of the award their submitted product has received after the Red Dot jury session at the beginning of April.

Depending on which award is received, winners can opt for one of two packages – “Regular” or “Bold” – which differ in terms of content and must be booked by 11 April 2025 at the latest.

The two available package options allow the winner to select the services that suit them best. It is also possible to add optional extras to the booked package at the time of booking.

Once the package has been booked, the internationally recognised Red Dot Label can be used as a symbol of success. The booking is deemed to be finalised as soon as you receive an email confirming your payment.



Red Dot: Best of the Best winners accept their trophies at the Aalto Theatre in Essen



The Red Dot Design Yearbooks represent a chronicle of award-winning designs

# Red Dot Winner Packages

Product Description	Winner Package "Regular"	Winner Package "Bold"	Optional Extras
Licence to use the Red Dot Label	Basic Licence	Basic Licence and POS/Sales Promotion Licence	POS/Sales Promotion Licence* + EUR 5,500 OEM Licence + EUR 1,100 Distribution Licence + EUR 4,000
Official winner's certificate	2 A4 certificates	4 A4 certificates	Certificate + EUR 39 Certificate with credit change + EUR 200
Presentation in the Red Dot Design Yearbook	1/3-page product presentation	1/1-page product presentation	-
Specimen copy of the Red Dot Design Yearbook	Yearbook single volume	Yearbook set	Yearbook single volume + EUR 35 Yearbook set + EUR 140
Presentation on the Red Dot website	Product presentation in the Winners Section	Product presentation in the Winners Section	-
Presentation on social media	-	-	Digital designer profile and LinkedIn post + EUR 2,500
Presentation in the Red Dot Design Museum, Essen	1 exhibition unit (EU) included, additional costs depend on product size	1 exhibition unit (EU) included, additional costs depend on product size	-
Private guided tour at the Red Dot Design Museum, Essen	-	Private guided tour	Private guided tour + EUR 90
Tickets for the Red Dot Gala and Designers' Night	-	-	Ticket for Designers' Night + EUR 75 Ticket for the Red Dot Gala incl. Designers' Night + EUR 95
Costs	<b>from EUR 4,900</b>	<b>from EUR 8,900</b>	

\* Available with the Winner Package "Regular"

## Red Dot: Best of the Best Winner Packages

Product Description	Winner Package "Regular"	Winner Package "Bold"	Optional Extras
Licence to use the Red Dot Label	Basic Licence	Basic Licence and POS/Sales Promotion Licence	POS/Sales Promotion Licence* + EUR 5,500 OEM Licence + EUR 1,100 Distribution Licence + EUR 4,000
Official winner's certificate and Red Dot Trophy	2 framed A3 certificates Red Dot Trophy	4 framed A3 certificates Red Dot Trophy	Certificate + EUR 49 Certificate with credit change + EUR 200 Red Dot Trophy + EUR 530
Presentation in the Red Dot Design Yearbook	2/1-page product presentation 2/1-page designer profile	2/1-page product presentation 2/1-page designer profile	-
Presentation in the Design Diary	1/1-page product presentation	1/1-page product presentation	-
Specimen copies of the Red Dot Design Yearbook and the Red Dot Design Diary	Yearbook single volume Design Diary	Yearbook set 4 Design Diaries	Yearbook single volume + EUR 35 Yearbook set + EUR 140 Design Diary + EUR 24
Presentation on the Red Dot website	Product presentation in the Winners Section	Product presentation in the Winners Section incl. video clip and designer profile publication	-
Presentation on social media	-	Instagram post of the product LinkedIn post of the designer profile	Instagram post* + EUR 1,500 LinkedIn post* + EUR 750
Presentation in the Red Dot Design Museum, Essen	1 exhibition unit (EU) included, additional costs depend on product size	1 exhibit (EU) included, additional costs depend on product size	-
Private guided tour at the Red Dot Design Museum, Essen	-	Private guided tour	Private guided tour + EUR 90
Trophy presentation at the Red Dot Gala	Stage appearance incl. video clip of the winning product and presentation of the Red Dot Trophy	Stage appearance incl. video clip of the winning product and presentation of the Red Dot Trophy, video recording of the stage appearance	Video recording of the stage appearance* + EUR 350
Tickets for the Red Dot Gala and Designers' Night	2 tickets for the Red Dot Gala incl. Designers' Night	4 tickets for the Red Dot Gala incl. Designers' Night	Ticket for Designers' Night + EUR 75 Ticket for the Red Dot Gala incl. Designers' Night + EUR 95
Costs	<b>from EUR 7,500</b>	<b>from EUR 12,800</b>	

\* Available with the Winner Package "Regular"

# Product Description

## Basic Licence

The basic licence entitles the holder to the worldwide use of the Red Dot Label for the entire life cycle of the award-winning product, however only in connection with the award-winning product, in the following communication media and channels:

### Corporate Publishing & Corporate Design

Website, intranet, blogs, mailshots, newsletters, email signatures, product and image videos, social media platforms including video platforms and Messenger, web shop\*\*, apps, customer presentations, company presentations, company magazines, company histories, news releases, annual reports, instructions for use, trade fair stands, trade fair presentations, showrooms

### Digital & Print Advertising

Pop-ups, banners, advertisements, advertorials, advertising leaflets, product catalogues, brochures/leaflets, flyers, posters, out-of-home media, ambient media, commercials including cinema commercials, entertainment applications, e.g. on planes or on cruise ships, data carriers

Once the Winner Package has been booked, the Red Dot Label is made available to download in the winner's My Red Dot account. Various versions of the label are available in PNG and EPS format. The files are accompanied by a design manual containing detailed information on the correct use of the label.

