

dba

**DESIGN  
EFFECTIVENESS  
AWARDS**

**ENTRY PACK**  
2023

# DBA DESIGN EFFECTIVENESS AWARDS 2023

Providing unrivalled evidence of the integral role design plays in transforming businesses, improving societies and enhancing people's lives, the DBA Design Effectiveness Awards has been celebrating and championing effective design since 1989.

## **Proven transformational results.**

Design has the power to transform. Design can enable smarter systems and processes, enhance customer service, drive job creation, deliver efficiencies, improve profitability and much more. As the global authority on design effectiveness, we know design responds to a challenge and delivers a competitive advantage. The wide-ranging success design can achieve is evidenced by the DBA Design Effectiveness Awards winners year after year. Enter your case studies and join them in 2023.

Any type of design in any industry sector can be entered, so long as you have the measured proof that design made a clear and significant contribution to the results achieved by the work. Entered jointly by the agency, or in-house design team delivering the work, and the client commissioning it, these awards celebrate the collaborative partnership that delivers success. They are rigorously judged by client-side business leaders in three rounds of judging and a win provides independent and authoritative recognition of the value of your work.

*The DBA Design Effectiveness Awards is the most relevant design award because it demonstrates the future lens through which all design will be perceived and valued.*  
*Pernilla Johansson, Former Chief Design Officer, Electrolux, DBA Design Effectiveness Awards judge.*

Our distinctive entry and judging process – which sees entries judged on their own merits rather than pitted against others – enables entrants to evidence the impact of their work in a way that is relevant to the nuances and objectives of that particular design challenge. It's all about the unique context your work was happening in and how it delivered results.

## **Powerful differentiation.**

A DBA Design Effectiveness Award win will powerfully prove 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 on your entry today and put your business in the frame to win a 2023 DBA Design Effectiveness Award to demonstrate your impact.

Submit your entry by: **5pm GMT, 4 November 2022**

*The diversity of cases, rigour of conversation, and calibre of fellow judges is second to none.*  
*I'm very proud to be involved.*  
*Cheryl Calverley, CEO, eve sleep, DBA Design Effectiveness Awards judge*

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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:

## **Recognise**

Rigorously judged by a senior panel of client level judges, a win provides independent, authoritative and unquestionable recognition of the impact of your work in the real world.

## **Evidence**

These awards reward the significant value you can add to any business and demonstrate your ability to deliver effective design. Persuasively and powerfully demonstrate your ability to deliver competitive advantage through design, setting you apart and driving new business opportunities.

## **Prove**

Powerfully articulate the case for design investment at board level, maintaining and growing budgets.

## **Position**

Winners are included in a global PR campaign targeting business, consumer and design publications. Position your company or department as a design leader, increase exposure and prestige with clients, colleagues, suppliers and the media.

## **Motivate**

Boost and motivate your team morale and attract the right people as you grow.

## **Align**

Winning a DBA Design Effectiveness Award aligns you with an elite group of businesses whose capability to deliver results through design is irrefutably proven. Leverage a unique winner's logo across your communications as the marque to demonstrate the tangible returns you've delivered and display a trophy proudly within your offices.

Your work will be displayed on [effectivedesign.org.uk](http://effectivedesign.org.uk) and [warc.com](http://warc.com) enabling you to globally profile your work in detail and demonstrate the scale of impact you've delivered.

Benefits of winning aside, entering these Awards will bring a discipline to your team that will enable you to continuously measure, track and prove the impact of your work to your clients. The DBA can support you (see page 08) to develop the skills and techniques that will embed effectiveness practices and processes in your everyday work.

## **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.

Winning DBA Design Effectiveness Awards provide the design industry with the evidence we need to prove that investment in design can transform business, society and people's lives.

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.

# 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 design commissioning businesses 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 strong and clear case of design effectiveness.

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 design led to the results achieved, by contextualising and evaluating the market and business environment in which it was created, and clearly exploring and explaining the impact of any other influencing factors. At stage one, entries that have made a significant enough case for design effectiveness will 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 important that entries contextualise their results within their wider commercial, societal or behavioural 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.

