

DBA Design Effectiveness Awards

Entry Pack 2021

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DBA Design Effectiveness Awards 2021

Established in 1989, the DBA Design Effectiveness Awards celebrate and champion the integral role design plays in transforming businesses, improving societies and enhancing people's lives.

Entries are jointly submitted by the agency, or in-house design team delivering the work and the client commissioning it and are rigorously judged by business leaders in three rounds of judging.

A win represents independent and authoritative recognition of the value of your work and will deliver a multitude of benefits to your business and team.

"It's an honour to judge the DBA Design Effectiveness Awards – each year it's fantastic to see the impact that design is having and the solutions created across industries, be it retail, industrial, product, pack, experience or beyond, and the impact these solutions are having not only for their relative categories, but on the wider world."
Richard Walzer, Principal Designer, EMEA, Mars Wrigley, DBA Design Effectiveness Awards judge

Proven results.

The DBA Design Effectiveness Awards celebrate design's ability to profoundly influence the success of businesses, brands, products, places and services: any design can be entered as long as design made a clear contribution to the success of a business or initiative and the results of this can be measured and proven.

As the global leader on design effectiveness, we know that design delivers competitive advantage: it can enable smarter systems and processes, enhance customer service, drive job creation, deliver efficiencies, improve profitability and much more. There are no barriers to the ways in which you can demonstrate the effectiveness of your design and the distinctive entry and judging process in these awards – which sees entries judged on their own merits rather than pitted against others – enables entrants to evidence the impact of their work in wide ranging ways unique to the nuances and objectives of that particular design.

Powerful differentiation.

A DBA Design Effectiveness Award win will powerfully evidence the value of your work, as a design team or as a commissioner of design.

Whether start-up business or global organisation, technology product or public body, hospital or supermarket, enhanced service or digital innovation; if the addition of design has driven success, get started today on your entry and put your business in the frame to win a 2021 DBA Design Effectiveness Award to demonstrate your impact.

Submit your entry by: **5pm GMT, 27 November 2020.**

"Effective design is a key priority at Diageo, and so we value the DBA Design Effectiveness Awards very highly as the rigorous entry process supports us in analysing the commercial impact of our work. The rigour involved, including eliminating all influencing factors, has improved how we measure our effectiveness, strengthening the business case for investing in effective design."
Jeremy Lindley, Global Design Director, Diageo

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Winning a DBA Design Effectiveness Award

The DBA Design Effectiveness Awards celebrate and prove how powerful partnerships between clients and designers can be. We jointly award both parties, and a win will:

- Provide independent and authoritative recognition of the impact and acuity of your work.
- Evidence the significant value you can add to any business and demonstrate your understanding of the commercial effectiveness of design.
- Speak volumes into the conversations of the boardroom, powerfully articulating the case for design and helping to inform discussions around budget.
- Position your company or department as a design leader, increasing exposure and prestige with clients, colleagues, suppliers and the media. Winners are included in a global PR campaign targeting business, consumer and design publications.
- Boost and motivate your team and help attract the right people to grow it.
- Align you with an elite group of businesses whose capability to deliver results through design is irrefutably proven. As a winner, you will be able to leverage a unique winners logo across your communications, using it as the marque to demonstrate the tangible returns you've delivered and display a trophy proudly within your offices.
- Persuasively and powerfully demonstrate your ability to deliver competitive advantage through design, setting you apart and driving opportunity.
- Your work will be displayed on effectivedesign.org.uk and warc.com enabling you to globally profile your work in detail and demonstrate the scale of impact you've delivered.

"It is incredibly important to be able to clearly demonstrate the impact that investing in strategic brand design has on the success of the brands we work with. In uncertain times, the need for effective creativity and design-led thinking is especially clear. The DBA Design Effectiveness awards are a brilliant way to showcase both agency and client commitment to the power of design."

Kerry Bolt, Co-Founder and Client Partner, B&B Studio, DBA Design Effectiveness Awards winner

Support the championing of design

As an increasingly vital area for the economy, design has the capability to be of intrinsic value to the future prosperity of all. It's our job - as an industry - to prove it.

Enter the DBA Design Effectiveness Awards and join us to celebrate design's changing dynamic and demonstrate the increasingly integral role design plays at the heart of business and society.

Winning case studies will play a pivotal role in the DBA's championing of why design is a critical strategic and economic asset to business and government. This work seeks to inspire the future talent of the industry, open up the breadth of opportunity on an international scale and position design as the route for tackling societal and business challenges.