## POS/Sales Promotion Licence

The basic licence for the Red Dot Label can be upgraded for use at the point of sale and in sales promotion materials. The licence entitles the holder to the unlimited, worldwide use of the Red Dot Label for the entire life cycle of the award-winning product, however only in connection with the product, for applications such as:

Product packaging, on the award-winning product itself, product sleeves, displays and signage, sales displays, bags, labels and price tags, shop window decorations, shelf stoppers/wobblers, info screens, floor stickers, ceiling hangers, projections



**reddot winner 2025**



**reddot winner 2025  
sustainable design**

The central element of the Winner Package is the Red Dot Label. Custom labels are available for products in special categories, such as sustainable design.

## OEM Licence

The OEM licence can be purchased in addition to the basic licence. The OEM licence entitles the holder to use the Red Dot label in connection with another brand. A separate OEM Licence must be purchased for each additional brand.

## Distribution Licence

\*\* The distribution licence can be purchased in addition to the basic licence for marketing and distribution outside proprietary sales channels. The distribution licence entitles the holder to use the Red Dot Label in connection with an unlimited number of retailers and their channels.

This licence enables a domestic or foreign marketing, sales or other company that is not an original equipment manufacturer to use the Red Dot Label. If the original equipment manufacturer does not have its own sales organisation, no fees are charged for other distributors.

## Official Winner's Certificate

The certificate provides official confirmation of the award and is only issued in a printed version.

Certificates are either presented to the winners at the Red Dot Gala in July or dispatched to them afterwards via regular mail. The number and size of the certificates depend on the award received and the package booked. Additional certificates can always be ordered on the My Red Dot portal, where it is also possible to change the credits on the certificates.



The Red Dot Trophy is awarded to the Red Dot: Best of the Best winners

## Trophy

The Red Dot Trophy for the Red Dot: Best of the Best winners was designed by Günter Wermekes. The 35-centimetre-high structure features 11 stainless steel rods, with the Red Dot logo and information about the award winner on a Plexiglas plaque integrated into a recess on the front of the sculpture. Red Dot: Best of the Best winners can order additional trophies at any time in the Red Dot Winner Shop.

## Red Dot Design Yearbook

The Red Dot Design Yearbook presents all the winners of the Red Dot Award: Product Design in a given year. There are four volumes showcasing the current state of the art and key trends in product design. The yearbooks also feature the designers behind the award-winning products.

The volumes of Living, Doing, Working and Enjoying are four different but equally fascinating publications. Each volume deals with a specific aspect of life – and collectively, they showcase the world of design on paper.

The individual volumes and the four-volume set are available to the winners of the Red Dot Design Award at a reduced price in the My Red Dot portal.



The Red Dot Design Yearbook is a source of inspiration for professionals and design enthusiasts

## Product Presentation in the Red Dot Design Yearbook

Winning products are included as entries in the yearbook, consisting of high-quality texts and images that make a lasting impression on readers. The size of the yearbook entry depends on the award received and the package booked. The credits provided for the products during the registration or approval process are also included in the yearbook entries.

## Design Diary

The Design Diary simplifies the scheduling of all the year's important dates. It comes in A4 format, with each page not only containing an overview of the week for notes and appointments but also presenting an outstanding design product and the birthdays of top contemporary designers, making the Design Diary a genuine pleasure to use. The practical appointment planner also includes various trade fair dates, international dialling codes and important public holidays.

## Presentation on the Red Dot Website

The award-winning products are published in the Winners Section of the Red Dot website on the day of the award ceremony, together with a photo and text. The credits provided for the products in the registration and final approval process are also published.

Red Dot: Best of the Best winners who have booked the Winner Package "Bold" also get a supplementary video. The video presents the award-winning product in a montage lasting 15 to 45 seconds. Red Dot has editing and production responsibility.



## Designer Profile

The designer profile is a short editorial interview with the designer/design team and a photo.

### Designer Profile in the Yearbook

The content is prominently featured on a double-page spread.

### Digital Designer Profile

The designer profile is linked to the product presentation in the Winners Section. The release date is determined by Red Dot.

## LinkedIn Post

The LinkedIn post includes the short interview contained in the designer profile. If the persons or companies mentioned have a LinkedIn profile, it will be linked in the post. The release date is determined by Red Dot. Posts are published via the profile: [www.linkedin.com/company/red-dot-design-award](http://www.linkedin.com/company/red-dot-design-award).

