dba

DBA Design Effectiveness Awards

Print - Corporate: 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 perception of investors, media, employees, customers and suppliers

2) Increased share values

3) Stockbrokers' circulars

4) Shareholder feedback through AGM correspondence or research

5) Media comment, especially if key messages are picked up

6) Increased use by target groups

7) Improved recruitment

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) Corporate advertising/PR

2) Recruitment advertising (recruitment literature)

3) Improved pay conditions (recruitment literature)

4) Unrelated share price movements such as from management changes/and/or competitor activity