

DBA Sponsorship 2012

To discuss partnering with the DBA,
call John Scarrott on 020 7251 9229
or drop a line to john.scarrott@dba.org.uk

For further information on the DBA
visit www.dba.org.uk

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Introduction

Ever since its launch in 1986 the DBA has been for the design sector, by the design sector. Design business become members of the DBA for many reasons, but nearly always because of the type of business that they are, the values that make them tick. Amongst other things, being part of the DBA helps them to live these values.

As businesses, the members all possess certain qualities that make them stand out from the crowd. They sign up to a code of conduct when they join that includes a commitment to following a set of best practice guidelines. They aim to achieve effective design solutions to better their clients' business; a high level of competence in providing measurable value for their clients' investments; accurate and clear financial reporting; commitment to salaries and charge-out rates in line with UK benchmarks; the ongoing professional development of staff and a high degree of confidentiality and professionalism

They also think about the bigger picture in terms of the future of their industry and the issues affecting it. They care about raising standards and improving aspects of their industry and believe they have a part to play in achieving this change.

Does this sound like the type of design company that you'd like to do business with?

By sponsoring the DBA you connect your business with the highest quality of customer. What's more, you can connect with them on the values that you share. You can show that, in addition to selling to this market, you are equally keen to invest in its future. A DBA sponsorship gives you the platform and channels to make that claim with legitimacy and integrity.

I hope that the following information allows you to see the opportunities that a DBA sponsorship could unlock for your business and I look forward to speaking with you in the future.



John Scarrott
Director

Why become a DBA sponsor?

1. The quality of the audience

The DBA membership is a 100% qualified audience of key decision makers in 400 design businesses, employing 5000 staff who are serious about their businesses and rely on their DBA membership to get to where they want to go.

100% qualified

DBA member businesses pay on average £1220 per annum to be part of the DBA. Compared with other subscriptions, this is a significant commitment for them to make.

On top of this, they must meet criteria to be members:

- Supply 2 client referees who give positive feedback.
- Be in business for at least 1 year
- Make at least 50% of their income from providing design services
- Be based in the UK

Once members join we deliver on their expectations and they stay members:

- 87% of DBA members renew each year.
- On average members have been members for 7 years.

Key decision makers

The DBA has strong relationships at a senior level within members businesses:

- 58% of the audience work at Director, MD or CEO level
- 73% of the audience have a managerial job title or above

Serious about their business success

DBA members sign up to a code of conduct that includes a commitment to the following:

- Best practice to achieve effective design solutions to better their clients' business
- Competence in providing measurable value for their clients' investments
- Accurate and clear financial reporting
- Commitment to salaries and charge-out rates in line with UK benchmarks
- Continuing professional development of staff
- Confidentiality and professionalism

Highly engaged with the DBA

Engagement of members can be measured in their use and contribution to their membership:

- 120 members are PQQ ready on the Directory
- 100 enter Design Effectiveness Awards
- 100 complete the Charge Out Rates and Salary Survey
- 150 members use the DBA in their marketing
- 1000 staff attend events and training annually
- 125 use legal, financial or business help-lines
- 130 contribute financially to DBA projects above and beyond membership fee
- 200 contribute their time to DBA initiatives

2. The quality of the channels that we offer your business means you can develop:

- Increased familiarity and awareness of your brand with a high quality audience
- Learn and develop your understanding of what you can do for them.
- Build an expert positioning through thought leadership opportunities
- Differentiation for your business, on its motives, standards and as a trust brand
- Shows you see the bigger picture- beyond the next sale. You're willing to support the sector. Shows that you support the future of a market that you depend on.

Our members

By becoming a DBA sponsor, you can position your business to our highly engaged audience of design businesses. We'll take you to over 2000 design agency contacts with an emphasis at the senior end of the business. In addition you'll be seen by 2700 agency contacts in other design agencies and opinion formers working with us. Whether members or non-members they value the work of the DBA and the contribution that it makes to their sector and their individual businesses.