Provide us with the ammunition to grow the future influence of design.

"Design Effectiveness means everything to us. It's tangible proof for clients that what we're doing has a positive effect on their bottom line and it gives us a strategic framework in which to frame our work. We always have the awards in the back of our minds when we respond to clients' briefs and when we are working - it helps steer us towards the right, and most effective solution."

Richard Village, Director and owner, Smith&+Village, DBA Design Effectiveness Awards winner

I How the Awards are judged

Entries are judged on their own merits through a rigorous, three-stage process. Judges are CEOs and leading figures from across industry and have been carefully chosen for their business experience and acumen, as well as their understanding of how design can - and does - create change in business and society. From global companies through to start-up challenger brands, their organisations understand how design can be used to create results.

At the first stage of judging, judges determine which entries will make it through to stage two, selecting the entries that make a clear case for design effectiveness against their stated business objectives.

Entries are not judged in categories or against one another, but instead an entry is judged entirely on the merits of the case it makes for design effectiveness within its own context. The entry must evidence and prove that the design led to the results achieved and clearly evaluate, extrapolate and explain the impact of any other influencing factors. At stage one, entries that have failed to make a significant enough case for design effectiveness will not proceed to the next round of judging.

During the second stage of judging, the strength of the entry and the significance of the results achieved by design are assessed by the panel. Again, entries are judged entirely on their own merits, and are not compared to any other entry. It is fundamental for entries to contextualise their results within their wider commercial background in order for the judges to understand the scale of impact achieved by design and reward this appropriately with a Bronze, Silver or Gold award.

The third stage of judging specifically considers the Grand Prix winner. The third panel of judges are all chief executives of highly successful companies. They select the winner of the Grand Prix from amongst the Gold awards.

Results will be communicated once all stages of judging are complete. There are no limits to the number of Bronze, Silver and Gold awards and only one Grand Prix winner.

I Confidential information

Entrants may have confidential information in their entry. The DBA takes this very seriously. Entries are restricted to DBA administrators and judges only. Every judge signs a non-disclosure agreement upon appointment. Any judge with a conflict of interest to an entrant does not see that entry and plays no part in the discussion of that entry.

Entrants who have confidential information must provide two clearly labelled versions of their entry:

01. 'Confidential – not for publication' version for use in the judging process only.
02. 'For publication' version that states "redacted confidential data" in place of removed information throughout the entry. Alternatively, you may wish to use indices or percentages to replace exact figures.

If only one version is submitted, it will be treated as the publication version.

I Award levels

Bronze

Bronze awards go to entries that **conclusively prove** design's contribution to the commercial or societal success of the work and have **evidenced strong results**.

Silver

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

Gold

Gold awards go to outstanding projects that have provided **unquestionable and considerable evidence** of **exceptional results** that have created powerful business or societal impact.

Grand Prix

The Grand Prix is chosen from amongst the Gold winners and rewards the entry that the judges feel demonstrates **the most significant and impressive evidence** of design effectiveness.

I Steps for entry

1. Read this document in full to help you identify potential projects to enter and involve all relevant stakeholders from the outset, as you will need their co-operation. Each entry must be signed off as a true and accurate version of the events and circumstances that surround the design by the entrant's principal / managing director or equivalent, and by an appropriate senior executive of the other party.
2. Allow time to research, compile and evaluate data for your entry prior to writing.
3. Generally, entries need to include at least six months worth of post-launch data. Twelve weeks worth of data, for example, wouldn't suffice as invariably there would be a honeymoon period in the first twelve weeks.
4. As well as more recent work, projects that demonstrate the impact of design over many years are also contenders. The project may have been launched at any time; you just need to ensure that you include some up-to-date evidence collated after 1 June 2018.
5. Carefully follow the instructions in this document paying close attention to the entry guidance (pages 09 – 13), the required entry format (page 14) and the rules of entry (page 15 – 16). Ensure that you are familiar with all the instructions in this document before beginning your entry.
6. Begin your entry and submit online at effectivedesign.awardsplatform.com by the deadline.

A note on COVID-19 as an influencing factor on your entry

To be eligible to enter the DBA Design Effectiveness Awards this year, entries must contain some evidence collated after 1 June 2018. You can include data from any time before this date, so long as some has been collected after. There is no requirement to use any data from 2020.

