

Your Guide to Success

Advertising



reddot award
brands & communication design

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1. Entry Rules

Requirements

The Red Dot Award: Brands & Communication Design 2020 is open to agencies, designers and companies from all over the world. Projects, that were realized exclusively for participation in the Red Dot Award, are not authorized.

For the "Communication Design" section, works have to have been realised and published no earlier than three years prior and no later than 1 July of the year of the competition. Therefore, the publication of your project should have taken place or take place between 1 July 2017 and 1 July 2020.

In addition, you must agree to the general terms and conditions: [Download GTC](#)

Multiple entries

You are welcome to submit your work in several categories. However, a separate registration must be completed for each entry. Each entry stands alone and requires its own presentation material. . Please also keep in mind that a work cannot be entered in several sub-categories within one category.

2. The category „Advertising“

The category "Advertising" consists of various sub-categories. Please allocate one of the specified sub-categories to your project. In case you cannot find the right one, you have the option to choose "Other" and to specify your work in the field "project type".

The sub-categories

- 3.1. Content Marketing
- 3.2. Digital Campaigns
- 3.3. Direct Marketing
- 3.4. Image Campaign
- 3.5. Integrated Campaigns
- 3.6. Out-of-home & Ambient
- 3.7. Print Campaigns
- 3.8. Promotions
- 3.9. Social Campaigns
- 3.10. Other

If it emerges during the course of the Red Dot jury session that your project should be transferred to a different (sub-) category for a better assessment, we reserve the right to do so. This will not result in any further costs or disadvantages for you within the competition.

Advice: Take a look at our [Online-Presentation](#). There you will find a compilation of the most recent winners from the previous year. In case you are not sure which sub-category to choose, do not hesitate to contact us.

3. Registration of your project

Registration

The project can only be registered online in the [My Red Dot Portal](#). In order to get to the registration form, please login to My Red Dot with your personal access data and click on "Register project". If you do not yet have a My Red Dot account, you can register at any time.

Our communication is mainly done via e-mail. Therefore, we would like to advise you to make sure that our e-mails do not end up in your spam folder and are not blocked by your mail server. If you do not receive our e-mails, please add the @red-dot.de domain as a "safe sender" in the configuration of your e-mail inbox.

Forgot password?

In case you forgot your password, just click on "Forget password?" and a new one will be sent to the e-mail you have entered during the registration process. In case you forgot your user-name, please contact us.

(Compulsory-) Information

To finalise the registration process, please provide the following information. All details must be provided in English. A German translation is optional.

- Project details (project name, project type, launch date)
- Selection of the category / sub-category
- Description text about the project (500 – 1,200 characters incl. spaces)
- Project presentation for the jury (selection of the submission type, upload of additional digital material (if desired))
- Contact details of the client
- Contact details of the designer
- Invoice details

Description text for the jury presentation

The Red Dot Jury receives an information sheet that contains the main details on your project as well as a description. The description should present your work briefly and objectively and explain in just a few sentences what makes it unique. We recommend that you do not use figurative or flowery language and that you keep the description simple, precise and informative.

Material for the yearbook and further publications

In case your project wins an award, we will need printable images for the presentation in the yearbook (TIF or JPG format in CMYK, 300 dpi in a size of A4: 210 x 297 mm, landscape or upright) and, if desired, further credits in which names and positions of project participants are be listed.

This information must be completed by the end of the registration phase on **05.06.2020, midnight (CET)**.

Publication of your details

Please note that, in case of winning an award, the details and images you provide during registration may be published by our communications department or passed on for press enquires without prior consultation with you. If there is a communication or press embargo up until a certain date, please inform us via presse@red-dot.de.

4. Preparation of your entry

Physical submission

You can choose between two options for your physical submission: Send us your project as an original or as a print-out on presentation charts.