Geography

Region	Members	%
London	185	47
South East	59	15
South West	25	6
Midlands West	13	3
Midlands East	12	3
Eastern	19	5
North West	22	6
Yorkshire & Humberside	22	6
North East	7	2
Scotland	18	5
Wales	5	1
Other	3	1
Total	390	100

Headcount

Staff	Members	%
1	14	4
2-3	39	10
4-10	175	45
11-20	90	23
21-50	59	15
51+	13	3
Total	390	100

Average turnover of a DBA member	£1.5million
Average turnover per head of DBA members	£91,000
Average lifetime of a DBA member business	15 years

Design areas that our members work in

Discipline	Members	%
Branding	268	69
Digital	252	65
Exhibition	194	50
Graphic	264	68
Internal communications	160	41
Interiors	105	27
Packaging	190	49
Product	50	13
Service design	175	45
Other	244	63

The work they do.....**Branding:** brand implementation, brand strategy/management, corporate identity, naming.**Digital:** digital strategy, email marketing, multimedia, SEO, social media, websites.**Exhibitions:** conference/trade shows, display, live events**Graphic:** annual reports, books and literature, promotional literature, technical literature**Internal:** internal communications**Interior:** corporate, domestic, exhibition/museum, health, leisure, restaurant/hotel, retail**Packaging:** branding/naming, new product development, on pack promotions structural**Product:** consumer, ethnography, human factors, industrial, model making, prototyping.**Service/Information:** information design, service design, signage, way-finding.**In addition to their core service areas:** advertising, research, PR, copywriting.**Membership job title breakdown**

We all know they hate job titles but when we managed to pin them down, here's what they said:

Director

CEO/Chairman	44
Managing Director/Partner/Principal	282
Creative Director/Design Director	245
Account Director	59
Marketing Director	59
Client Services Director	54
Department Head	50
Business Development Director	31
Other Director	429
Total	1253

Manager

Account Manager	88
Business Development Manager	42
Project Manager	48
Production Manager	20
Other Manager	120
Total	318

Executive

Designer	203
Senior Designer	99
Marketing/New Business Executive	22
Other Executive	44
Total	368

Administration

Finance	59
Accounts	42
Office administration	44
Studio Manager	34
Other	26
Total	205

Total **2144***In-house figures correct as at July 25th 2011

By Geographical region

London

1977 Design
20/20 Ltd
300million
400 Communications
A Fish In Sea Limited
AIG: Applied Information Group
Air Design
Airside
Allies
Anthony Dickens Limited
Appetite
Aricot Vert
B&B Studio Limited
Barlow Doherty Limited
Bear Design Limited
Bell Design & Communications
Bentley Holland & Partners
Berghind Joseph Limited
Blacksheep Creatives Limited
Blast Design Ltd
Bloom Brand Design
Blue Dog Design Limited
Blue Goose Design Ltd
Blue Marlin Brand Design Limited
Bostock And Pollitt Ltd
BPDS Creative Ltd
BR&Me
Brandhouse
BrandOpus LLP
Build
Carter Wong Design Ltd
Casson Mann Ltd
Circle
Clinic
Cog Design
Cogent Design
Coley Porter Bell
Column Communications Ltd
Colville-Walker Limited
Communication By Design Ltd
Conran Design Group
Core Design
Corporate Edge
Cowan Creative & Logic
Creative Leap
Crumpled Dog Design
Curious Limited
D4B (Design For Business Ltd)
Dalziel & Pow Design Consultants Limited

East Midlands

BrandFour
Creed Design Associates
Cygnus Associates Ltd
Equator
Gavin Willis Art Direction Ltd
Liquid Agency UK
Michon Limited
Northbound
Optima Graphic Design
Purple Circle Design Limited
Standout
Stocks Taylor Benson

West Midlands

Boxer Design Consultants
Bwa
CCL
Exesios Ltd
Green Room Retail Design
Green Square Brand Design Limited
HTDL
Parenthesis
Rawww
Smart Ideas Design Consultants
Switch Design Consultancy
Whitehouse Mainwaring Design Consultants

South East

1HQ Product
2LK Design Ltd
Acumen Design
Alexony
And Limited
Ape Creative
Biles Inc
Bite CP Limited
Blaze Design
Brash Brands
Buffalo
Caulder Moore
Chaos Design Ltd
Clear Signal
Cohesion Design Services
Cox Design and Planning
Creative Uncle Limited
Designhouse
Designlab Ltd
Direct Design & Packaging Ltd
DirectionGroup Limited

