

DBA Design Effectiveness Awards

Corporate/Brand Identity – over/under £100,000: tips for evaluating effectiveness

Examples of the type of data that can be used to support a case for design's contribution to commercial success:

- 1) Changed attitudes of investors, media, employees, customers and suppliers towards the company after implementation of the new identity
- 2) Tracking studies
- 3) Stockbrokers' circulars may influence shareholders' perceptions, or take-over bids/defences
- 4) Employee morale statistics - quantitative data such as improved absenteeism rates or qualitative feedback
- 5) Sales/profitability figures-for example, if the objective was to improve the company performance through a stronger company 'brand'

Please note, these are only examples. Add your own as appropriate and also refer to the entry criteria in the Call for Entries.

Influencing factors

Entrants are asked to identify factors other than the design which could have influenced the design's success. Here are some examples specific to these categories:

- 1) Improvements in staff conditions such as salaries, working environment
- 2) Marketing effort
- 3) Increased advertising spend
- 4) Advertising/PR campaigns if they are not a central part of the new identity