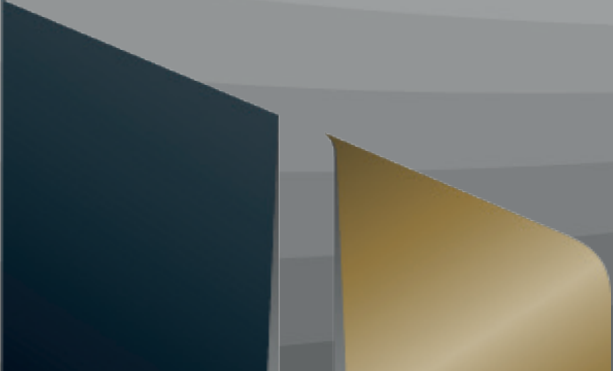





german,
brand
award
'22

The award,
that makes
brand success
visible





SUBMISSION OF THE PRESENTATION

After successful registration, please provide us with a presentation of your brand or project, which will then be examined and judged by the jury. To facilitate your preparation, you will find an overview of the information relevant for our judging here.

Content

The requirements listed here ensure neutral, accurate comparability and help to present your submission in the best possible way.

Brand portrait for »Excellent Brands«

The following contents clearly and comprehensibly at a glance:

- › Brand history
- › Industry
- › Product range
- › Brand status in the competitive environment / USP
- › Challenges of brand management
- › Possible plans for the future development of your brand

Project presentation for »Excellence in Brand Strategy and Creation«

The aspects of your project relevant to success summarized:

- › Brief introduction of your company
- › Initial situation (figures, data, facts and/or visualization of the brand status)
- › Brand strategy / concept (brand goals, brand values and USPs, measures to fulfill the brand strategy, brand models or collages)
- › Implementation and brand experience (implementation activities and results or brand fit of the campaign or measures incl. unique selling points and differentiation power. Verbal and visual representation of the brand in the various experience dimensions)
- › Results / outlook (Measurable successes of the strategy e.g. acceptance by customers, image change, sales and/or price increases, increase in awareness, brand value)



Best Practice Cases

For guidance, we provide insights into some best practice cases from the past year. An example case for »Excellent Brands« you may find [here](#). For a case in »Excellence in Brand Strategy and Creation«, please click [here](#).

Formats

You can design your presentation as a movie, PDF file, or in one of the following formats: GIF, JPEG, TIFF, MPEG4, QuickTime, AVI or MOV.

Volume

PDF files should not exceed the maximum of 15 pages. The maximum video length is 180 seconds. The maximum size of the ZIP file is 50 MB.

Delivery

Presentations for the German Brand Awards 2022 can be submitted digitally only. With the registration confirmation you will receive an upload link, which you can use to provide us with your presentation.

All files must be clearly marked with the project ID and may be uploaded as a ZIP file.

Revision

All incoming data is checked by us before it is prepared for the jury session. If any technical or content-related questions arise in the process, we will contact you in good time.

Deadline upload: 18 February 2022

DO YOU HAVE ANY QUESTIONS?

Feel free to contact us at any time:

Team German Brand Awards

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Brand Institute**