Proving effectiveness takes time, and more data will help to build a stronger case study. This means that depending on the individual circumstances of your entry and the data you have available, you can decide whether to include data affected by COVID-19 or not. This will be unique to each entry, and a decision to consider individually. If you'd like to speak to someone about the circumstances of your case and what data to include, please email awards@dba.org.uk.

The DBA ensures that all judges are fully briefed on how to consider factors that may have influenced an entry either positively or negatively, and the DBA will ensure, as always, that all entries are judged consistently against the criteria for design effectiveness.

I Entry support

The DBA team is here to support you through the entry process, from thinking through what might make a good case to submit, to discussing working drafts.

Early entry scoping

If you'd like to chat about a case that you think might make a good entry before you embark on writing it up, or you would like to talk more generally about how to embed design effectiveness into your everyday working practices, you can book a meeting or call with one of the DBA team.

Scoping meetings are free for DBA members, £125+VAT for non-members.

Full draft entry consultations

If you'd like to talk about your entry in detail and have a draft reviewed, you can book a 30 minute consultation with one of the team. Consultations can be booked once you pay for your entry online.

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

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

What we can't help with:

- Specific guidance about how you should measure the results achieved, although we can give you suggestions on how to do this and talk you through some examples.
- Feedback on previous entries.
- How the judges might award your case / the likely outcomes of judging.

Calls are free for DBA members, £125+VAT for non-members.

To book a call please email awards@dba.org.uk and we will accommodate you on a first come first served basis.

I Entry feedback

Once the shortlist of winners has been announced in March 2021, unsuccessful entrants can apply for feedback. After the shortlisted entries are awarded Bronze, Silver or Gold at the ceremony in June 2021, winners can then also apply for feedback.

Feedback calls are designed to help inform future case writing and to help you understand the outcome of judging. They will also help you, as an organisation, to consider the types of processes and ways of working that will help you maximise and track design effectiveness. To ensure that all feedback can be embedded into your agency, the most senior relevant person from your agency must be on the call.

Calls are free for DBA members, £125+VAT for non-members.

You will be invited to book a 30 minute feedback call once the result of your entry has been announced and we will schedule calls on a first come first served basis.

I Dates to note

From July to November 2020

Book your consultation call to discuss a draft entry with a member of the DBA team. For further details please contact awards@dba.org.uk.

23 October 2020

Earlybird discount deadline: You can save £100 on your total entry fee if you pay by 5pm GMT, 23 October 2020. Your entry does not have to be completed by this date.

27 November 2020

Entry deadline: Submit your entry online at: effectivedesign.awardsplatform.com by **5pm GMT, 27 November 2020**. **This deadline will not be extended.**

January to March 2021

DBA Design Effectiveness Awards judging.

March 2021

Shortlist announced – the DBA will contact all entrants with news.

June 2021

DBA Design Effectiveness Awards Ceremony.

I Who can enter

The DBA Design Effectiveness Awards welcomes entries from any country.

I Entry fees

Fees for entry are below. Please note that once payment is taken there are no refunds given even if you don't submit a final entry.

Entry Fees	Pounds (GBP)
Earlybird standard entry	980.00 +VAT
Standard entry	1080.00 +VAT
Earlybird discounted DBA member entry	465.00 +VAT
Discounted DBA member entry	565.00 +VAT

Where does the money I spend on my entries go?

The Design Business Association 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 this globally respected awards scheme, ensure the DBA has the resources and evidence to champion the value of design to business and to government, and help the industry to grow and prosper. Every penny that you invest in the Awards only covers the costs the DBA incurs against running it.

Entry guidance

The following section provides guidance on how you should approach writing your entry, including what the judges are looking for and how you should use data. We have also provided some suggestions around what metrics could be used and what could be classed as an influencing factor in the case for effective design.

Before beginning your entry, please ensure you have read the entirety of this Entry Pack to ensure you don't miss any vital information.

What the judges are looking for

Context

In order to understand the significance of what has been achieved by design, it's important that your case outlines and explains the business and market context and there is clarity around the original business challenge, objectives and goals.

Market context and scale of impact is vital when judges are assessing award levels. For example, a dramatic percentage increase from a low base can be less impressive than a small increase from a relatively high base.

How the results performed against original business objectives

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? How challenging were the original objectives? Was the original scope of the project exceeded? To what extent has the design work influenced the client's business strategy, direction and / or decision making?