DBA Design Co
Deep LLP
Design Business Association
Design By Structure Ltd
Designcorp
Dew Gibbons
DogStar Design
Dragon Rouge
Echo Brand Design
Embrace Brands
Engine Service Design
Epitype
Ergo-ID
Event Communications
Evolve Agency Limited
Fabrik Brands Limited
Factorydesign Ltd
Family (And Friends)
Fat Frog Design Ltd
Felt
Felton Communication
Firedog Design Limited
Form
FOUR IV
FW Design
GDC
Grain Creative
Haberdashery London LLP
HM Revenue & Customs
Hodgkinson & Co
Honey Creative
Household
HSAG Design Limited
Hudson Fuggle
IC Design Ltd
Identica
Identity Limited
Imagination
Ingredient
Interbrand
Interstate Associates Ltd
JHP
Jog Ltd
JohnstonWorks
Jones Knowles Ritchie
Kimpton Creative
KinoDesign
Knifedge
Lacock Gullam
Landau Reece
Landor Associates
Langsford Corporate Design Ltd
Leahy Brand Design Limited
Lewis Moberly
Lippincott

Ferrier Pearce
Fieldwork Design Consultants
Firebrand
Flipside Group
FST The Group
Fulton
Glow
Graymatter Ltd
Greenfisher Limited
Holmes & Marchant
Hothouse Product Development Partners
JDO Limited
Mackerel Ltd
Mark-making Ltd
Minale Tattersfield
Morning
Nucleus Ltd
OceanBarefoot
Oculus
One LTD
Pauley Creative Ltd
Reed Business Information
Reef Communications Limited
Rees & Company
Roc Design Limited
Rodd Design Ltd
Squeeze Design Ltd
Swag Design
The Alloy Total Product Design
The Blueprint Design Company Limited
The Design Collective
The Liquid Way Ltd
The Paul Martin Design Co Ltd
Touch Design Limited
Waitrose Limited
Watermark Products
Wave Design
White Total Design Ltd

South West

Absolute Graphics (Cornwall) Ltd
ArthurSteen HorneAdamson
Bos
Brand Tonic
Design Activity Limited
Design IQ Limited
Designrock Limited
Duttons Design
Gendall Design
Greenland Studio
Home
Ignition DG Ltd
Kinneir Dufort Design Limited
Matter NPD Ltd
Mytton Williams Ltd

Living Group
LKK Innovation
Lloyd Northover
Lothar Boehm
Lumen UK Limited
Make It Clear
Mammal Ltd
Maxwell Rogers
McQueen Consultancy Ltd
MultiAdaptor
Navig8
Navyblue Design Group
NB Studio
Nick Bell Design
Nude Brand Creation
Optimism Design
OPX
OTM
PA Consulting Group
Pancentric
Path
Paula Snell Design
Pearlfisher
Pemberton & Whitefoord Design Consultants
Phoebus Associates
Point 6 Design Limited
PriceWaterhouseCoopers
Prospect
Purple Creative Consultancy
Purpose Design Consultants
Quinine Design
R Design
Red Leader Industries limited
Red Letter Design
Red Stone
Redcow Creative
Roundel
Rufus Leonard
SampsonMay Design
SELF Creative
Siegel+Gale Ltd
Sinclair Communications
Smith & Milton
Socio Design
Spotspot Limited
Springetts Brand Design Consultants Ltd
Spy Design & Publishing
Studio DB Ltd
Studio Roso
Stylorouge
Tangerine Direction And Design
TGV Design & Marketing
The Brand Union
The Chase Creative Consultants Limited
The Cube Concept Limited

Osborne Pike Ltd
Positive
Reach
Revolting Limited
Robson Dowry Associates Limited
Salad Creative
Sheard Hudson
Studio Six
Taxi Studio Limited
Village Design & Creative Marketing Limited

East of England

Acuity Think Sharper Ltd
Anoo Design Consultancy
Bonfire Creative Intelligence
Creative Sponge
Format Words Limited
FRASERS
Fresh Lemon
J2 Design Marketing Internet Ltd
LA Design
Logic Design
Minima Design
Preview Cromatic Ltd
Spring Design & Advertising Limited
St Cross
The District Ltd
Thirdperson
Turton Middleton
Williams Lea Ltd
Zeal Design Limited

