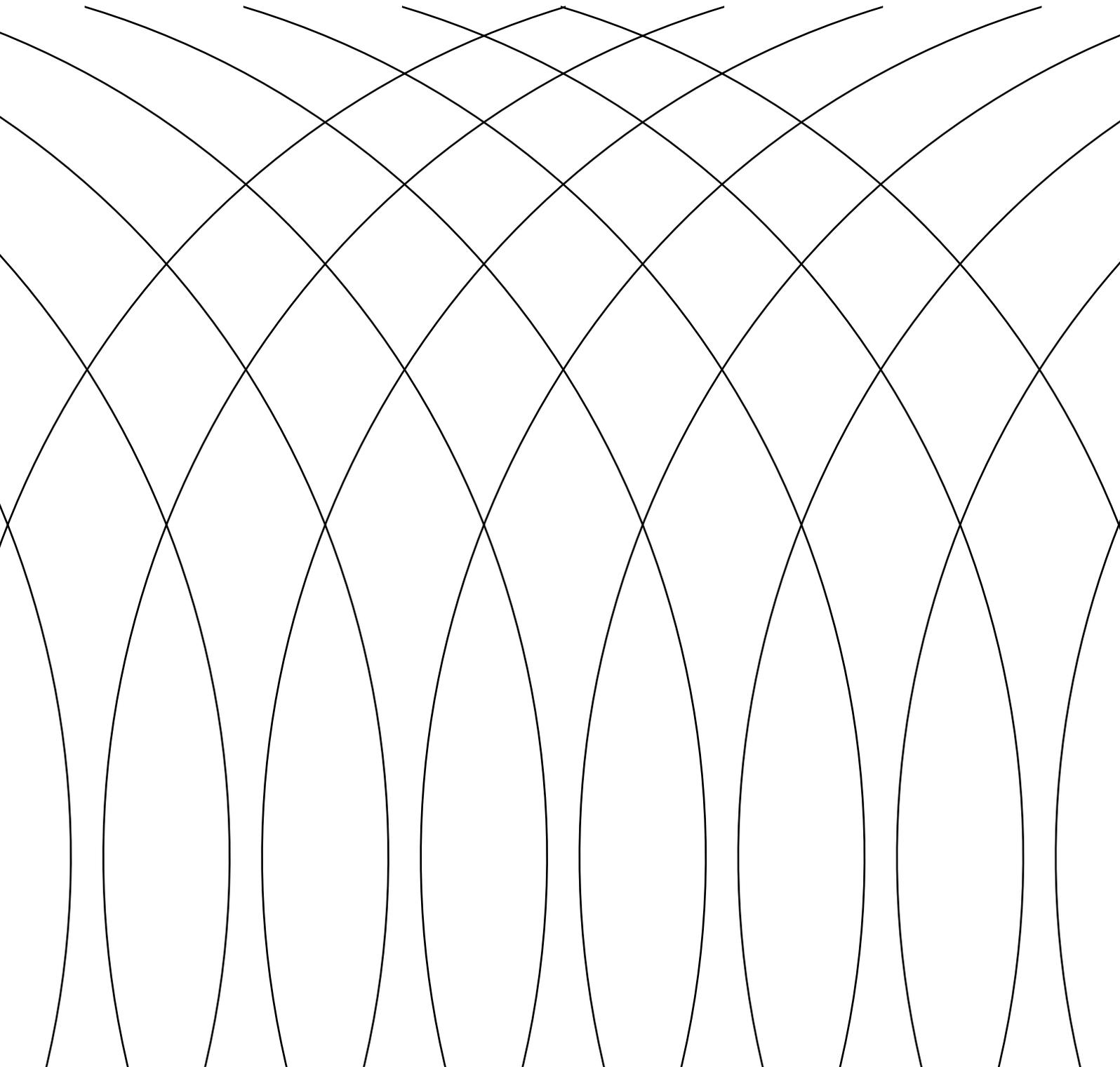

dba

effectivedesign.org.uk

**DBA Design
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Entry Pack**



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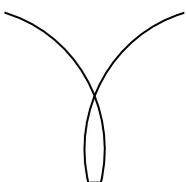
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Awards Entry Info

DBA Design Effectiveness Awards 2018

Effectiveness is an integral part of business. Just as entering the DBA Design Effectiveness Awards should be an integral part of yours.