Original (max. 4 pieces)

After completing the online registration in My Red Dot, you will receive a confirmation e-mail. This e-mail contains an attachment with your individual PI codes. Please attach these PI codes to the back of all physical project elements and as well at the back of your package. This label guarantees that your work will be clearly identifiable on delivery and can be allocated correctly for the judging process. Please make sure that the PI code label can be removed without leaving a trace, so your product can be presented in our exhibitions in the best possible way, if it wins an award.

Presentation charts (max. 3 charts)

Projects that comprise several individual parts (e.g. notepaper, photos, logo, etc.) should be reproduced on a **black, matt mounting board (300 g/m²) in DIN A2 format (594 x 420 mm) – horizontally or vertically**. For works that comprise several presentation charts that have a specific sequence, please number them on the back according to their sequence (1/3, 2/3, 3/3 ...). Please remember to attach the barcode label for better logistical classification **on each chart**.

Optional: If you wish, we can print out the charts directly and deliver them in time for the jury session. Price for one presentation chart: 26.00 EUR (including delivery- and logistic fee, plus value added tax)

Please consider our requirements and upload your PDF files as indicated:

Number: max. 3 charts

[Guide Illustrator](#)

Format: DIN A2

[Guide InDesign](#)

File size: max. 50 MB

[Guide Photoshop](#)

Only one page for each PDF

Digital submission

Digital material has to be submitted at the final step of an application via URL or by uploading it in the My Red Dot portal.

Accepted formats

Film: MPG or MP4
[max. 5 videos, each max. 1,4 GB]
[min. 1920x1080 pixel (Full HD) max. 4096x2160 (4K)]

Sound files: MP3 or WAV
[max. 5 files, each max. 293 MB]
MP3 [min. 128 kbit / max. 256 kbit]
WAV [min. 44100 16bit / max. 48000 16bit]

URL [no WeTransfer-, Google Drive links etc.]

Additional digital material

Additional material

You are welcome to upload additional **digital** material in My Red Dot free of charge for every entry. This additional material should help the jury - if necessary - to understand your work and the special features of your design concept.

Please understand that additional material is a **further, voluntary** source of information for your entry and do not repeat the main material in any additional material provided. Additional material would be e.g. an explanation video or presentation according to your project.

Accepted formats

Please do not use any special characters and only Latin characters naming your files, so that they can be opened effortlessly:

Film: MPG or MP4
[max. 5 videos, each max. 1,4 GB]
[min. 1920x1080 pixel (Full HD) max. 4096x2160 (4K)]

Images: JPG or PNG
[max. 10 images, each max. 9,8 MB]
[min. 1920x1080 pixel (Full HD) max. 4096x2160 (4K)]

Sound files: MP3 or WAV
[max. 5 files, each max. 293 MB]
MP3 [min. 128 kbit / max. 256 kbit]
WAV [min. 44100 16bit / max. 48000 16bit]

PDF
[1 document with max. 10 pages and max. 54,6 MB, 72 dpi]

URL [no WeTransfer-, Google Drive links etc.]

5. Dispatch and delivery

Delivery of physical projects

Our logistics team will be available to accept your delivery from 25 May – 19 June 2020 (Mo-Fr) from 10:00 a.m. to 4:00 p.m. Please send us your project via a courier service of your choice (e.g. DHL, UPS). **Important:** Please remember to attach the **PI code** label for logistical classification.

If your project is delivered from a country outside the EU, the delivery must be processed in accordance with the customs regulations for the free movement of goods DDP (Delivery Duty Paid). If necessary, please use a [pro-forma-invoice](#) that contains the value of your shipment. Our EORI number of Red Dot GmbH & Co. KG is DE5574838. In case you have any questions, please feel free to contact us.

Return of physical projects

During the registration process you can select whether we should return the physical elements of your project to you after the Red Dot jury session. The costs amount up to **EUR 95.00 (plus value added tax)**. Your project will of course be insured by us during the return. Please ensure to state the insurance value of your work during registration.