Yorkshire and Humberside

Arris Ltd
B&W Studio Limited
Blacksmith Design Consultancy
Coolpink
Design It
Elmwood Design Limited
Firsthand Design Ltd
Gratterpalm Design Group
HMA Digital Marketing
Kilo 75 Limited
LazenbyBrown
The Engine Room Design Company Limited
The One Company
The Workshop
Thompson Brand Partners
Thought For
United By Design
Visuality
White Space Communications Limited
Words & Pictures (Commercial) Limited
WPA Pinfold Ltd

The Forest Studio Limited
The Open Agency
The Partners
The Pink Group
The Superyacht Art Agency
The Team Brand Communication Consultants
The Workroom Design Consultants
The Yard Creative
Together Design
Top Banana
Totality UK Limited
Turnbull Ripley LLP
Turner Duckworth Design
Twist Design
Typematic
Uffindell West
Undercurrent
Underscore
View
Vivid Brand
Westhill Communications
White Design
Wire Design
Wonderland WPA
You-us Ltd
Zephyr

Scotland

39 Steps
4c Design
999 Design
Fearsomengine
Front Page Design
Good Creative
GP Wolffe
Graphical House
H & A Graphic Design Ltd
Kindle Design Ltd
Moriarti Design & Marketing
Mortonward Ltd
Nevis Design Consultants
O Street
Stand
Suisse Design And Art Direction
Tayburn Ltd
Tsuko Limited

Wylde By Design

North West

2am Creative Limited
Ahoj Creative
Bolland & Lowe Ltd
Clock Creative
Glorious Creative
Hemisphere Design & Marketing Consultants
Liquid Solution Limited
LOVE Creative Ltd
Oneighty Limited
Raw Design Studio
Reform Creative Limited
Smiling Wolf
Start JG Limited
Studio North Ltd
The Hub
The Market Creative Consultants Limited
The Neighbourhood
True North
Uniform
Vivid Limited

North East

Blumilk
Infinite Design Consultants
Inscape Design Ltd
Octo Product Development
Projector Brand Communications
TDG The Design Group
Warm Design Limited

Wales

Blah D Blah Design Limited
Ethos RH Ltd
FBA Ltd
James Good Limited
Mad Hen

The sponsorship packages

We offer 3 levels of engagement for business looking to connect with design consultancies. All packages give sponsors 1 year of value from sign up.

Bronze

A fantastic package that enables you to harness the values of being a DBA supporter to your brand, including sponsorship of the Design Effectiveness Awards, aligning your brand strongly with the values of the awards both in the lead up to the event, the networking opportunities on the night itself and post event.

What's included

Use of DBA Supporter logo for 1 year from sign-up

Use of DBA Supporter statement for 1 year from sign-up

PR around joining as a Supporter

Advertising on the DBA site in the Supporters section to promote your expertise and member specific offers to the DBA membership

Category sponsorship of a Design Effectiveness Award

Leading up to the event

Button on DEA website with link to your sponsors statement and your website for one year
Logo on all promotional emails sent to members and non-member audiences
Logo on event tickets

On the night

Four complimentary tickets to the DBA Design Effectiveness Awards Ceremony
Logo on menu, table-plan, AV sequences on sponsors banner and on banner with Gold winner from category
Present your Award to the winner of your category
Sponsors area in champagne reception to meet and host guests plus banner

Post event

Supporters message in the Design Effectiveness Awards book of the night
Logo credit on HTML email to member/non-member contact list with winners
Supporters sound-bite slot on Awards night video montages of action from the night
Pack sent to winners on how to maximize their win- supporters statement and logo in pack
Logo on case study banners/sponsors banner used at events around the UK in following year

Thought leadership on the DBA website

Publish 2 800-word pieces accessible from your Supporters page with DBA tweets when they're loaded and promotion in DBA News Bulletin (from November 2011)

Direct mail to DBA member key contacts

One direct mail opportunity to DBA members (sponsor to supply) DBA to approve
Offer your clients informative DBA events at DBA member prices

Market value	£8650 Based on comparable market value media spend
Package price	£5500
Less 10% discount for payment in advance	£4950

Silver

The next package up includes all Bronze elements plus branding and promotion opportunities around the DBA's respected events programme, extra places at the Effectiveness Awards and additional thought leadership opportunities.