Established in 1989, the DBA Design Effectiveness Awards position design in its rightful place as a potent business asset, and demonstrate the power of design to positively impact on businesses, public services and people's lives. Entries are rigorously judged by a panel of business leaders, ensuring that a win in these awards will provide you with irrefutable evidence to prove that the design work you commission or deliver can significantly add value. A win will prove that investment in your team is worth it.

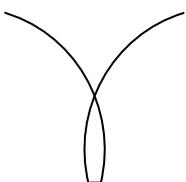
In this age of uncertainty and rapid change, where there's more choice, more competition and more awareness, design's ability to transform business to deliver competitive advantage and drive economic growth has never been more critical. Design, by its very nature, can take a challenge, identify opportunities and turn them into serious growth.

Strategically focused design can enable smarter systems and processes, better supply chain management, enhanced customer service, job creation, improved profitability and much more. Design has the power to turn around the fortunes of a struggling business, save jobs and boost morale; it can take a product from obscurity to being number one in the sector; and it can motivate and align stakeholders behind a brand, even when they are dispersed across the globe.

The case for design is comprehensive and profound. The DBA Design Effectiveness Awards crystallise that case.

But great design doesn't operate in isolation. The awards show time and time again how powerful the very best partnerships between business and agencies can be, and jointly recognise and reward both parties involved. The winners prove that no matter your industry sector, or whether an established global organisation, a public service, a charity or a micro-business design can significantly and positively impact on your success.

Disruptive SMEs and innovative big businesses have long understood the power of design in overtaking the competition. They embed design at the very heart of their businesses. But what of the design sceptics, how do you convince them? A win in the DBA Design Effectiveness Awards will galvanise your argument for design and empower you to deliver that argument with authority. It will enable you to prove that design – *your design* – delivers competitive advantage.



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Why enter?

Design is no longer enough – effective design is what matters.

By using commercial, behavioural, societal and broader business data to measure the effectiveness of design, these awards champion the role of design in business and play a critical role in proving to business and government that design is an investment, not a cost.

As a **design or marketing leader** responsible for commissioning and managing effective design, there is no better way to independently prove the commercial success of your work, demonstrating a worthwhile investment. A win will help champion the case for design within your business, provide a solid case for protecting and increasing your budget and help provide the evidence you need to start making design part of the conversation in the boardroom.

“Winning a Gold Design Effectiveness Award is a tremendous accolade for Twinings and our agency partner BrandOpus. The awards focus on the same goals we have as brand owners, and pinpoint the vital role strong design will always play in winning the public’s hearts and minds.”

David Spencer

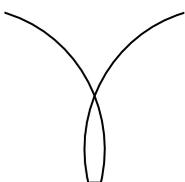
Marketing Development Manager
Twinings

As a **design agency**, a win will categorically prove your credentials as a business partner who can deliver commercially effective work. Alongside your creative credentials, you will differentiate yourselves as an agency that clients can trust to understand and align with their business objectives. You will join an elite group of businesses whose experience and expertise is demonstrated through their unique approach to solving complex business issues through effective design.

“The only way we can measure our success is by measuring the commercial success of our clients. The Design Effectiveness Awards recognise this and we believe our success with the Awards has helped to position us in our clients eyes as a leading strategic agency.”

Darren Evans

Design Director
Engine Room Design



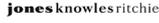
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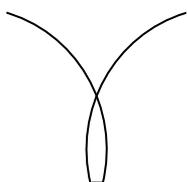
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Esteemed alumni



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What will a win do for me?

DBA Design Effectiveness Award winners see the impact of their win far beyond the glitzy ceremony and the addition to the trophy cabinet.

Winners are included in a global PR campaign, which draws upon the DBA's work in international markets. We promote winners through a PR campaign that targets business and consumer publications and elevates your company as one to watch.

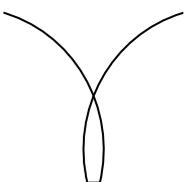
You'll be able to use the winners logo; display it proudly on your website, across your corporate communications and use it rightly as the marque which demonstrates why investment in design delivers tangible return on investment.

DBA Design Effectiveness Award winners stand out as inspirational leaders in delivering good practice in commissioning, briefing and executing design excellence. A win not only identifies and rewards the people who were instrumental in delivering the greatest return on investment, but also positions your business as a leading place to be – helping to attract the right people to grow it.

