

Design Business Association Press Release

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DBA announces 2003 Design Effectiveness Award winners

The new Brazilian telecom brand Oi, created by Wolff Olins, took the Grand Prix Award at the Design Business Association's Design Effectiveness Awards on Tuesday 25 November. The judges agreed unanimously that the mould-breaking branding of the telecoms company made a clear distinction between it and 20 other competitors in the crowded South American market.

Wolff Olins responded to client Telemar's brief to simplify the experience of buying, owning and using a phone by speaking directly to the consumer and branding the business 'Oi', Brazilian for 'Hi'. Oi's customer uptake was faster than any other new telecoms company in the world. More than 2.2 million people signed up in the first year, four times more than the target. Some 75% of Oi's clients left competitor companies to join the new brand. The successful design also took the Award for Corporate/Brand Identity design implementation with costs over £100,000.

This year's Chairman of the judges, Raymond Turner, Design Leadership Consultant and former Group Director BAA comments, "The Grand Prix winner achieved every marketing manager's dream in creating a brand that has become synonymous with the service, just as Hoover once did for vacuum cleaners. 'Call me on my Oi' has become a common expression among Brazilians. This award and all the finalists chosen demonstrated time and time again that the best results are achieved when the business targets are set right in the heart of the design brief."

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Judged by senior figures from industry and commerce, the DBA's Design Effectiveness Awards demonstrate the very best of design in business. They identify and reward the design businesses and clients involved in commissioning design that generates the best returns. It is the only award scheme that takes proven commercial success into consideration in the judging process.

Deborah Dawton, Chief Executive of the DBA comments, "These Award winning case studies present a clear-cut case: design impacts on business performance. If design consultancies can demonstrate their ability to generate significant returns on their client's design investment, that paves the way for even stronger partnerships and vital new business wins."

Dawton continues, "For the clients who commission and manage these projects, the results speak for themselves: design has delivered bottom-line profit. This makes design not just a worthwhile investment but a critical one. This must surely act as a call to arms to the business-world to reassess the effectiveness of design in business."

There were 12 category winners including the Grand Prix. Award winning case study highlights range from design reshaping local government procedures for an inner city council, to design working for a new business start up; sectors include product, packaging, print, digital media, design management and the environment.

A full synopsis of the Award winners is attached.

- Ends -

For further information, images or to arrange interviews with the DBA, judges or Award winners please call: 020 7251 9229:

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Notes to Editors

The DBA is the leading voice on the promotion of effective design as an enhancement to business growth and profitability.

The DBA Design Effectiveness Awards were formed in 1989 to reward commercially successful projects from around the world. The Awards are entered, and therefore won, jointly by both clients and design businesses in recognition of the teamwork required to make a design project successful.

Judges are senior figures from industry, who have the knowledge and experience to assess a project on its commercial performance, rather than the aesthetics of the design itself. This year's judges were:

- Raymond Turner – Design Leadership Consultant and former Group Director BAA
- Eberhard Bauer, Senior Vice President – Consumer Systems, Roche Diagnostics
- Pat English, Controller of Site Services for London, Carlton TV
- Jenny Epke, Head of Brand Marketing, Somerfield
- Kelly Freeman, Deputy Director of Corporate Communications, Defra
- Alison Halsey, Partner, KPMG Financial Services
- Tim Molloy, Design Director, Science Museum
- Nigel Turner, Marketing Director, Quantel
- Roger Williams, Head of Communications and New Media, Scottish Executive

Past DBA Design Effectiveness Grand Prix winners include: British Bakeries, British Airways, BAA, Yellow Pages, Psion, Dyson Appliances, Royal Mail, London Transport, The Boots Company and Courtaulds.