## Instagram Post

Instagram posts can be classic feed posts, carousel posts or reels. The selection of post type depends on the product and the available image and video material. Individuals or companies mentioned with an Instagram profile will be linked in the post. Partner posts are also possible.

In this case the post will be submitted to the winner for approval before publication. The release date is determined by Red Dot. Posts are published via: [@reddotdesignaward](https://www.instagram.com/reddotdesignaward) profile.

## Presentation in the Red Dot Design Museum, Essen

The Red Dot Design Museum at the UNESCO World Heritage Site Zollverein in Essen displays award-winning products and projects on five floors and over 4,000 square metres of exhibition space. Year after year, the exhibitions attract thousands of visitors from all over the world.

Depending on its size, the award-winning product remains on display for at least a year as part of one of the Red Dot Design Museum's special exhibitions in Essen

There is also the option for award-winning products to be shown in further exhibitions.



Original product presentation



Poster presentation



Video presentation

## Exhibition Unit (EU)

The exhibition team decides on the optimum presentation format for all the award-winning products in the Red Dot Design Museum. This can be media format (a film), poster format or original product format.

The exhibition space for the original product depends on the size of the product plus circulation space.

The envisaged number of exhibition units for the winning product is communicated when the Winner Package is booked.

1 EU (included in the Winner Package)

Mobile phones, jewellery, wristwatches and pens or presentation of the winning product as a film or poster

2 EUs

Table lamps, notebooks, tableware, coffee machines, rice cookers, bags, suitcases, cameras, headphones

+ EUR 800

3 EUs

Chairs, armchairs, built-in appliances, refrigerators, washing machines, bicycles, TV sets

EUR 1,600

4 EUs

Bathtubs, sofas, desks, dining tables, lighting systems

+ EUR 2,400

5+ EUs

Vehicles, large machines, furniture systems

from EUR 3,200

## Private Guided Tour of the Red Dot Design Museum, Essen

The individually bookable tours can focus on different themes: specific industries, countries or developments.

Guided tours are available in German, English, Dutch and Polish. The maximum number of participants per tour is 20. The date, thematic focus, language and number of participants must be requested by contacting the Red Dot Design Museum at least one week ahead of the tour date.

Guided tours are scheduled to last for one hour.



Guided tours through the Red Dot Design Museum in Essen offer the opportunity to gain insights into industrial design from all over the world

## Tickets for the Red Dot Gala and Designers' Night

### Red Dot Winners

The award winners' programme consists of two events held on the same evening: the Red Dot Gala and Designers' Night. Red Dot winners can book up to six tickets for the Red Dot Gala. Gala tickets automatically entitle the holder to attend Designers' Night afterwards. Red Dot winners can book up to ten tickets for the Designers' Night event. Ticket bookings start in spring 2025. Winners will be notified of the exact date of the events by email. Due to high demand, we cannot guarantee ticket availability.

### Red Dot: Best of the Best Winners

The award winners' programme consists of two events held on the same evening: the Red Dot Gala and Designers' Night. Red Dot: Best of the Best winners are entitled to two or four free Red Dot Gala tickets per award for the people appearing on stage, depending on the package they have booked. However, these tickets are initially only reserved, and a final booking has to be made.

Up to six additional paid tickets for the Red Dot Gala can be booked by each applicant. Gala tickets automatically entitle the holder to attend the Designers' Night event.

Red Dot: Best of the Best winners can also book up to ten additional paid tickets per applicant for the Designers' Night event.

Ticket bookings start in spring 2025. Winners will be notified of the exact date of the events by email.



The legendary Designers' Night event is hosted at the Red Dot Design Museum

## Award Presentation at the Red Dot Gala

The Red Dot Gala at the Aalto Theatre, Essen's opera house, is the ceremonial highlight of the competition year. It puts the spotlight on the Red Dot: Best of the Best winners who are invited on stage to receive their Red Dot Trophies. Each winner appears on stage separately, introduced by a video clip. The Red Dot Trophy is presented on stage to the winners by Professor Peter Zec and a Red Dot jury member. Due to time constraints, guests on stage cannot give an acceptance speech. The moment when the award is presented is captured by a photographer, and the photos are made available to the winners for their free use.

## Video Clip

The video clip is part of the presentation ceremony. It showcases the award-winning product in a montage lasting 15 to 45 seconds. Red Dot has editing and production responsibility. The video clip will be made available free of charge to the Red Dot: Best of the Best winners after the Red Dot Gala on request.

## Video Recording of the Stage Appearance

The presentation ceremony is recorded on video. Live images are also projected onto LED walls in the theatre. An unedited full HD video recording of the winners' appearance on stage will be made available to them. The video is intended for their free use. It takes about two working days to edit and send out the video.



The stage appearances of winners are streamed live onto LED walls and made available to guests as recordings after the event