Your winning case study will be displayed on our effectivedesign.org.uk website, providing the opportunity for you to profile your work in detail, telling the compelling story of how and why your business delivers. It's an invaluable resource for the design and wider business industries, as well as a vital business development tool for you.

These awards are judged by CEOs, CFOs, CDOs and CMOs of FTSE 500 companies, through our rigorous three stage judging process, and your win will talk their language.

Winning a DBA Design Effectiveness Award is an independent acknowledgement and irrefutable confirmation that your business commercially delivers. It's the benchmark by which all design expenditure will be measured and speaks volumes into the conversations of the boardroom.



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What will a win do for me?

"The Design Effectiveness Awards are incredibly important for our industry, they are one of the few accolades that recognise the positive commercial impact design has within business. Our wins have highlighted to our prospective clients that design investment can return huge value to their organisations when aligned with their business strategy."

Jim Blyth

Managing Director
Alloy

"The DBA Design Effectiveness Awards are valuable when evidencing the positive impact of our work as a Service Design Consultancy. The process of collaboratively developing the submission and sharing the accolade with the client adds further credibility. Our success at the awards has been energising for the business and adds another dimension to the outcomes we strive for from the outset of every project."

Paddy Whiteway

Client Services Director
Engine Service Design

"The DBA Design Effectiveness Awards bring together the agency and client in a demonstration of the spirit of collaboration. Both want to share the success of a project, both are proud of creating something innovative, attractive and useful, and both want to celebrate a great result. These Awards necessitate the sharing of metrics, often so carefully guarded, and this openness truly brings alive the value that great design has on brand and commercial performance."

Julie Oxberry

Managing Director and Co-Founder
Household

"Design can be an immensely powerful business tool when it is managed effectively. In contrast to other competitions, where visual treatment alone is evaluated, the criteria required to win a DBA Design Effectiveness Award is clear, measurable and rigorous. We have won ten awards that have helped foster strong, trusting relationships with our clients, who appreciate the kudos and PR value of winning an award."

David Robinson

Director
LA Design

"Within the LEGO Group, we have two large internal creative agencies. It is vital they stay relevant and sharp. Within the Shopper Marketing Agency, we identified a way to stay sharp was to benchmark ourselves against the best in class. Entering and winning a DBA Design Effectiveness Award was a fantastic way to engage and motivate our teams and benchmark our capabilities. It also provided a great opportunity to celebrate success too!"

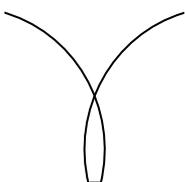
Geoff Smyrk

Head of Shopper Marketing Agency – UK
The LEGO Group

"Winning a DBA Design Effectiveness Award is a great achievement for Lloyds Bank and our design partners MWorldwide. Great design for us is about connecting with our customers and providing great service they want to come back to. Being recognised for our success in this by the DBA Design Effectiveness Awards has truly enhanced this achievement."

Paula Rowntree

Head of Branch Formats & Design
Lloyds Banking Group



**DBA Design
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Introduction**Awards****– How are the awards judged?**

- What can I win?
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**Entry
Info****How are the awards judged?**

The DBA Design Effectiveness Awards recognise projects that demonstrate design's tangible and significant effect on a business. Entrants must present proof beyond doubt that the business problem was solved by design.

During the judging process, results such as profitability, sales, market penetration, distribution, staff morale and market share are considered against the initial brief. Were sales targets outperformed? And if so, by how much? Was company turnover affected? Did the new design cut print and production costs or otherwise impact profit margins? Did the design have social or behavioural implications? If so, what were they? How long did it take for design to deliver a return on investment?

Each entry is judged on its own merits, and not by comparison to other entries.

So there are an unlimited number of Gold, Silver and Bronze winners. This means that the field for entrants is wide open. Even if this is your first year of entering, there is nothing to stop you from taking home a Gold. It's all about what your work achieved, and how it met the specific objectives outlined in your case, not how it compares to someone else's work.

DBA judges are senior business figures who have been carefully chosen for their business experience and acumen.

Stage one

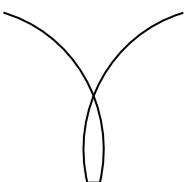
The first panel of judges will review each entry to determine whether it meets the standards required to win an award. You can find out what the judges are looking for on page 10.

Stage two

The second panel of judges will decide the level of award each short-listed entry should win depending on the strength of the case. Bronze, Silver and Gold Awards will be presented at the Awards Ceremony in February. The Bronze, Silver and Gold Awards recognise and reflect the achievement of all the entries that reach this stage.

