

german brand award '19



**THE PRIZE THAT MAKES
BRAND SUCCESS
VISIBLE**

EXCELLENT BRANDS

Committed to the Competitiveness of German Brands



GERMAN DESIGN COUNCIL - THE INITIATOR

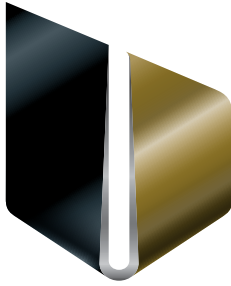
Founded by the German Parliament, endowed by German industry: The German Design Council is one of the world's leading centres of expertise for brands and design. Founded in the 1950s at the initiative of Ludwig Erhard and endowed by the Federation of German Industries [Bundesverband der Industrie] in 1953, it provides companies with the support necessary to handle all aspects of their brand and design development today. As a unique, cross-sector forum for transferring knowledge and facilitating communication, the German Design Council ensures clear competitive advantages for its members – and for German brands: Together with GMK Markenberatung, it has initiated not only the German Brand Monitor, Germany's largest decision-maker study on trends and challenges in brand management, but also the German Brand Institute.

Brand Management as a Success Factor for Companies



GERMAN BRAND INSTITUTE - THE ORGANISER

The German Brand Institute Foundation was established jointly by the German Design Council and GMK Markenberatung. Its aim is to strengthen the importance of brand management as a decisive factor in the success that companies have in the national and international competitive environment and to communicate the brand to the public as an expression of a successful corporate culture. The German Brand Award lets the foundation present a unique award for outstanding brand management.



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The Prize for Successful Brand Management



**INITIATED BY THE DESIGN AUTHORITY OF GERMANY, JUDGED BY A
DISTINGUISHED PANEL OF EXPERTS IN BUSINESS AND SCIENCE:**

The German Brand Awards are well on its way to becoming a must-have on the international brand landscape. Its gross reach of around 300 million contacts per year and the broad positive response among companies, agencies and service providers shows how great the interest is in awarding prizes for excellent brand management; and the importance is clearly rising.

In 2019 the German Brand Awards will be selecting the leaders of the pack for the fourth time: innovative brands, systematic brand management and sustainable brand communication; personalities and companies that are pioneers in the world of brands. It discovers and presents unique trends – and not only helps the winners, but the entire brand economy.

Register for the German Brand Awards 2019 and convince the jury that your brand work deserves to receive an award. In this call for entries, you will find details on the registration process, conditions and contest procedures.

Your Path to the German Brand Awards

The German Brand Awards for »Excellent Brands« is open to companies from all industries and sectors of the economy as well as non-commercial and governmental organisations from all over the world. The panels of experts at the German Design Council decide on admission to the contest. This procedure ensures the independence and excellence of the award.

1 REGISTERING FOR THE CONTEST

The German Design Council continuously nominates companies that have attracted attention through effective brand work and independent projects and campaigns. As a nominee, you will receive written notification, including access data, and can bindingly register your nominated project and participate via our registration portal under »My Design Council«. The publication of the project or the implementation of the campaign must not have taken place more than five years ago. Registration can take place in up to three categories and up to three additional categories.

In addition, companies have the opportunity to register brands, projects and campaigns directly and at their own initiative so they can participate in the contest. Following a review by our panels of experts, the German Design Council will inform you in writing whether your project meets the required criteria and has thus been approved and nominated for participation in the German Brand Awards. In the event of non-approval, you will also receive notification and not incur any costs.

All information on fees and services can be found on pages 12 to 16.

2 DELIVERY OF SUBMISSION

After successful registration, please provide us with a presentation of your brand, which the jury will review and evaluate. You can find details on the content and scope of your presentation on page 17 and in your personal log-in area of »My Design Council«. Delivery of the submission for the jury session must be made by no later than 22 February 2019.

3 EVALUATION CRITERIA AND JUDGING


All submissions delivered in the correct form and on time will be handed over to the jury. The criteria for evaluation by the jury are:

- › Independence and brand type
- › Brand impact
- › Differentiation from the competition
- › Target group relevance
- › Homogeneity of the brand result
- › Design quality of the brand presentation
- › Degree of innovation
- › Sustainability
- › Continuity
- › Future promise
- › Price premium
- › Growth
- › Economic successg

The jury is free to weight the individual criteria as it would like in the evaluation. The order does not represent any order of criteria or evaluation. You will receive written notification of the jury's results; legal recourse is excluded.