Events

Pre events

Logo appears on DBA's monthly Training and Events Ezine with link to your site
Supporter credit on reminders to DBA/Non DBA database (x12)

At the events

Your logo on event materials to delegates (synopsis, speakers intro and feedback forms)
Verbal credit in introduction to all events recognizing and thanking supporter
Supporters' statement on banner at all events explaining your connection to DBA
Flyer supplied by you to go into all delegate packs and be positioned at the event
2 free places at each event to network with attending businesses or offer to your clients

DBA Design Effectiveness Awards Extra places

Six additional complimentary tickets making a table for ten.

Additional Thought leadership

Publish an additional 2, 800 word pieces written by you accessible from your sponsors page with DBA tweets when they're loaded

Market value	£17930 Based on comparable market value media spend
Package price	£9445
Less 10% discount for payment in advance	£8500

Gold

All of the above elements plus an exclusive association for one year with a major DBA project (Mentoring, Salary Survey, Experts Register or Webinar programme)

In association with credit on project (eg. DBA Webinars in association with...)
Solus logo and sponsor's message to appear on relevant area of website
Sponsors message on all communications associated with project
Webinars for one year (minimum 12 webinars)
All emails to membership/non members promoting webinars
Sponsor credit on webinar to signed up members (x12)
Sponsor credit on archived webinars available free to members and also to non-members

Market value	£23040 Based on comparable market value media spend
Package price	£14000
Less 10% discount for payment in advance	£12600

2011 Design Effectiveness Awards Categories

Launched in 1989, the only client judged awards scheme to award winners on the proof of the contribution of design to the success of a business. As such it is the awards that both agencies and clients use as a genuine barometer of the success of a piece of design. The awards take place on February 16th and in 2012 will be held at The Brewery.

Audience- 2010 figures

Total attendees: 452 Design: 286 Client: 166

Job titles

Director level from both sides ranging from Managing Director to Board level directors

Categories

Sponsor

Corporate/Brand Identity >£100,000

Arctic Paper

Corporate/Brand Identity <£100,000

Colyer

Packaging- Food

Packaging- Drink

Packaging- Other

Product

Museums, Galleries,
Events & Visitor Attractions

Design for Society

Digital

Point of Sale

Temporary Exhibitions

Internal Communications

Bluefin

Design Management

Stratton Craig

Materials Innovation Award

Knowledge Transfer Network

Champagne Reception

What our supporters say about us....

"We have been a DBA sponsor since 2007. Deciding to get involved with the DBA was quite a big step for us in terms of marketing spend and commitment. We chose to go ahead on the basis of the quality of clients that we could make contact with and also the value of the association with the DBA as a professional body- the standards they set for members are high and respected within the industry. Since becoming a supporter of the DBA we have built up our network of relationships in the design agency market, using the association to start conversations with agencies. We know this has led to new business that we would not have won had it not been for our relationship with the DBA."

Harriette Hobbs Client Director Stratton Craig

"Bluefin Professions is the recommended broker to the DBA for the provision of professional indemnity and business insurance. Our association with the DBA means that our name is well known to their membership, which gives us a solid building block on which to communicate and build relationship with members. As part of our relationship with the DBA we have been granted permission to use their logo on our website. The use of the logo gives a strong message of endorsement which we feel benefits us greatly. Similarly, the DBA have a specific Bluefin page on their website which serves as a great introduction to Bluefin and the products and services we provide."

Mark Westgarth Managing Director Bluefin Professions

What our members say about us....

