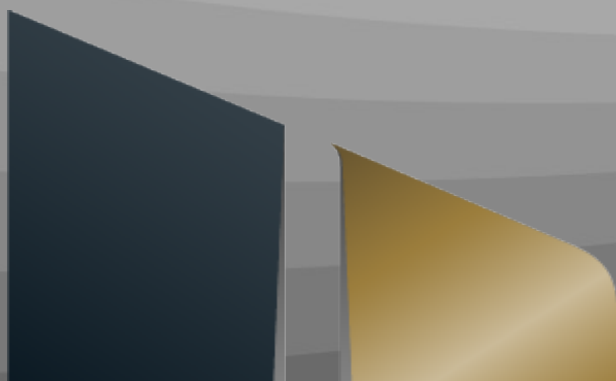
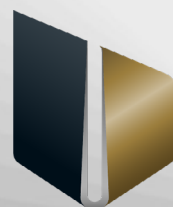
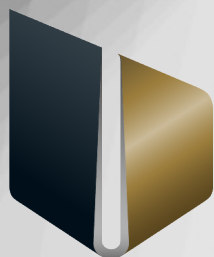


# german brand award '23

The award,  
that makes  
brand success  
visible



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# THE GERMAN BRAND AWARDS

With the German Brand Awards, the German Design Council honours pioneering personalities and companies in the world of brands and offers them a stage. It discovers and presents unique trends – and promotes not only the winners, but the entire brand industry.

## Nomination

On an ongoing basis, the German Design Council nominates companies that have attracted attention through effective brand work, independent projects and extraordinary campaigns.

In addition, companies have the opportunity to submit projects and campaigns directly and self-initiated to the award. After a review by our expert panels, you will receive written notification from the German Design Council stating 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-admission, you will also receive notification and no costs will be incurred.

## Requirements for participation

The German Brand Awards are open to companies, agencies, service providers and brand experts as well as non-commercial and government organizations from all sectors worldwide.

The publication of the project or implementation of the campaign must not date back more than five years. The number of entries per company is not limited.

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### PLEASE NOTE:

In the event of an award, service fees will apply for the services included in the benefit package. For detailed information, please see pages 19 to 23.

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# 14 BENEFITS FOR WINNERS

Receiving an award at the German Brand Awards is an effective way of underlining your brand competence. Use this for your communication – we provide you with a comprehensive package for this purpose.

## 1. JOIN A UNIQUE NETWORK

All award winners, jury members and speakers at the German Brand Convention form a unique network in the marketing industry. Make new contacts with experts and personalities from brand management.



## 2. TELL YOUR SUCCESS STORY USING THE LABELS

We will provide you with the corresponding award-label, which you may use from the day of the awards ceremony. Communicate your award success with the use of the label – on websites, in digital communication, in signatures, in print, on product packaging and in advertising efforts.

## 3. INSPIRATION AND DIALOGUE AT THE GERMAN BRAND CONVENTION

The awards ceremony involves the German Brand Convention. It centres on dialogue, on and off stage. Decision-makers from major German companies, members of the trade press, and guests from the marketing industry share their knowledge: interdisciplinary and across industries.



## 4. BENEFIT FROM THE GREATEST REACH

With a annual gross reach of around 315 million contacts, the German Brand Awards are the marketing awards with the widest reach in the German-speaking world and are becoming increasingly international. In the direct competitive environment, the German Brand Awards ranks first nationally and second internationally.

## 5. CELEBRATE YOUR SUCCESS AT THE AWARDS CEREMONY

As a winner, you will receive two tickets to the exclusive awards ceremony in Berlin. During the gala dinner, the »Best of Best« awards will be presented on stage, as well as the personality award of the year.



## 6. PROFESSIONAL PHOTOS AT THE PHOTO WALL

At the award ceremony, winners can have professional photos taken with their award. On the evening of the award ceremony, the photos are already available for download and can be used for your own press and social media activities.

## 7. A PRECIOUS HIGHLIGHT IS THE AWARDS TROPHY

»Gold« and »Best of Best« winners also receive an awards trophy – a real highlight for your company foyer, for example. »Best of Best« trophies are handed over exclusively on stage during the show.



## 8. DRAW ATTENTION WITH THE SOCIAL MEDIA CLIPS

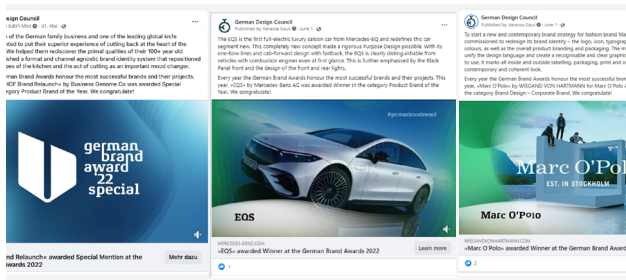
All award winners receive individual clips for a brief presentation of the award-winning project or brand. These are tailored for the LinkedIn, Facebook and Instagram formats.

## 9. CONTENT FOR YOUR COMMUNICATION WITH THE JURY STATEMENT

»Gold« and »Best of Best« award winners are provided with a short statement by the jury about their award. This is published in the online gallery next to the entry and is ideally suited for your own communication.