Delivery address

Red Dot GmbH & Co. KG
 Red Dot Award: Brands & Communication Design
 Witzlebenstraße 14
 45472 Mülheim an der Ruhr
 Germany

Delivery times

25 May – 19 June 2020, Mo-Fr from 10:00 a.m. to 4:00 p.m.

6. Costs and payment

Registration costs

Registration phases

Early Bird	24.02.2020 – 18.03.2020	195 EUR, netto*
Regular	19.03.2020 – 13.05.2020	245 EUR, netto*
Latecomer	14.05.2020 – 05.06.2020	315 EUR, netto*

Junior Award participants receive a 10% discount.

*plus value added tax

The following services are included in the registration costs:

- Acceptance, controlling and storage
- Preparation of a jury dossier
- Preparation of the information on the project
- (Physical and / or digital) presentation of the project during the Red Dot jury session
- In the case of an award, storage until the special exhibitions and exhibition as part of the Red Dot on Tour

Costs if a distinction is awarded

In case you win an award, you are obliged to purchase a Winner Package.

Winner Packages

Red Dot Standard	1.699 EUR, netto*
Red Dot Extended	2.199 EUR, netto*
Red Dot: Best of the Best & Red Dot: Grand Prix	2.499 EUR, netto*

Junior Award participants receive a 20% discount.

*plus value added tax

The following services are included in the Winner Package:

- Press service
- Red Dot winner label
- Red Dot certificates
- 1 Red Dot Trophy (for Red Dot: Best of the Best laureates)
- Presentation in the winners' exhibition in Berlin
- Exhibition in the context of Red Dot on Tour
- Publication in the International Yearbook Brands & Communication Design 2020/2021
- Complimentary copy of the yearbook
- Online presentation
- Video clip of the awarded project (for Red Dot: Best of the Best laureates)

Payment

You have the option to pay by credit card (Visa, MasterCard, American Express) or via PayPal.

The payment for the competition is taxable and liable to tax in Germany even if your company is domiciled in an EU member state or elsewhere abroad. There is no tax exemption rule for this payment.

Foreign companies (EU) have the possibility of getting an invoice free of VAT, in case they enter a valid VAT-ID during their submission.

Foreign companies (not EU) have the possibility of getting an invoice free of VAT by uploading a business registration certificate (in English language and not older than 1 year).

7. What happens next?

In July, international experts in communication- and brand design will meet to assess your project. The jury session for the Red Dot Award: Brands & Communication Design does not have any digital preselection and there is no shortlist. All participants are subject to the same conditions, as the Red Dot jury assesses every project after intensive discussion – live and on site.

A few days after judging, we will announce the results to all participants via e-mail.

If your project wins an award, our Winner Service team will contact you to discuss and clarify any questions around ordering the Winner Package as well as on using the label and regarding the presentations (yearbook, online, exhibitions, etc.) and the communication service.

The award ceremony will take place on 23 October 2020. You can book tickets for the event in September 2020 in the My Red Dot portal (advance reservations are not possible).

During the Red Dot Gala, the Red Dot: Best of the Best winners will receive their trophies on stage at the Konzerthaus Berlin (Germany). The Red Dot laureates will receive their certificates at the subsequent Designers' Night in the ewerk Berlin, where all winners can join to celebrate their success in the Red Dot Award: Brands & Communication Design 2020. The winners' exhibition "Design on Stage" containing all of the award-winning projects will be opened exclusively on this evening. 23 October 2020 will mark the start date for the online presentation of all award-winning products.

If your entry does not win an award, please do not be discouraged. You can take part with new projects next year and take advantage of the next opportunity to win a Red Dot.

8. Contact

Our team will be happy to answer your questions before, during and after registering for the competition. Just get in touch with us.

Red Dot team
+49 201 30104-49
cd@red-dot.de

If you have queries regarding logistics, please contact:

Martin Mecklenbeck
+49 208 37 77 787
logistics@red-dot.de

We wish you every success in taking part in the Red Dot Award: Brands & Communication Design 2020!

Your Red Dot team
red-dot.de/cd