Performance: scale of effect and breadth of impact

In order to assess effectiveness, judges will want to fully understand its performance over time, as well as through the scale of effect and breadth of impact of the solution. Explanation and proof of the significance of your results in the relevant business and / or market context is crucial.

Some methods of explaining performance include, but are not limited to:

- Performance against objectives.
- Performance against market norms or against competitive products or companies.
- The performance of a re-design against the performance of the old design.
- The use of research after (and where possible, before) launch to establish a causal relationship between the design and its effectiveness.

Performance can be evaluated in a broad range of ways, however it is the significance and relevance of the results, as well as clear evidence of the link between design and the results, that is key. Use of both quantitative and qualitative measures within your entry is encouraged – qualitative results are important in building evidence in your case - but make sure you justify how qualitative data supports the case and impacted the results.

Cause and effect of design solution

Judges will be looking for clear proof of a cause and effect between the design solution and the results. Judges are not looking for an in-depth description of the design solution but will want to clearly understand how the design decisions behind the solution impacted the results. This is your opportunity to explain how design created a shift and enabled business growth with a convincing link between the design solution and the results.

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. Judges want to understand how results were achieved and what made this design solution work.

Need some ideas for what metrics could be used? See page 11.

Proof of effect and other influencing factors

Design is rarely the only factor influencing a project's commercial success and often design activity is intrinsically linked to other business activity. The aim of a DBA Design Effectiveness Awards entry is to prove beyond reasonable doubt a cause and effect between the design solution and the results. If other elements were employed that had an effect on the success of a project, you should explore, explain and evaluate the impact of that activity in order to help prove how your work created the results claimed. It is advisable to state if you think there were no other influencing factors, to show the judges they have still been considered.

You must tackle this area head on and ensure the judges aren't left with unanswered questions, as a lack of convincing information will go against your entry.

Not sure what counts as an influencing factor? Check out page 12-13.

Judges are looking for clear, concise and comprehensive entries. If the entry is written and structured well, it will deliver a stronger message. Mistakes within the results section - for example inconsistent or inaccurate metrics - greatly go against an entry and every care should be taken to check your entry contains no errors.

Sources and types of data

A project's success must be linked to a measured fact rather than an assumption, so the use of factual research to substantiate your claims is advised. Fact-based data such as Nielsen statistics carry substantially more weight than anecdotal points of view, e.g. a product manager's subjective opinion on a finished product. Always indicate sources of statistics or other information quoted.

Projected and forecast data is not admissible.

Links to webpages or sources of additional information are not permitted.

I Suggested metrics

The DBA has been collecting data for over 30 years on design effectiveness and we've seen that when it comes to evidencing design effectiveness, there is no hard and fast rule as to what must be covered in your entry. Depending on the particulars of each case, results will vary to reflect the ways in which design has had an impact.

Why not consider:

- Changes in stakeholder **attitudes and behaviour**.
- Improvements in **customer experience** (e.g. reduction in customer queries / complaints, increased interaction, increased customer satisfaction levels as determined by surveys / questionnaires / positive feedback / market reaction etc.
- **Efficiency / cost benefits**: simplification of manufacturing processes; reductions in labour time; reductions in materials and production costs (by percentage but preferably with amounts); increases in productivity / throughput; reduction of assembly / installation times; improvements in processes / systems; streamlined supply chain management; **payback period**.
- Improved **footfall / attendance**; increased capture rates / dwell times / spend, improved visitor attention / retention / return; uplift in occupancy rates.
- **Rollout** of design solution; **uptake** of model by other organisations or departments.
- Increased **engagement of external stakeholders**; tracking studies demonstrating shifts in attitude; peer approval, adopted as best practice; increased usage or response rates.
- Increased **engagement with internal audience**, reflected in changes to frontline attitudes and behaviour (e.g. improved customer service, increased productivity, reduction in customer complaints, reductions in staff absenteeism / sickness), tracking studies demonstrating shifts in attitude; peer approval, adopted as best practice; increased usage or response rates. Specific changes to **working practices** or company attitude / strategy.
- New **revenue streams** created; **new product development** or **extension** into new categories, driven by success of design solution; payback period.
- Increased **awareness / profile**, positive shift in **perception** (uplift in favourability ratings / customer feedback), attraction of higher value customers / partnerships / sponsorships.
- **Media impact / reach**: press and social media coverage driven by design, measured by impressions, media stories, value of organic coverage equivalent to advertising value.
- **Digital growth / engagement**: across social media (active engagement), mobile and online (uplift in traffic / sessions, conversion rates, open rates, sign ups, downloads, session times, bounce rate, online revenue etc) versus objectives / industry benchmarks; increased usage or response rates.
- Increase in **sales** (value / volume by percentage but preferably with amounts); **market distribution; market share** (against competitors' products / services, or penetration of key consumer groups or geographical areas); increased conversion rates; **profitability**.
- Increases in **perceived value** / higher **price point** achieved / increased share price.
- **Funding / investment** in a business / initiative or brand (against original target); sale of business (against expected value).
- Improved **recruitment** and **retention** of target audience / staff / sponsors / partners; higher calibre of recruits / partnerships.
- **Job creation** / retention; **expansion** of business or premises as a result of increased demand.
- **Sustainability improvements**; reductions in carbon footprint; elimination of waste; impact on transportation; impact on energy consumption; consideration of circular economy etc.
- **Social impact**: increased education and awareness leading to positive behavioural change.

