

DBA Design Effectiveness Awards

Print – Consumer/Business to Business: 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) Response rates for example mail shots or printed material distributed in retail outlets (consumer) or exhibitions (business to business)
- 2) Sales increases in direct sales or attributable to promotion by literature
- 3) Stockbrokers' circulars
- 4) Changed perceptions/ raised awareness

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) Advertising/PR campaigns
- 2) Sales promotions
- 3) Improved distribution
- 4) Competitor activity
- 5) Market trends
- 6) Product improvements
- 7) Price changes