Stage three

The third panel of judges are all chief executives from FTSE 100 and design-driven companies. They will select the winner of the Grand Prix from amongst the Gold Awards.



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What can I win?

Winning a DBA Design Effectiveness Award isn't easy and each entry is put through a rigorous judging process and evaluation of the data provided. The judges only reward those cases which categorically demonstrate that the design led to the results achieved, clearly extrapolate the impact of any other influencing factors and make a logically argued case for design effectiveness. It is fundamental for winning entries to show their results are measured and proven within the wider commercial context in order for the judges to assess the significance of the results and the scale of impact achieved by the design.

Bronze

Bronze awards will go to projects that have conclusively proven design's contribution to the commercial success of the project and delivered a strong return on investment.

Silver

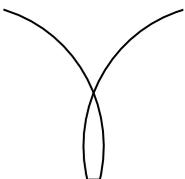
Silver awards are reserved for excellent examples of design effectiveness. They will have provided impressive evidence to prove the design work exceeded expectations and led to significant business results.

Gold

Gold awards go to really outstanding projects that have provided unquestionable and considerable evidence of exceptional design effectiveness and results.

Grand Prix

The Grand Prix is presented to the winner who the judges feel demonstrates the most significant and impressive evidence of design effectiveness. The Grand Prix will be chosen from the Gold Award winners.



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How do I enter?

Step 1

Choose a project you feel displays real effectiveness and if you haven't already, start the conversation with either your client or agency about entering. Early commitment will aid the process.

Step 2

Read the entry pack fully and take advantage of wider resources, such as our tips for success and previous winning case studies, which can be found at effectivedesign.org.uk/be-a-winner/tips-for-success

Step 3

Follow the supplied entry format on page 13 to compile your submission and carefully follow the instructions, including the word counts specified for sections. Read the rules on page 15 and make sure your entry conforms.

Step 4

Submit your entry online at: effectivedesign.awardsplatform.com by **5pm GMT, 30 June 2017**. Late entries cannot be accepted and no exceptions will be made. There will be no deadline extension.

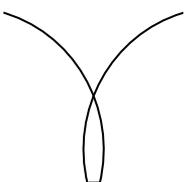
Early bird discount

You can save £100 off your total entry fee paying by 5pm GMT, 26 May 2017, however your entry does not have to be completed by this date. Your entry will need to be completed and submitted online by the final deadline date at **5pm GMT, 30 June 2017**.

Industry sectors

The DBA Design Effectiveness Awards are not awarded in traditional design categories or disciplines. Instead, projects will be classified by the industry sector the commissioning business sits within. You will be asked to select the relevant industry sector for your project on the online entry form and more guidance will be provided there.

As always with these awards, your entry will be judged on its own merits; on the strength of the case you make for design effectiveness. Your entry is not compared to any others and the industry sector classification does not affect the judges' decision in any way.



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What are the judges looking for?

The judging criteria

In these awards, effectiveness is measured in terms of commercial, behavioural, societal and broader business benefits achieved and is not related to standards of aesthetics or 'good' and 'bad' design.

The key judging criteria are:

Clarity of presentation

How well-written, structured and presented is the case? Clear, concise entries will deliver a stronger message.

Cause and effect

Proof beyond reasonable doubt of a cause and effect between the design solution and the results. Evidence of the targets set in the original brief against the results achieved is key.

Clarity of results

The judges are not looking for an in-depth analysis of why a particular design solution was chosen but evidence of what results were achieved. Results provided must link back to a clear set of objectives.

Scale of effect

Proof of the significance of these results in the relevant business/market context. Winning entries often describe design projects that have had a significant impact on business performance in a broad context. For example, a product or identity that creates new business and jobs and captures a significant share of an existing market could be relatively more significant than an entry describing only an increase in sales. A 300% increase in sales in a booming market may be less significant than a 5% increase in a saturated one. A design that turns a whole company around is more significant than one that adds a modest increase to sales.

Project performance

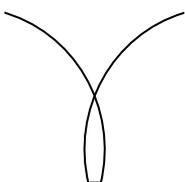
The performance of a re-design can be evaluated against the performance of the old one. For new designs, however, entries must aim to describe:

- The expected performance against market norms or against competitive products and companies.
- How the design compared with market testing of alternative designs. If this information is not available, other evidence must be given to support the claim that the entered design achieved the results claimed.

