

DBA Design Effectiveness Awards

Tips on using data in your entry

These are general to all categories.

- Always indicate sources of statistics or other information quoted, including the client and independent sources such as MEAL or Nielsen. Imprecise information is inadequate; for example, 'sales went up more than expected'.
- Sales, profit or market share information must relate to a project's original objectives. For these figures, try to give actual increases (a dramatic percentage increase from a low base can be less impressive than a small increase from a relatively high base).
- For sales, profit, or market share figures you must demonstrate how rises were achieved. Sales may increase because each customer spends more money, because there are more customers, because of greater sales in an existing market, or through penetration of additional markets. (Use the results of pre- and post-design research if they are available).
- Independent research results are especially important in categories where sales or profits do not apply e.g. annual reports. Research results alone cannot demonstrate effectiveness in the market but they can give an indication of how design has worked in changing attitudes or behaviour. For example, retail and leisure design concepts are often researched before they are launched, and tracking studies can demonstrate significant shifts in attitude as a result of a new corporate identity or pack.
- Sometimes clients estimate how quickly the investment in design has paid for itself through increased revenue. A payback period is an excellent way of measuring effectiveness, especially if compared with equivalent payback periods for advertising, sales promotion, or other marketing spend.