4 AWARDS CEREMONY AND GERMAN BRAND CONVENTION


The German Brand Awards 2019 will be conferred in Berlin in June 2019. At the German Brand Convention, the current brand management issues will be discussed with selected prize winners.

 **Closing date: 15 February 2019**

The Jury


An independent, interdisciplinary jury of experts consisting of companies, scientists, consultants, service providers and agencies makes the decision.



 Chairman
**ANDREJ
KUPETZ**
CEO
*German Design Council,
Frankfurt am Main*


**LUZ
DIETZOLD**
*Managing Director
German Design Council,
Frankfurt am Main*



 **PROF. MIKE
RICHTER**
*Vice Dean of Darmstadt
University of Applied
Sciences,
Co-Founder
iconmobile GmbH,
Berlin*



**DR. SASKIA
DIEHL**
*Managing Director
GMK Markenberatung,
Cologne*



 **GÜNTER
MOELLER**
*Managing Director
hm+p Hermann,
Moeller + Partner,
Munich*


**PROF. DR.
SIMONE ROTH**
*Chair of Marketing
Ruhr West University
of Applied Sciences,
Mülheim*



 **CHRISTIAN
RUMMEL**
*Deputy Global Head of
Brand Communications &
Corporate Social
Responsibility
Deutsche Bank AG,
Frankfurt am Main*


**STEFAN
RAAKE**
*Managing Director
AMC Finanzmarkt GmbH,
Dusseldorf*



Brand excellence has many faces



CONTEST CLASSES

The German Brand Awards 2019 is divided into two contests: »Excellent Brands« honors the best product and company brands in an industry. »Excellence in Brand Strategy and Creation« recognizes the strongest campaigns, concepts and strategies in individual disciplines.



CATEGORIES AND ADDITIONAL CATEGORIES

You can register your brand in up to three categories and up to three additional categories – with all the associated benefits. You can find out everything about the categories on pages 8 and 9.



AWARDS

The jury will confer up to ten Special Mention and Winner awards in each category, as well as one Gold Award in each. In the additional categories, it also selects a Best of Best award winner. You can find out everything about the service fees associated with an award from page 13 onwards.



HONORARY PRIZES

The honorary prizes of »Brand Manager of the Year« and »Personality Brand of the Year« are awarded every year at the German Brand Awards.

Excellent Brands Categories*

The contest for »Excellent Brands« honors the best product and company brands in an industry:

Banking & Financial Services

e.g. banks, building societies, credit card companies, leasing companies

Beauty & Care

e.g. body care, cosmetics, wellness, hygienics

Building & Elements

e.g. Smart Home, building management, building materials, window and door manufacturers, construction elements, insulating material producers

Chemical Industry

e.g. fine chemicals, specialty chemicals

Consumer Electronics

e.g. entertainment electronics, TV, audio, video, photo

Corporate Services

e.g. business and personnel consulting, tax consulting, lawyers, security services

Culture

e.g. orchestras, theatres, museums

Education

e.g. schools, universities, kindergartens, other educational institutions private or public

Entertainment

e.g. TV show brands, digital formats, concerts, shows

Fashion

e.g. clothing, shoes, accessories, bags and luggage

Fast Moving Consumer Goods

e.g. food, beverages, drugstore articles

Gardening & Tools

e.g. garden tools, garden furniture, tools

Health & Pharmaceuticals

e.g. hospitals, nursing homes, health services, medical technology and medical products, pharmaceuticals

Heating & Bathroom

e.g. heating, air-conditioning and energy technology, bathrooms and sanitary facilities

Industry, Machines & Engineering

e.g. industry 4.0, machinery & plant construction, machine tools, industrial components, construction machinery

Insurance

e.g. insurance companies, statutory health insurance funds, insurance brokers

Interior & Living

e.g. furniture, home textiles, floor coverings

Kids & Toys

e.g. games, toys, children's products

Kitchen & Household Appliances

e.g. kitchen appliances, cleaning equipment, robots

Leisure & Crafts

e.g. toys, art and craft supplies, musical instruments

Lighting

e.g. lighting, illuminants, lighting technology

Logistics & Infrastructure

e.g. utilities, power generators, logistics service providers, cable network providers

Luxury

e.g. luxury articles, jewellery, watches



* It is possible to register a brand for the contest in up to three categories – the registration fees are to be paid only once.