"We're very proud of our ranking in the top three in the DBA Design Effectiveness Awards League Table. The Awards are the global benchmark of commercial effectiveness and we enter not just for the sake of it, but because it gives our clients the proof of quantifiable results they need." **Jonathan Sands, Chairman, Elmwood**

'I cannot thank you enough for your very excellent review of the Russian contract under the DBA free legal advice service. You have highlighted some very pertinent points of law and areas for us to act upon' **Peter Waring Global Director Equator Design**

"We feel that it is important for us to take a lead in shaping events and promotional activity in our region and nationally. Joining the DBA allows us to influence what they do and benefit both our organization and those around us." **Jerry Hall Finance Director The Design Group Newcastle**

"Entering the DBA awards is a *huge* thing for us, they are the epitome of why we are here as an agency; they show that strategic design really does add value to and can transform a client's business. I think its incredibly important for a body such as the DBA to exist for this reason, to acknowledge, support and celebrate the value of design in today's commercial world." **Victoria Zawistowicz Head of Operations , People and Development 20|20 London**

"We have used and referred to the DBA membership during pitches and on our website. We know it has had a positive effect on our clients." **Andrew Wishart Client Services Director Switch Design Consultancy Birmingham**

"Having a comprehensive, validated list of charge-out rates helps us to benchmark accurately – particularly useful when pitching for new business via PQQs. We now know that when a clients says 'you're a bit expensive', they're factually wrong!" **Tim Purvis Managing Director Bentley Holland**
"We had a question around negotiating a rebate with a procurement department. We called the DBA and they put us in touch with an expert who was able to give us the right information to negotiate successfully'. **Evey Mckenzie Client Services Director Chaos Design Guildford Surrey**

"We wanted to make sure our policies and procedures were correct . We contacted the DBA and they put us in touch with their procurement expert. He came in and we went through our information together. His knowledge and expertise was invaluable in helping get our policies up to scratch and win new business." **Nicola Dew Marketing Manager Purpose Design London**

"The great thing about the DBA Training is that it is clear that the DBA have researched what designers need to be learning and can present it back to the designers who often aren't sure what they need to be learning." **David Freer O Street**

"I am amazed at the savings we have made through the DBA insurance scheme- more than three times our total DBA membership fee! The service Bluefin provide is first class. We now have a policy tailored exactly to our needs which is cheaper and provides peace of mind."
Sue Redgate Finance Manager Purple Circle

"It soon became evident that having a completed Directory entry has been pretty useful. We can deal with remote client requests for policy documents at the drop of a hat because we've got all of the documents to hand. Using the Directory as a framework has enabled us to achieve something that we would not have done for years and helped us to define our business and what we're about. We've branded all of our policy documents so they carry our stamp. Finally, although fairly early days, being on the DBA Directory is starting to pay off. We've had several leads via the Directory, converting one of these into a piece of business, so we feel it's been very worthwhile." **Derek Johnston Family (and friends)**

"We were nervous about making the decision to take a firm stance on no free pitching but are delighted to say that not only have we not lost out on clients, we have gained respect from our clients for taking this stance. We currently have a client who chose us above various other agencies that had supplied ideas upfront and were not put off by the fact that we would not do any work for the pitch." **Paul Bremmer MD Exesios**

"I was looking for some advice in relation to protecting the IP of a brand name we had developed for a client and decided to use the DBA Legal Helpline. I was particularly happy with was the speed of response. I had a very helpful call with a lawyer on the same day I made the initial enquiry. The advice was really helpful, in that it reassured the agency that the job of protecting the IP (and doing necessary legal checks to ensure the name hadn't already been used/protected) was one for the client rather than us. I've found it really helpful to get a second opinion and peace of mind relating to important decisions."
Chris Conlan MD Love Creative

"We are an ambitious design agency and we have some pretty clear goals. We want to appear in Design Week's top 100 agencies. To do that we have to increase our fee earning capacity, get some household brands as clients and raise our profile. Being a member of DBA will help us achieve all these things."
James Good MD James Good Ltd

"I'm using the DBA Membership as leverage to separate out my offer from the others in the local marketplace. In the South West. The combined effect of PR around joining the DBA has been to improve my search engine optimisation enabling my business to appear on the first page of search results when a client searches for Design Business Association." **Michael Greenland MD Greenland Studio**

“We came away from the event reassured that what we were doing was the right direction to be moving. We learnt some things about how to tie up our developments on the financial side and gained industry specific aims on efficiency etc which we aimed to implement within our own practice.” **Webster Wickham MD BWA Studio**

“As MD I feel that the DBA Membership has made a difference to me and given me access to resources that I can filter down to the team e.g. Benchmarking survey has allowed me to re-think what we deliver and filter this strategy down through the team.” **Martin Carr MD True North**