



# 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

## Winner Packages for the Red Dot distinction

Product Description	Winner Package "Regular"	Winner Package "Bold"	Optional Extras
Licence to use the Red Dot Label	Basic Licence	Basic Licence and Advanced Licence	Advanced Licence* + EUR 5,500
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	from EUR 4,900	from EUR 8,900	

\*Available with the Winner Package „Regular“

## Winner Packages for the Red Dot: Best of the Best distinction

Product Description	Winner Package "Regular"	Winner Package "Bold"	Optional Extras
Licence to use the Red Dot Label	Basic Licence	Basic Licence and Advanced Licence	Advanced Licence* + EUR 5,500
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	from EUR 7,500	from EUR 12,800	

\*Available with the Winner Package „Regular“

## Winner Package – Red Dot Label and usage licences

The Red Dot Label is an internationally recognised quality seal that highlights excellent design and makes your design expertise visible. A valid licence is required for its use.

By booking a Winner Package "Regular", you automatically receive the licence "Basic", which allows for the worldwide use of the Red Dot Label for your awarded product.

For extended use – such as on additional brands, at the point of sale, or through distribution partners – the "Advanced" licence is available. This can be purchased separately or obtained at optimal conditions through the Winner Package "Bold".

### Quick Overview: Which Licence for Which Use?

#### Application Area

Corporate Communication  
Website & Social Media  
Press & PR  
Product Packaging  
Sales & Promotional Materials  
Use by Retailers & Partners  
Use for Private Label Brands

#### Basic Licence

✓ Allowed  
✓ Allowed  
✓ Allowed  
✗ Not allowed  
✗ Not allowed  
✗ Not allowed  
✗ Not allowed

#### Advanced Licence

✓ Allowed  
✓ Allowed  
✓ Allowed  
✓ Allowed  
✓ Allowed  
✓ Allowed  
✓ Allowed