## CONFIDENTIAL INFORMATION

Entrants may have confidential information in their entry. The DBA takes the handling of confidential data 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.

Winning 'for publication' cases will be published on the DBA Design Effectiveness Awards website. We advise keeping as much data publicly available as possible, in order to help the reading of your entry when it is published and accessible to the wider industry.

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

# 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.

# 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. Book an early scoping call with one of the DBA team if you'd like some help identifying which projects to enter (see page 08).
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. An exception to this rule may be an entry that has a pre-limited time in the market, such as a seasonal variant. In these cases, it will be important to explain the reasons why the amount of data is limited and to have a strong set of results you can clearly link back to the design. It may be useful to refer to the success of previous variants as a comparison and evidence success in the context of the market it is operating in. One of the DBA team can help support in these instances, if you'd like to discuss further, find details of how to get in touch on page 08.
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 January 2020.
5. Carefully follow the instructions in this document paying close attention to the entry guidance (pages 10 - 11), the required entry format (page 15 - 16) and the rules of entry (page 17 - 18). Ensure that you are familiar with all the instructions in this document before beginning your entry.
6. Begin your entry, take advantage of the draft entry consultation process (see page 08), and then submit online at [effectivedesign.awardsplatform.com](https://effectivedesign.awardsplatform.com) by the deadline.

# COVID-19

## **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 January 2020. You can include data from any time before this date, so long as some has been collected after.

It may be that your case has been affected, either positively or negatively, by COVID-19. Depending on the individual circumstances of your entry and the data you have available, you can decide how best to talk about the effect of COVID-19 on the context of your case and the results achieved. This will be unique to each entry, and a decision to consider individually. If you include data from this period, it will be important to carefully consider the impact that it may have had.

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 judges are skilled at understanding the external factors that may impact success. The DBA will ensure, as always, that all entries are judged consistently against the criteria for design effectiveness.

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](mailto:awards@dba.org.uk).

# 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. We run draft entry consultations until a week before the final deadline, however to encourage you to take advantage of the support we offer and begin writing your cases in good time, there are discounts available on your entry fee if you complete a **draft entry consultation\*** before 30 September or 14 October 2022. See full details on page 09.

## 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 which of your projects to enter, 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.

## \*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 project is suitable.
- Ensuring your entry is on the right track and that you have structured the case well.
- Flagging any areas that are missing or weak and ensuring that you have given enough attention to all the required areas.
- Suggestions around contextual information, how to measure results and other influencing factors to explore. (Please note that we will not be able to do more than provide helpful tips, suggestions and where possible, examples. **The onus is on the entrant to have already ensured that they have the most relevant and convincing evidence in their case.**)
- Answering any questions about the entry process.

What we can't help with:

- Feedback on previous entries. (This is provided in separate consultations after the judging has finished for that year – see below.)
- How the judges might award your case / the likely outcomes of judging.

In order for us to review a draft entry, it must contain substantial information within each of the required sections as described on pages 15 and 16, otherwise we will be unable to provide you with feedback and you will be unable to claim your discount. To book a call please email [awards@dba.org.uk](mailto:awards@dba.org.uk) and we will accommodate you on a first come first served basis.

# ENTRY FEEDBACK

Once the shortlist of winners has been announced in June 2023, unsuccessful entrants can apply for feedback. After the shortlisted entries are awarded Bronze, Silver or Gold at the ceremony in June 2023, 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 to 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.

# DATES TO NOTE

## From June – November 2022

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](mailto:awards@dba.org.uk).

## Before 30 September 2022

Book and complete your draft entry consultation to save £100+vat on your entry fee.

## Before 14 October 2022

Book and complete your draft entry consultation to save £50+vat on your entry fee.

## 4 November 2022

Entry deadline: Submit your entry online at: [effectivedesign.awardsplatform.com](https://effectivedesign.awardsplatform.com) by 5pm GMT, 4 November 2022.  
**This deadline will not be extended.**

## January to March 2023

DBA Design Effectiveness Awards judging.

