

# DBA Design Effectiveness Awards

## **Packaging – Branded/Own Brand: 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) Sales/profitability figures increased performance against targets in value, volume and profitability
- 2) Increased distribution for example new trade accounts
- 3) Market share growth against competitive products or penetrating key consumer groups or geographical areas
- 4) Consumer attitude shifts

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) Launch advertising
- 2) Increased advertising spend
- 3) Sales promotion for example, extra shelf space, special offers, in-store promotions
- 4) PR campaign
- 5) Product improvements (excluding packaging). Has the product with new packaging replaced more than one product line?
- 6) Price reductions
- 7) Sales force changes
- 8) Distribution increases
- 9) Market trends
- 10) Competitive brand activity
- 11) Product line change