

# DBA Design Effectiveness Awards

## **Design Management: 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. Ability to plan strategically/ analyse critically the overall objectives of the organisation and design's subsequent role
2. Capability to manage/ integrate a wide variety of design disciplines
3. Interface improvement between business managers and designers, leading to effective implementation of design initiatives
4. Reduction of complex and costly operational practicalities
5. Improvement in the organisation's perceived reputation through the effective management of the visible elements of a corporation
6. To manage design in building a sustainable global competitive advantage by integrating national cultures and design resources
7. Successful implementation of a design programme
8. Increased market share/brand value as a result of design management
9. Increased share price
10. Reduced brand communication and organisational costs

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

## **Design Management continued**

### **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 this category:

1. Consumer and/or Corporate Advertising/PR
2. Improved distribution
3. Sales promotion
4. Competitor activity
5. Product improvements
6. Price changes
7. Market trends
8. Improved pay conditions/employee incentives