

DBA Design Effectiveness Awards

Exhibitions: 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) Stock/sales/ profitability increases before and after redesign/against comparable non-redesigned stores/facilities
- 2) Sales/profit per square foot compared with targets and market trends
- 3) Staff productivity improvements
- 4) Increased spend per customer/visitor
- 5) Increased usage (leisure facilities)
- 6) Decreased operating costs
- 7) Pilferage reductions
- 8) Market penetration of target customer groups

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 this category:

- 1) Advertising/ mailing/telephone campaigns
- 2) Product quality improvements
- 3) Product novelty
- 4) Other activities such as hospitality, entertainment
- 5) Event changes if the exhibit is part of a larger event
- 6) Market changes