Research after the launch may help to establish a causal relationship between the design and its effectiveness. If post research is used, it is vital that proper methodology has been used and that the data really proves what it purports to prove.

Explanation and proof of effect

A project's success must be linked to a measured fact rather than an assumption. Use factual research to substantiate your claims (wherever possible this should be independent of client and consultancy). It is not enough to simply state that "sales went up by x percent" after the introduction of a new design. Most products or services are impacted initially from design attention upon launch. Was it sustained? Did the brand retain its increased level of performance and for how long?



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What are the judges looking for?**Sustainability**

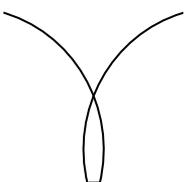
We are looking for fully substantiated, interesting and impactful stories around the issue of sustainability this year. If your design has specific environmental benefits, if the impact on end users' attitudes and behaviours is significant and sustained, please include full details within the summary of results section of your case study. For example, if there was a carbon saving because a product was made more lightweight, how was that benefit weighed up against the impact on recyclability? Research methods, your decision making process and the measurable results achieved will be important to supporting your case in this area. Please see effectivedesign.org.uk/be-a-winner/entry-criteria for more information around sustainability and environmental impacts.

Other influencing factors

The effect of the design must be isolated by also evaluating the effect of other influencing factors. You must identify any factors that might have contributed to the success of the project other than the design. For example, market trends, fads, cultural shifts, major events, advertising, industry regulation changes, legislative changes, direct mail or PR campaigns could have influenced the overall success, so it's important to extrapolate the impact of this activity from the contribution of the design. A lack of convincing information will go against your entry.

Don't leave the judges with unanswered questions. They will be aware of any influences, positive or negative, in a given market or sector during the previous few years, so don't leave these unaddressed if they impacted the performance of your entry.

For examples of other influencing factors, review examples of well-written case studies at effectivedesign.org.uk/be-a-winner/tips-for-success



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What are the judges looking for?

A note on using data in your entry

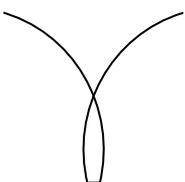
Always indicate sources of statistics or other information quoted, including the client and independent sources such as Nielsen. Imprecise information is inadequate; for example, 'sales went up more than expected'.

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.

Sometimes businesses 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.



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Entry format

You will need to follow the entry format outlined below to compile your submission, ensuring you carefully follow the instructions on what details to include for each numbered section.

In all instances where a word count is specified, you must clearly state the number of words written. Word counts should not be exceeded. As a guide to expected style and the amount of detail required, review previous winning case studies at effectivedesign.org.uk/be-a-winner/tips-for-success, where we have highlighted examples of particularly well-written, clear and concise submissions.

1/ Submission title page

- Submission title
- Industry sector
- Client company
- Design consultancy
- Submission date
- One colour image
- ‘Confidential – not for publication’ or ‘For publication’

The title page of your entry must explicitly show whether an entry is confidential or not. Confidential entries must be clearly marked ‘Confidential – not for publication’ on the cover. If they are not clearly marked, the DBA is not liable if the entry is published. It is not sufficient to mark confidential elements within the body of your case study as confidential.

If you are submitting a confidential entry, you must also supply one non-confidential copy clearly marked ‘For publication’. If only one version is submitted then it will be assumed that these are available for publication however they are marked.

Confidential versions will only be seen by the judges.

2/ Executive summary – Max. 300 words.

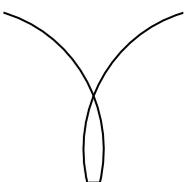
Describe what you are submitting and summarise the achievements of the project. This is your opportunity to capture the judges’ attention and highlight what makes this a stand-out project in your opinion.

3/ Project overview – Max. 850 words.

- Outline of project brief
List key business objectives as bullet points – what was the business challenge that needed to be solved? What was the scope of the project at the outset? Include the extent to which the project required upfront strategic thinking that resulted in the development of the brief. This is crucial information for the judges when assessing the results of your work in relation to the original scope and brief.
- Description
Include the background and details of the product/service and company.
- Overview of market
Include any obstacles/challenges faced.
- Project launch date
- Size of design budget and production costs
Project or design fees should be separated from production costs. If pro bono work was undertaken, the cost of the studio hours not charged to the client must be included here.

4/ Outline of design solution – Max. 500 words.