For further reading and information on what could be measured and how, we recommend reading *Key Marketing Metrics: The 50+ metrics every manager needs to know*, by Farris, Bendle, Pfeifer and Reibstein.

I Influencing factors

The biggest stumbling block seen within an entry is the lack of explanation around other influencing factors that impact the results of design. Here, we've provided some suggestions of other influencing factors you could consider when compiling your entry. This list is not exhaustive, and every care should be taken to think through the unique circumstances that apply to your entry.

Two common influencing factors:

- **Marcomms activity** such as advertising / PR / direct marketing; channels used and estimated reach. Often marcomms activity is present, however explaining what level and type of activity was present, and when, will help the judges to understand where its impact started and ended. If there was marcomms activity on a similar scale post-launch as prior to launch, then that could be used to compare relative impact.
- **Impact of collaborators** and / or impact of **activity across other business units**. As the nature of how we work on projects becomes more collaborative and design works closely alongside other business units in the creation of value, it can often feel like a difficult task to articulate where the influence and impact of the design solution starts and stops, and in such instances, you could, for example:
 - Think about where the design has led to a collaborator looking at a problem / solution in a new way.
 - Consider whether your design has utilised an existing technology in a revolutionary way to generate impact.

Examples of other factors that, where present, you should explain and evaluate:

- **Sales promotion, special offers / promotions.** For instance: were prices reduced or discount offers made? Did in-store promotion drive footfall? Or did gifts with a purchase incentivise customers? Was the successful roll out of a new product down to the impact of new business and sales teams?
- **Competitor activity, market / consumer changes and trends.** For instance: is the success of your work down to a general boom in the industry / market your work sits within, or because of a general shift in popularity amongst consumers? For example, an increase in ice cream sales throughout a hot summer. If using comparative data from year to year, are you comparing the same time period? Has a competitor led the way for a shift in category behaviour that has positively impacted your results?
- **External association or endorsement.** For instance: has the credibility of a fundraising campaign been influenced by association with a reputable 3rd party? Has a brand collaboration or sponsor partnership impacted customer acquisition or perceptions?
- **Product or service changes / improvements, product line changes / improvements.** For instance: was a website re-design accompanied by increased product range or improved services? Was a new improved formula or flavour introduced at the same time as a redesign?
- **Product / service novelty.** For instance: has a new app sustained its popularity beyond the natural consumer interest after launch?
- **Price changes.** For instance: does a competitor price increase account for higher volume sales, or has the reduction in the price of a museum entry seen a spike in visitors?
- **Location factors.** For instance: is the footfall in a new store the result of its prime location; is your data from one location or country comparable with data from another? Can the success of a service in one country be compared to its success in another, even with the natural cultural and political differences? Are efficiencies in manufacturing due to relocation rather than by design? Is the success of an online marketplace app due to the range and quality of the outlets on offer, rather than due to the app functionality and design?
- **Merchandise changes.** For instance: did an increase in the number of Stock Keeping Units (SKUs) result in new popular items bolstering the figures? Or did the number of SKUs reduce, therefore reducing consumer choice and increasing sales elsewhere?
- **Distribution increases or improved distribution.** For instance: did improvements or changes in the supply chain impact the results?
- **Improved pay and / or conditions, employee incentives, staff training.** For instance: did a new staff incentive programme result in the improvements to employee engagement and productivity?