Media & Publishing

e.g. media companies, publishers, TV stations, radio stations, news portals, YouTube channels, newspapers, magazines

Non-Governmental Organization

e.g. charitable institutions, foundations, associations

Office & Stationery

e.g. paper, office supplies, stationery

Public Affairs, City & State

e.g. city brands, regional brands, parties

Research & Development

e.g. research institutes, foundations, universities

Sports & Outdoor Goods

e.g. sports equipment and products, sports equipment clothing

Sports Associations & Sporting Clubs

e.g. associations, clubs, leagues incl. e-sports, championships, tournaments

Telecommunications & IT

e.g. telecommunications companies, hardware and software manufacturers, cloud solution providers, IT service providers

Tourism

e.g. hotels, tour operators, airlines, travel marketer

Trade Fairs & Event Locations

e.g. trade fair companies, arenas, stadiums & venues

Trade, Retail & e-Commerce

e.g. food retailing, fashion chains, web shops, comparison portals

Transport & Mobility

e.g. automobility, electromobility, mobility service provider

Excellent Brands Additional Categories*

The jury also awards prizes in the following categories:

Brand Innovation of the Year
(Best brand innovation)

Corporate Brand of the Year
(Best corporate brand)

Digital Brand of the Year
(Best digital brand)

Employer Brand of the Year
(Best employer brand)

Newcomer Brand of the Year
(Best start-up)

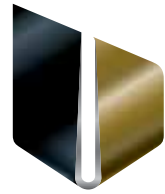
Product Brand of the Year
(Best product brand)

Service Brand of the Year
(Best service brand)

Sustainable Brand of the Year
(Most sustainable brand)

* It is also possible to register a brand in up to three additional categories – with all the associated benefits. If you win an award, additional service fees will be charged.

The benefits for award winners



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By winning a German Brand Award, you effectively underline your brand competence. You can use this for your communication – we provide you with extensive options:



SERVICES FOR YOUR COMMUNICATION

By using the official Best of Best, Gold, Winner and Special Mention label, you have an excellent seal of quality as proof of your brand competence.

Two certificates are included for the German Brand Awards 2019; the Gold and Best of Best winners will also receive an attractive prize sculpture that lets them effectively present their award.

It is also possible to order more measures from our Marketing Services team at an additional charge.

We guarantee that you will land in the midst of the brand avant-garde – with a detailed presentation in the online gallery that will be available from June 2019 at www.german-brand-award.com.

Recipients of the »Winner« and »Special Mention« awards each receive a one-page feature in our catalogue, while the winners of the »Gold« and »Best of Best« prizes are given a 2-page feature there.

The accompanying press work, social media communication and tailor-made media partnerships ensure that your brand work will have an extensive and effective media presence.

The awards ceremony and the German Brand Convention in Berlin – a dialog format for knowledge exchange and networking – round out the overall package for the winners of the German Brand Awards 2019.

→ Please note:

If you receive an award, you will be charged service fees. Detailed information on mandatory service fees for winners can be found on pages 14 to 17.

A great presence

On 21 June 2018, the winners of the German Brand Awards 2018 were honored in the Palazzo Italia - Römischer Hof, where the awards were conferred, and at a festive gala in the Schlüterhof of the Deutsches Historisches Museum in Berlin.

»The German Brand Awards are unique for the sector:
It is international, independent and has a reach that
is second to none.«



 **Sascha Prosek**

*Head of Brand Strategy & Corporate Design,
Commerzbank AG*

Gala dinner and honoring of the Best of Best prize winners in the Schlüterhof of the Deutsches Historisches Museum in Berlin





Dialog Corners of the German Brand Convention as part of the 2018 awards ceremony at the Palazzo Italia in Berlin

 **Arndt Papenfuß**

Head of Marketing and PR
KALDEWEI



»The German Brand Awards are invaluable because it honors holistic brand management.«

Your Participation



REGISTRATION FEES

Registration for the contest per brand	€ 495.00
Registration by 18 January 2019	€ 449.00

All prices are per registered brand plus the statutory value added tax. For submissions registered after 15 February 2019, a late booking fee of €140.00 will be charged in addition to the registration fee (plus VAT).

Benefits for Nominees



OPTIONAL NOMINEE PACKAGE

The Nominee Package offers you a first-class opportunity to generate media attention. Promote your nomination actively in order to communicate your brand competence effectively.



SERVICES AND BENEFITS

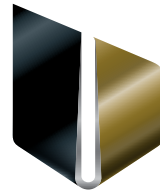
The Nominee Package lets you use the official nominee label for your communication and the application of the nominated project. You can also order various products from our Marketing Services offer, such as acrylic glass certificates and cuboids. You will also receive two personalised nominee documents.