Include how the solution was arrived at and what it set out to achieve.



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5/ Summary of results

Detail all the results achieved by design under the relevant suggested headings and supply your own headings as necessary. Be sure to contextualise market data.

In this section, the judges are looking to be able to relate the results back to the original objectives of the project. How do your results stack up against the objectives? Was the original scope of the project exceeded?

Any graphs or diagrams should be included in this section.

- **Increase in sales**
By percentage but preferably with amounts.
- **Improvements in staff morale**
As measured by reductions in absenteeism, improved productivity, changes in staff behaviour etc.
- **Reductions in production costs**
By percentage but preferably with amounts.
- **Increases in market distribution**
Additional outlets taking the product.
- **Increase in market value**
By percentage and/or financial value.
- **Increases in market share**
Against competitors' products/services, or penetration of key consumer groups or geographical areas.
- **Increase in footprint**
- **Change in spending patterns of target market**
Measured by surveys or other definable methods.

- **Increased levels of engagement**
- **Improvements in consumer attitudes or behaviour**
Reductions in violence towards staff, reductions in theft etc.
- **Improved conversion rates**
Increased sales per mailshot, or exhibition stand, sales per lead etc.
- **Improved recruitment**
Quality of applicants, lower staff turnover rates etc.
- **Environmental impact and sustainability**
Either in relation to the object designed, or the effect/influence on people's attitudes and/or behaviour. Please see the note on page 11 of this document.
- **Other**
Please specify.

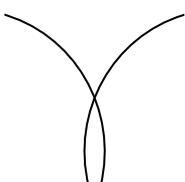
6/ Other influencing factors

You must identify any factors that might have contributed to the success of the project other than the design. Examples of other influencing factors are listed on page 11. If other factors didn't influence your results, show how and why they didn't.

This section is extremely important to the validity of your results, and a lack of convincing information will go against your entry. It is highly recommended that time and effort is spent compiling this part of your entry.

7/ Research resources

List research, audit or market data and sources as appropriate to validate your results.

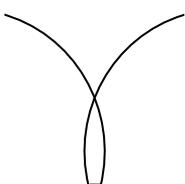


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Rules of entering

01. Entries must be submitted online by **5pm GMT, 30 June 2017**. After the deadline no further changes will be accepted. Late submissions will not be accepted. There will be no deadline extension.
02. All entries must be made online and submitted in the form of a branded report, portrait, written in English and A4 in size. They should be a maximum of 12 A4 sides in length and comply with specified word counts. If the submission exceeds 12 sides of A4, the additional pages will not be circulated to the judges.
03. The project may have been launched at any time, however, your entry must include some up-to-date evidence, collated after 1 January 2016.
04. If you have any confidential data in your case study you must submit a 'Confidential – not for publication' and 'For Publication' version of the entry. This wording must be included on the cover of your entry to indicate which version it is. If cases are not clearly marked the DBA is not liable if the entry is published. If only one set of materials is provided then it will be assumed that these are available for publication however they are marked.
05. Entrants must supply a minimum of three and a maximum of five images of the project, along with logos for both client and agency. These should be supplied as 72dpi.jpgs online. Once you have submitted your entry online, please supply, on a clearly labelled CD or USB, the same images which are at least 300dpi.tiffs and A4 in size. If you include any context setting images, which feature someone else's work, the entrant must have permission to use these images and they must be labelled. These images must be sent to DBA Design Effectiveness Awards, 35–39 Old Street, London, EC1V 9HX.
06. Each entry must be finally approved, before submission, by the design agency's principal/managing director or equivalent, and by an appropriate senior executive of the client. The names of these individuals should be entered into the online form. Once these names have been entered they have confirmed they have complied with these rules. DBA may assure all these individuals have all necessary authority.
07. Entries submitted into the Awards should be honest and truthful and comply to the rules. Any entry that is found, subsequent to judging and/or the Awards Ceremony, to have included false or misleading information may be disqualified and/or have its Award withdrawn. By entering the awards, entrants are confirming that the works they submit contain no personal data which would be governed by the Data Protection Act 1998. No works submitted should contain any libellous or obscene material, nor anything which infringes the intellectual property rights of others.