- **Other activities such as hospitality / entertainment.**
For instance: was high exhibition attendance due to the presence of free food or drink? Was increased web traffic down to the business being featured in an international exhibition?
- **Programming or facility changes.**
For instance: was a theatre re-design accompanied by significant line-up changes? Or a higher rate of student enrolment accompanied by improved facilities?
- **Ownership / management changes, strategic changes.**
For instance: has the purchase of a new business increased international reach and opened up new channels to the customer? Did significant staff changes, such as a new CEO / senior management team / better sales teams influence results?
- **Legislation or regulation changes.**
For instance: has legislation required the client company to work in a different way, influenced consumer behaviour, or even forced a competitor out of your market?
- **Major events.**
For instance: did a spike in a lager brand's sales correlate with the World Cup? Was the increase in traffic to a bicycle retailer's website down to the proximity to the Tour de France?

Entry format

p1 Title Page

Required information:

- a simple and identifiable heading for the work.
- whether the version is ‘Confidential – not for publication’ or ‘For publication’.
- client name.
- DBA Design Effectiveness Awards entry – November 2020.

Please note: no design agency or in-house design team names are to be included as entries are judged anonymously. You must only refer to yourself as “we” throughout your entry. When referring to any additional parties, such as other business units or design agencies, use “they” or “Business 2”, “Business 3”, etc. respectively. Client names can be included. Across pages 1 to 5, please include a minimum of three and a maximum of six images to showcase the work.

p2 Executive summary

Describe what you are submitting and summarise the achievements.

p3 - 5 Context and overview

Please note: Below we have outlined the areas that should be considered in this section. Please use these areas to inform your narrative and ensure you have included information vital to making your case. The areas listed below can be explored in the order and way which makes sense to your own case and are not intended to indicate a required order.

Include:

Outline of project brief

- list the key business objectives as bullet points.
- what was the business challenge that needed to be solved?
- what was the scope of the work at the outset?
- explain if the work required upfront strategic thinking to develop the brief.

Description

- the background to the project and details of what was designed.
- a description of the business being worked on; ensure the judges understand the context of the business.
- a short description of the design solution.
- the scope of the work delivered.
- whether this was a collaboration between multiple agencies and / or business units. If so, outline the way in which collaborators worked together.

Overview of market

- the market context; ensure the judges understand the scale of the market and include any obstacles and challenges faced.

Key facts

- launch date.
- design fees, not including production costs (if pro bono work, include cost of studio hours not charged).

p6 - 9 Results

Include:

- how the results performed against original business objectives.
- the performance of the results: scale of effect and breadth of impact.
- the cause and effect of the design solution.
- the proof of effect and any influencing factors.

Don't forget the guidance for this section on pages 09 – 13.

To validate your results, reference your research including audit or market data and appropriate sources. Any supporting graphs or diagrams should be included in this section.

I Rules of entering

1. Entries must be submitted online by 5pm GMT, 27 November 2020. After the deadline no further changes will be accepted. Late entries will not be accepted. **There will be no deadline extension.**
2. The project may have been launched at any time, however, your entry must include some up-to-date evidence, collated after 1 June 2018.
3. Entries must be submitted anonymously and must not identify the name of the design agency or in-house teams responsible for the design work. Throughout the entry, please refer to the design team who is making the entry as “we”. Any additional parties, such as other business units or design agencies, refer to as “they” or “Business 2”, “Business 3”, etc. respectively. Client names can be included. You will be able to add identifying names and further art-work design for publication purposes should you be shortlisted for an award.
4. All entries must be made online and submitted in the form of a PDF report, black font **on white background**, font size 10, portrait, written in English and A4 in size. There should be no agency identifying marques. Graphs and pictures can be included to support the case, however it is not required to spend studio time on extensive art working. A maximum of 6 images can be included in your entry. Entries must adhere to the specified page limits (9 pages in total). If the entry exceeds the page limits, the additional pages will not be circulated to the judges.
5. 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 entries are not clearly marked the DBA is not liable if the entry is published. If only one entry version is provided, then it will be assumed that this is available for publication however it is marked. If submitting a second confidential version, the publication version must state ‘REDACTED CONFIDENTIAL DATA’ within the entry **in place of every instance of removed information** throughout the version. Alternatively, indices or percentages could be used to replace exact figures in publication versions. It is the responsibility of the entrant to ensure that no confidential data is included in your ‘For publication’ version and the DBA will not be held responsible for any errors.
6. If your entry is shortlisted for an award, at that point you will be asked to re-format the ‘For publication’ version of your PDF ready for publication on the DBA website (June 2021), and studio time can be invested in art-working at that point (March 2021). The investment of extensive studio art-working time is of course not a requirement, however at this point the page limit will increase to 12 A4 sides, image use will be unrestricted, and you will be asked to re-introduce company names / logos. These are the only changes permitted at this stage. The ‘For publication’ version submitted at entry must be identical to the ‘Confidential – not for publication’ version apart from the redacted information. No changes to copy or content will be permitted, apart from art working.
7. Separate to the entry PDF, entrants must supply logos for both client and agency in addition to a minimum of three and a maximum of six images of the project. These should be supplied as 72dpi.jpgs online. Once you have submitted your entry online, please supply the same images via WeTransfer to awards@dba.org.uk. These files should be high-resolution, CMYK/300 dpi, TIFF, or jpg file formats. If you include any images which feature someone else’s work, you must have permission to use these images and they must be labelled accordingly. All images must be sent to awards@dba.org.uk by **Friday 4 December 2020**.
8. Each entry must be finally approved, before submission, by the entrant’s principal / managing director or equivalent, and by an appropriate senior executive of the other party. The names of these individuals should be entered into the online form and included on the sign off sheet which can be found at the end of this pack. Once these names have been entered and the form has been signed, they have confirmed they have complied with these rules. DBA may ensure all these individuals have the necessary authority.