## March 2023

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

## June 2023

DBA Design Effectiveness Awards Ceremony.

# WHO CAN ENTER

The DBA Design Effectiveness Awards are an international awards and entries from any country are welcomed.

# ENTRY FEES AND CONSULTATION DISCOUNTS

Fees for entry are below. To book a consultation, you must make payment for your entry in full before the call. Please note that once payment is taken there are no refunds given even if you don't submit a final entry, however you may defer your entry once to the following year.

Fees and consultation discounts	Standard entry	Discounted DBA member
Standard entry	£1120.00 +VAT	£595.00 +VAT
with £50 consultation discount	£1070.00 +VAT	£545.00 +VAT
with £100 consultation discount	£1020.00 +VAT	£495.00 +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 explores and explains the business and market context within which your work exists and that there is clarity around the original business or societal challenge, objectives and goals.

Understanding the business and market context within which your work sits is vital for understanding the significance and scale of impact, and this comes into play when judges are assessing how effective your work has been. Judges understand that every design solution operates within its own unique market and business context. The information you provide to them in this area is crucial for establishing the level of effectiveness and for demonstrating the link between your work and the results.

### How the results performed against business objectives and intended outcomes

The judges need to be able to relate the results back to the original objectives or intended outcomes of the project. How do your results stack up against the objectives? How challenging were the original objectives? How has your work made a meaningful contribution to impacts that drove change? To what extent has the design work influenced business strategy, direction and / or decision making? What has the wider impact on the business been?

If your work is particularly complex, embedded in a larger-scale business environment and / or without a clearly defined start and finish point, think about how you can clearly articulate the business challenge, what you were aiming to achieve and how you can prove and demonstrate the impact your work has had. What kind of measures and evidence proves your impact?

### Scale of effect and breadth of impact

In order to assess effectiveness, judges will want to fully understand performance over time, as well as 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, or evidence that design has created a shift in performance or created meaningful change.
- 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 often important in supporting the link between your work and the quantitative results claimed for your work. Depending upon the original objectives and intended outcomes of your work, it is possible that all results within a case will be qualitative – for example when the intended results are ones of behavioural or attitudinal change. As each entry is judged entirely on its own merits, the metrics, measurements and results you use to demonstrate design effectiveness in your case depend entirely upon what outcomes design intended to create.

## **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. It is important that you don't simply assume that design created the results – you must demonstrate proof. Judges are not looking for an in-depth description of the design solution but instead will want to clearly understand how the design decisions behind the solution impacted the results. This is your opportunity to explain how design addressed the business and / or societal challenge, created a shift and enabled success, 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 12.

## **Proof of effect and other influencing factors**

Design is rarely the only factor influencing a project's 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 and / or contributed to the results claimed. Each entry has its own unique context and judges will need to be able to discern the extent to which your work impacted the results. In some cases, design will be just one part of the story, and you need to demonstrate to the judges the impact design had within that context. Alternatively, if you think there were no other influencing factors, it is advisable to state this and show the judges why other potential impacting factors did not impact the results.

You must tackle this area head on and ensure the judges aren't left with unanswered questions.

Not sure what counts as an influencing factor? Check out page 13-14.

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. The following page contains a wide range of suggested metrics and measures that you could use to prove your case. Many of these outcomes can be demonstrated by looking at the results the client needs you to achieve, setting up the relevant measurement methods at the start of a project according to those desired objectives, and tracking the change that is subsequently created.

Some metrics can of course be gathered retrospectively, and a lot of the time, this is the reality. However, working with the client from the outset of a project to understand current performance in key areas can help to both guide you towards effective outcomes and make it much easier to gather the data you need to prove the effectiveness of your work. Having clarity on, for example, the level of customer satisfaction, conversion rates, carbon footprint or awareness before and after your work, helps to: demonstrate the scale of the impact you have created; demonstrate the link between your work and the results; and establish the significance of those results within the business and market context.

