

Guide to Success

Entries for the “Brands” sector



reddot award

brands & communication design

Call for entries & pricing

Enter your brand to the **My Red Dot** portal (via www.myreddot.de) by **5 June 2020**.

Entry fees include the editing of information provided, the preparation of a jury dossier, the presentation during the jury session and, if applicable, storage until the winners' exhibition.

If the brand receives an award, booking of the chargeable Winner Package is obligatory. Amongst others, this includes the use of the Winner Label, the presentation in the yearbook, the display at the winners' exhibition and online exhibition.

Registration fee, excl. of VAT.

Early Bird	24.02.– 19.03.2020	400 Euros
Regular	19.03.– 13.05.2020	500 Euros
Latecomer	14.05.– 05.06.2020	600 Euros

Costs in case of an award, excl. of VAT

Red Dot	3.950 Euros
Red Dot: Best of the Best	5.995 Euros
Red Dot: Brand of the Year	5.995 Euros

Industries

You can enter your brand in one of 36 industries to have a chance to win the award "Red Dot: Brand of the Year".

1	Automotive	19	Kitchen
2	Baby & Children	20	Lighting
3	Bathroom & Sanitary	21	Media
4	Beauty & Care	22	Medical & Healthcare Sector
5	Building & Construction	23	Office
6	Chemical Industry	24	Online Services
7	Commodities	25	Outdoor
8	Consulting	26	Public Sector
9	Cultural Institutions	27	Retail
10	Electronics	28	Software
11	Fashion & Accessories	29	Sports
12	Financial Services	30	Tableware
13	Food & Beverage	31	Technology
14	Furniture	32	Telecommunication
15	Gardening	33	Tools
16	Heating & Air Conditioning	34	Tourism
17	Household	35	Transportation & Mobility
18	Jewellery	36	Watches

Entry guidelines

Compulsory information in order to finalise the submission

- Industry and brand information
- Brand owner
- Payment method and invoice address

The following information must be completed **by the end of the registration phase on 5 June 2020, midnight (CET)**. The registration portal closes afterwards. Please keep in mind that changes are not possible after this deadline.

- Brand profile and logo
- Material for the jury session
- Key facts (optional)

Brand profile and logo

The My Red Dot portal gives you the opportunity to outline your brand and upload your logo. Describe the values that your brand represents in an easy to understand way and name the design and communication tools you use to position your brand. Explain how your brand differs from competitors in the same industry and highlight the areas that are important for your brand identity. We recommend mentioning the following points: vision and brand values, design and brand communication, brand identity and differentiation.

Material for the jury session

For the jury session, you can upload specific examples of design and communication projects in the form of images, film or sound files that illustrate the values and positioning of your brand. You can also provide the URL of a website or name an app where your brand is presented, so that the jury members can get a complete picture of your brand. A brand is embodied by its products and is experienced in publications. You are therefore also permitted to submit physical material such as books, brochures, posters and packaging, as well as original products for the adjudication process.

Key facts

In addition to the above, you may also upload key facts relating to your organisation and your brand. Provide evidence of the performance and success of your brand by means of established indicators such as brand awareness, brand loyalty or brand value and write about the success of your company by showing the development of turnover, profit, market share and sales figures.

Formatting guidelines

Film: MPG or MP4 [max. 5 videos, each max. 1.4 GB]
[min. 1920x1080 pixel (full HD) max. 4096x2160 pixel (4K)]

Images: JPG or PNG [max. 10 images, each max. 9.8 MB]
[min. 1920x1080 pixel (full HD) max. 4096x2160 pixel (4K)]

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

URL: e.g. website or download link for app
[no download links for WeTransfer, Dropbox, Google Drive etc.]

PDF for brand profile and key facts: [per 1 file with max. 10 pages and max. 54.6 MB, 72 dpi]

Evaluation

Entries are discussed and appraised individually by a jury of 25 members. The international panel consists of designers, trade journalists and professors from a variety of disciplines. Their many years of experience allows them to make an expert evaluation of the wide range of competition entries from all over the world, assessing their design quality, creativity and brand communication.

1. Admissibility

Every entry that meets the criteria and is submitted by the competition deadline qualifies for adjudication. There is no pre-selection.

2. Evaluation

Idea: vision and values

Form: design and communication

Impact: differentiation and identity

3. Decision

Entries submitted are not viewed in direct comparison and are not in competition with each other. Each entry is presented, viewed and evaluated on an individual basis. The decision on whether to select a brand for an award is made in conjunction with the other experts that form part of the jury group. Brands that persuade the majority of the jury of their merits and that meet the judging criteria for an award will receive the Red Dot. The awards "Red Dot: Best of the Best" and "Red Dot: Brand of the Year" are only given if the jury decision is unanimous.

Contact

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