9. 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 2018. No works submitted should contain any libellous or obscene material, nor anything which infringes the intellectual property rights of others. All entry content is respected as the intellectual property of the entrants.
10. The decisions of the judging panels are final. Once the shortlist of winners has been announced in March 2021, unsuccessful entrants can apply for feedback. After the shortlisted entries are awarded Bronze, Silver or Gold at the ceremony in June 2021, winners can then also apply for feedback. Feedback is free for DBA members and will be charged at £125+VAT for non-members.
11. You will be notified in March 2021 if your entry has been successful or not. The level of award you have won will be announced at the Awards ceremony in June 2021 and the winners will feature on the DBA website with case studies on www.effectivedesign.org.uk, the official website of the DBA Design Effectiveness Awards. There is absolutely no prior disclosure of this information.
12. The judges reserve the right not to accept an entry if the rules have not been strictly complied with.
13. Subject to Rule 5, 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 the publication version 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.
14. The organisers reserve the right to give permission to third parties to publish the whole or any part of the publication versions only of submitted material as part of the Awards or reporting thereafter.
15. Works submitted as part of an entry will not be returned. Unsuccessful entries will be deleted from our systems after 12 months from the entry deadline. Winning entries are kept indefinitely.
16. If entries submitted for the Awards are subsequently published, the authors must acknowledge the DBA Design Effectiveness Awards.

DBA Design Effectiveness Awards 2021

Sign off sheet

As per the rules of entry, each entry must be finally approved, before submission by the entrant's principal/ managing director or equivalent, and an appropriate senior executive of the other party.

Client details

Name	<input type="text"/>	Job title	<input type="text"/>
Company	<input type="text"/>	Address	<input type="text"/>
Email	<input type="text"/>		<input type="text"/>
Telephone	<input type="text"/>		<input type="text"/>
Signature*	<input type="text"/>	Date	<input type="text"/> / <input type="text"/> / <input type="text"/>
		Postcode	<input type="text"/>

Agency details

Name	<input type="text"/>	Job title	<input type="text"/>
Company	<input type="text"/>	Address	<input type="text"/>
Email	<input type="text"/>		<input type="text"/>
Telephone	<input type="text"/>		<input type="text"/>
Signature*	<input type="text"/>	Date	<input type="text"/> / <input type="text"/> / <input type="text"/>
		Postcode	<input type="text"/>

*By signing, I confirm I have read, understood and agree to abide by the rules of the DBA Design Effectiveness Awards 2021. (Please provide contact details of additional companies and signatures on separate sheet)

Please attach this form as a **separate PDF** on the online platform effectivedesign.awardsplatform.com by the deadline. The original form must be sent by post to the DBA Design Effectiveness Awards (35–39 Old Street London EC1V 9HX) by **4 December 2020**.

Design Business Association
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DBA website:
www.dba.org.uk

Official DBA Design Effectiveness Awards website:
www.effectivedesign.org.uk



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