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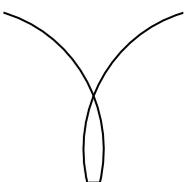
Entry

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Rules of entering

08. The decisions of the judging panels are final and no correspondence will be entered into at any point in the process.
09. You will be notified in October via post if your entry has been successful or not and the winners will be announced on the DBA websites. The level of award you have won will be announced at the awards ceremony in February 2018. There is no prior disclosure of this information.
10. The judges reserve the right not to accept an entry if the rules have not been strictly complied with.
11. Subject to Rule 4, by submitting written or artistic work each entrant guarantees that approval of their client has been obtained and entrants (on behalf of themselves and their clients) give the organisers (and any other third parties approved by the organiser as part of the DBA Design Effectiveness Awards scheme or PR/reporting covering them) the right to reproduce all or part of their entry and supplied images at any time in the future. If for any reason they are unable to grant this right, each entrant indemnifies the organisers and the judges against all costs, claims and liabilities.
12. The organisers reserve the right to give permission to third parties to publish the whole or any part of submitted material as part of the Awards or reporting thereon.
13. Works submitted as part of an entry will not be returned.
14. If entries submitted for the Awards are subsequently published, the authors must acknowledge the DBA Design Effectiveness Awards.



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Do you have a question?

If you have a question about your entry that hasn't been answered in this entry pack or online at effectivedesign.org.uk/be-a-winner/entry-criteria, we'd be more than happy to help. You will be able to book a 25-minute telephone conversation with one of the team once you have made payment for your entry online. You can log back in to make changes to and submit your entry up until the final entry deadline date **5pm GMT, 30 June 2017**.

Entry Fees

An entry fee must accompany each entry

Standard entry fee

£1,020+VAT = £1,224 (€1,245) (\$1,325)

DBA member discounted fee

£520+VAT = £624 (€635) (\$675)

NB: Any bank transfer fees must be paid by the entrant.

Final deadline

5pm GMT, 30 June 2017

Pay for your entry at effectivedesign.awardsplatform.com by 5pm GMT, 26 May 2017, and save £100 (€125) (\$130) on your total entry fee.

Who can enter?

A unique feature of these awards is that clients can enter jointly with design consultancies or with their own company design teams and agencies can enter with their clients. The DBA Design Effectiveness Awards are open to entries from any country, and do not need to be linked to a UK client or agency.

What can I enter?

Any design projects: either redesigns or new designs that demonstrate effectiveness.

What are the judges looking for?

Judges are looking for designs that prove beyond reasonable doubt, an award-winning cause and effect, between the new design and business success through tangible results. You can see the full judging criteria on page 10.

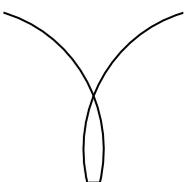
When should the project have been launched?

The project may have been launched at any time, however, your entry must include some up-to-date evidence, collated after 1 January 2016.

How do I enter?

You will need to read all of the information in this document before writing a detailed yet concise description of your project, what it was expected to achieve, how the results were measured, what the results were, and crucially, the significance of those results in the wider commercial context. Follow the entry format guidelines on page 13, and reference previous entries at: effectivedesign.org.uk

Once your finalised PDF is ready, submit it online at effectivedesign.awardsplatform.com



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Why do I need to start my application now?

You need to research data for your entry prior to completing your submission. This can be time consuming and you will need to get the full support of your client or agency partner to obtain all the information you need and the type of data needed to make a convincing case for effectiveness. Experience shows that the longer you have to gather supporting data for your entry, the better.

When is the entry deadline?

Entries will need to be received online at effectivedesign.awardsplatform.com by **5pm GMT, 30 June 2017**.

Can I talk to someone in detail about my entry?

If you have a question about your entry that hasn't been answered in this entry pack or online at effectivedesign.org.uk, we'd be more than happy to help. You can book a 25-minute telephone conversation with one of the team once you have made payment for your entry online. These conversations will be accommodated on a first come first serve basis. If you have any material you would like us to review, this needs to be submitted to the DBA three working days before your call. All calls are held in confidence and are strictly limited to one telephone conversation per entry.

To book a 25-minute slot, please email Awards at awards@dba.org.uk

You can log back in to make changes to and submit your entry up until the final entry deadline of **5pm GMT, 30 June 2017**.

How can we help?

A conversation with one of the team can help you with the following elements of your entry:

- Any questions about the entry process answered.
- Ensuring your submission is on the right track.
- Flagging any areas that are missing.
- If your project is suitable.