€1,950.00

Service fees

Excellent Brands

Special Mention



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SERVICES AND BENEFITS

Label	Use of the respective Special Mention label
Award	Two personalised documents
Marketing Services	Access to our Marketing Services
Online gallery	Presentation of the brand in the online gallery
Catalogue	Feature in the catalogue, one specimen copy (per registrant)
Press & social media	Basic press work
Awards ceremony & Industry meeting	Invitation to awards ceremony and German Brand Convention in Berlin



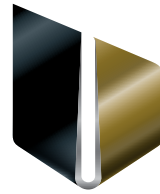
€ 3,350.00*

* All amounts are valid per award and do not include the statutory value added tax.

Service fees

Excellent Brands

Winner



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SERVICES AND BENEFITS

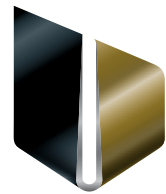
Label	Use of the respective Winner label
Award	Two personalised documents
Marketing Services	Access to our Marketing Services
Online gallery	Presentation of the brand in the online gallery
Catalogue	Feature in the catalogue, one specimen copy (per registrant)
Press & social media	Industry-specific press work
Awards ceremony & Industry meeting	Invitation to awards ceremony and German Brand Convention in Berlin
Gala dinner	Participation in the exclusive gala dinner in Berlin



€ 3,650.00*

* All amounts are valid per award and do not include the statutory value added tax.

Service fees
Excellent Brands
Gold



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 gold



SERVICES AND BENEFITS

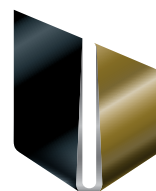
Label	Use of the respective Gold label
Award	Two personalised documents, one prize sculpture
Marketing Services	Access to our Marketing Services
Online gallery	Presentation of the brand in the online gallery
Catalogue	Two-page feature in the catalogue, one specimen copy (per registrant)
Press & social media	Industry-specific and cross-industry press work
Awards ceremony & Industry meeting	Invitation to awards ceremony and German Brand Convention in Berlin
Gala dinner	Participation in the exclusive gala dinner in Berlin



€ 4,650.00*

* All amounts are valid per award and do not include the statutory value added tax.

Service fees

*Excellent Brands***Best of Best**

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**SERVICES AND BENEFITS**

Label	Use of the respective Best of Best label
Award	Two personalised documents, one prize sculpture
Marketing Services	Access to our Marketing Services
Online gallery	Presentation of the brand in the online gallery
Catalogue	Two-page feature in the catalogue, one specimen copy (per registrant)
Press & social media	Comprehensive press work with partly exclusive placements
Awards ceremony & Industry meeting	Invitation to awards ceremony and German Brand Convention in Berlin
Gala dinner	Participation in the exclusive gala dinner in Berlin, awards ceremony on stage

**€ 6,650.00***

* All amounts are valid per award and do not include the statutory value added tax.

The Perfect Submission

FORMATS, PATHS AND CONTENTS

Submissions for the German Brand Awards 2019 may only be made digitally. Your submission should contain a detailed description that clearly and comprehensibly summarizes the following contents of your brand: Initial situation – brand strategy – brand implementation and brand experience – success and outlook.

You will find a detailed guide to the contents of your submission in your personal log-in area of »My Design Council«. Please take account of the requirements listed here because they ensure neutral, accurate comparability and contribute to the optimal presentation of your submission.

You can design your submission as a film, PDF file or in one of the following formats: GIF, JPEG, TIFF, MPEG4, QuickTime, AVI or MOV. PDF files should not exceed a maximum page count of 15 pages. The maximum film length is 180 seconds; the maximum film size 100 MB.

All data can be sent by USB stick, CD/DVD or downloaded from your FTP server or delivered via www.WeTransfer.com The data clearly identified with the project ID must be sent to the German Design Council by 22 February 2019.

ADDRESS FOR YOUR SUBMISSION

Rat für Formgebung Service GmbH

German Brand Award 2019
Project ID (please specify at all times)

Messeturm
Friedrich-Ebert-Anlage 49
60327 Frankfurt am Main
Germany

brandaward@german-design-council.de

Data & Contact

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Projectmanagement
Lilian Dedio

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www.german-brand-award.com



Early bird rate

until 18 January 2019



Closing date for registrations

15 February 2019



Submission of digital entries

by 22 February 2019



Jury meeting

7 March 2019



Notification of jury's results

March 2019



Awards ceremony

June 2019

Media partner:



designreport.