When looking at providing contextual data that helps to establish and illustrate the market environment the design needed to create impact within, there are many different sources you can turn to find data, including:

- The client's own data on internal and competitor performance.
- Trade and financial press.
- Market measurement sources such as Nielsen, Kantar, GWI, The Conference Board, etc.
- Your own research conducted as part of the project set up and briefing.

Judges are aware that different budgets facilitate different levels of data research and collection, and will expect to see a level of evidence proportionate to the resources available to you. Fact-based data 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.

# 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 referencing *Key Marketing Metrics: The 50+ metrics every manager needs to know*, by Farris, Bendle, Pfeifer and Reibstein.

# INFLUENCING FACTORS

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**.  
Design is often a very collaborative process and can work closely alongside other business units, such as engineering, marketing or other functions in the creation of value. It is important then to articulate where the influence and impact of the design solution starts and stops and how design enabled and catalysed the overall business success. 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.
  - How have other business units or collaborators contributed to the success of the project?

## 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?
- **COVID-19**  
For instance: did the COVID-19 pandemic and subsequent international lockdowns positively impact sales, behaviour or attitudes to the product or service in question?

# ENTRY FORMAT

Please ensure you number all pages and follow the page breakdown as set out below. Include a minimum of three and a maximum of six images to showcase the work, using images which help to demonstrate and build your case.

## CONTENT

## PAGE

### Title Page

01

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 2022.

**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.

### Executive summary

02

Describe what you are submitting and summarise the achievements.

### Context and overview

03-05

**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 description of how the design solution addressed the business challenge and led to the results claimed.
- 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, including any obstacles and challenges faced, and the business or product’s position within that market.

#### *Key facts*

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

Continued on next page.

Your evidence must demonstrate:

- how the results performed against original business objectives / intended outcomes.
- the scale of effect and breadth of impact.
- the effect of the design solution and impact on the business / society; linking the design solution to the results achieved.
- the proof of effect and an evaluation of other influencing factors.

Don't forget the guidance for this section on pages 10 – 14.

To validate your results, reference your research including audit or market data and appropriate sources. Any supporting graphs or diagrams can be included in this section, or throughout the case (these can be additional to your images).

# RULES OF ENTERING

1. Entries must be submitted online by **5pm GMT, 4 November 2022**. 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 January 2020.
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. We advise keeping as much data publicly available as possible to help the clarity of your case when it is read post-publication.
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 2023), and studio time can be invested in art-working at that point (March 2023). 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](mailto: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](mailto:awards@dba.org.uk) by Friday 11 November 2022.
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 2023, unsuccessful entrants can apply for feedback. After the shortlisted entries are awarded Bronze, Silver or Gold at the ceremony in June 2023, 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 2023 if your entry has been successful or not. The level of award you have won will be announced at the Awards ceremony June 2023 and the winners will feature on the DBA website with case studies on [www.effectivedesign.org.uk](http://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.

# DESIGN EFFECTIVENESS AWARDS 2023

## 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"/>	<input type="text"/>
Telephone	<input type="text"/>	<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"/>	<input type="text"/>
Telephone	<input type="text"/>	<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 2023.  
(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](https://effectivedesign.awardsplatform.com) by the deadline.

**Design Business Association**  
35-39 Old Street London EC1V 9HX

Tel +44 (0) 20 7251 9229 [awards@dba.org.uk](mailto:awards@dba.org.uk)  
Fax +44 (0) 20 7251 9221 [www.dba.org.uk](http://www.dba.org.uk)

**dba**

# CONTACT DETAILS

## Design Business Association

Email:  
[awards@dba.org.uk](mailto:awards@dba.org.uk)

Telephone:  
**+44 (0)20 7251 9229**

Address:  
**35-39 Old Street, London, EC1V 9HX**

DBA website:  
[www.dba.org.uk](http://www.dba.org.uk)

Official DBA Design Effectiveness Awards website:  
[www.effectivedesign.org.uk](http://www.effectivedesign.org.uk)

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**ENTRY PACK  
2023**