What we can't help with

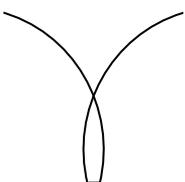
- Specific details about the market the entry is submitted into.
- Specific guidance about how you should measure the results achieved.
- Feedback on previous entries.
- Our opinion on any of the material; all conversations will be broad and will not go into the specific detail about your entry.

When will I hear any news?

Entrants will hear if they have won an award in October 2017. At the ceremony in February 2018, you will find out whether you have won a Bronze, Silver or Gold or indeed the Grand Prix. For more information and to book tickets, please email awards@dba.org.uk

Where does the money I spend on my entries go?

The DBA is a not for profit organisation, set up by the design industry for the design industry. By entering the DBA Design Effectiveness Awards you directly enable the ongoing delivery and development of the globally respected awards scheme, ensure the Association has the resources and evidence to champion the value of design to business and to government, and help the industry to grow and prosper.



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Confidential information

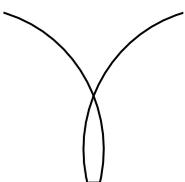
Entrants may need to include confidential information. Any confidential data submitted will be restricted and viewed only by the judges and administrators. Judges are obliged to respect the confidentiality of specified information, signing a confidentiality agreement, and judges with a conflict of interest play no part in the discussion of the entire, relevant entry, nor do they see the entry at any point.

Another option for confidential information is presenting sensitive data as indices or percentages. This will disguise actual figures but not their significance. However, judges do prefer real figures. Entrants who supply confidential information must provide two versions of their entry: one version for judging, which contains the confidential information and one version for publication (both versions must be clearly marked as such).

The 'For Publication' version will be used on our effectivedesign.org.uk website in its entirety.

Any hints to help?

The DBA website has extensive examples of previous winning case studies and tips on how to evaluate effectiveness, visit effectivedesign.org.uk



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Our sponsors and friends

BIDA

service • interaction • product
www.britishindustrialdesign.org.uk

BIDA and the DBA Design Effectiveness Awards

“Never has there been a better climate for the UK Industrial Design community to stand up and tell the world about the impact it can have on business growth and performance. The DBA Design Effectiveness Awards are the premier platform for championing the value created by design. For this reason, I urge all BIDA members to support our partners and showcase the business benefits we bring to product and service innovation by entering their work into these awards.”

Steve May-Russell

CEO, Smallfry
Chairman of the Board, BIDA

BEDA The Bureau of European Design Associations

BEDA and the DBA Design Effectiveness Awards

“One of the strategic objectives of BEDA is to raise awareness for the relevance of design in business growth throughout Europe. The prestigious DBA’s Design Effectiveness Awards represents an exceptional initiative to disseminate case studies that successfully demonstrate how the integration of design thinking generates an excellent return on investment. BEDA fully supports DBA in its mission to position design in its rightful place as a potent business asset.”

Robin Edman

President, BEDA

UPM RAFLATAC

Official Labelling partner

“We at UPM Raflatac understand the value of good design. Thanks to the partnership with the DBA Design Effectiveness Awards, we can play an active role in supporting design businesses with first class label materials. We are proud to sponsor awards that showcase design creativity, which ultimately drives business and branding success.”

Stefano Pistoni

Business Development Manager
Wine & Spirits EMEA, UPM Raflatac

RED SETTER.

Official PR partner

“All of our clients are creative, design and brand agencies, so we know just how much it means to them to win one of these awards. They are the only awards that require winners to show tangible evidence of the commercial effectiveness of their work – that’s why a win can be such a powerful catalyst to agency growth.”

Claire Blyth

Managing Director, Red Setter

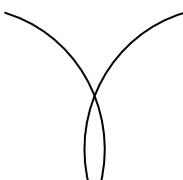
de
zeen

Official Media partner

“The design world is forever talking about how good design is vital to business success – but the DBA Design Effectiveness Awards is one of the few initiatives that measures and celebrates that. As a media brand that celebrates great design, Dezeen is delighted to partner with the DBA on this valuable programme.”

Marcus Fairs

Founder and Editor-in-Chief, Dezeen



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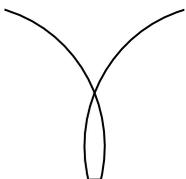
Design Business Association

35–39 Old Street
London EC1V 9HX
UK

Tel +44 (0)20 7251 9229
Fax +44 (0)20 7251 9221

www.dba.org.uk

awards@dba.org.uk



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