

# Winner Package



reddot winner 2020  
honourable mention

Winners of the distinction "Honourable Mention" will be offered the following benefits.

#### Red Dot Winner Label

Use of the Honourable Mention 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) or 1/1 (Deluxe) page in the Red Dot Design Yearbook 2020/2021<sup>1</sup>; you will receive a complimentary copy

#### Red Dot Online

Presentation of the award-winning product with images and text in the online exhibition

#### Winners' Exhibitions

Presentation of the award-winning product as a poster (including poster production) in international exhibitions for one year including the special exhibition "Design on Stage" in the Red Dot Design Museum Essen for several weeks

The Winner Package also includes two award certificates, the media support the access to book tickets (with costs) for the Red Dot Gala.



reddot winner 2020

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 2020/2021<sup>1</sup>; you will receive a complimentary copy

#### Red Dot Online

Presentation of the award-winning product with images and text in the online exhibition

#### Winners' Exhibitions

Presentation of the award-winning product, depending on its size with minimum one exhibition unit<sup>2</sup>, in international exhibitions for one year including the special exhibition "Design on Stage" in the Red Dot Design Museum Essen for several weeks

The Winner Package also includes two award certificates, the media support the access to book tickets (with costs) for the Red Dot Gala.



reddot winner 2020  
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 2020/2021 as well as in the Design Diary 2021; you will receive a complimentary copy respectively

#### Red Dot Online

Presentation of the award-winning product with images and text as well as a clip in the online exhibition

#### Winners' Exhibitions

Presentation of the award-winning product, depending on its size with minimum one exhibition unit<sup>2</sup>, in international exhibitions for one year including the special exhibition "Design on Stage" in the Red Dot Design Museum Essen for several weeks

The Winner Package also includes two free tickets for the Red Dot Gala, the Red Dot Trophy, two award certificates, the creation of a clip for the Red Dot Gala and the media support.

Total costs Winner Package:

from 3,950 euros

from 3,950 euros

from 5,995 euros

# Winner Package – upgrades and variable costs

## **1 Red Dot Design Yearbook 2020/2021**

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 respective exhibition team shall decide on the best form of presentation; this can be using a medium (film), a poster or the original. The exhibition space for the original depends on the size of the product to be exhibited plus a peripheral area for viewing (please refer to the exemplary calculation below).

### **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 as a film or a 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

## **Usage of the Red Dot Winner Label**

The Winner Package comprises global use of the 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; except from large-scale advertising

### **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, films & cinema:**

Advertising spots, product films, image films

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

### **Separate label usage fees apply for the following materials in particular**

#### **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 format

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 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.

August 2019