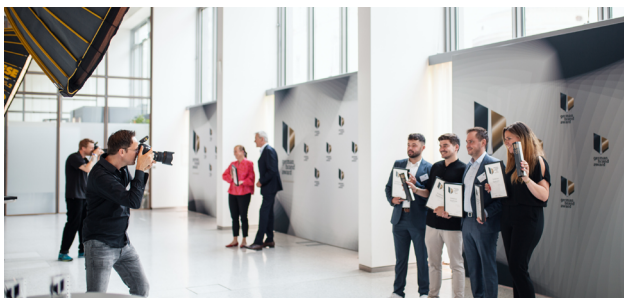
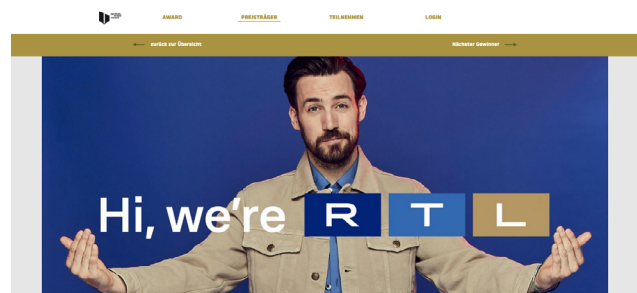


## 10. INCREASE YOUR REACH WITH OUR SOCIAL MEDIA ADS

We present the award-winning projects and brands to specific target groups with individual ads on Facebook and Instagram. »Gold« entries are displayed in particular prominence and »Best of Best« entries are also presented exclusively on LinkedIn.

## 11. PERMANENT PRESENTATION IN THE ONLINE GALLERY

Each award-winning project or brand is presented in our online gallery at [www.german-brand-award.com](http://www.german-brand-award.com), including a link to the company website. Winners are permanently present here with their submission – even after the awards ceremony.



## 12. INCREASE YOUR VISIBILITY THROUGH JOINT PRESS WORK

You benefit from our international mailing lists and marketing measures. We communicate the awards to decision-makers from business, politics and the media and invite them to our networking events. In addition, we provide you with professional text modules and a white paper to communicate your success.

## 13. VALUABLY AWARDED WITH DOCUMENTS

Award winners will receive two copies of their document in a high-quality frame. You may receive these at the award ceremony or they will be sent to you by mail afterwards.



## 14. BENEFIT FROM OUR MARKETING-SERVICES

As a winner, you have exclusive access to our marketing services. Here you can order additional marketing items for your achievement, such as acrylic glass certificates, stickers or cuboids.

# DATES & DEADLINES

<b>24 October 2022</b>	Call for Entries
<b>02 December 2022</b>	Early Bird Deadline
<b>17 February 2023</b>	Registration Deadline
<b>24 February 2023</b>	Deadline for data upload for the jury meeting
<b>09 March 2023</b>	Jury meeting
<b>16 March 2023</b>	Notification about the jury results
<b>15 June 2023</b>	Awards Ceremony & German Brand Convention



# REGISTRATION FOR THE AWARD

With every nomination or open call, we send a username or the e-mail address for registration in the »My Design Council« portal. There you can add all the information about your brand/project and bindingly register for participation.

## Online registration

The following information is requested in the »My Design Council« registration portal:

- › Brand name / project name (+ specification)
- › Description text German / English (maximum 500 characters)
- › Website, date of market launch
- › Details of company / client or agency / implementation
- › Categories and possible additional categories
- › Invoice address
- › Optional booking of the Nominee Package
- › Images of the brand / project (maximum 5 pictures)

After successful registration you will receive a confirmation by email as well as an invoice for the registration fees.

In case of an award, mandatory service fees for the benefits included in the package will apply. For detailed information, please see pages 19 to 23.

## Registration fees

Early Bird registration until 02 December 2022	€ 449.00
Regular registration	€ 495.00
Last Call registration after 17 February 2023	€ 495.00 + € 140.00
<b>NEW:</b> Discount on the registration of a nomination	€ -49.50

All prices are valid per registered brand / project and do not include the legally applicable VAT.

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## Registration deadline: 17 February 2023

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# OPTIONAL NOMINEE PACKAGE

Participation in the German Brand Awards itself offers a first opportunity to communicate your brand and draw attention to your extraordinary achievements.

## Benefits and services for nominees

By registering for the award, you already have the first-class opportunity to book our Nominee Package and thus effectively communicate your brand competence.

The Nominee Package includes the following tools for your communication:

- › The official Nominee label for print and web applications
- › Two personalised Nominee documents
- › Text modules/templates for your own press releases
- › Access to Marketing Services products, exclusively for nominees

## Fees for the optional Nominee Package

Nominee Package	€ 1,950.00
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Available for booking directly at the online registration for the award or until end of April 2023 via the corresponding form in the registration portal »My Design Council«.

All prices are valid per registered brand / project and do not include the legally applicable VAT.

# DISCIPLINES & CATEGORIES

To represent the diversity of submissions, the German Brand Awards offer a range of categories in two disciplines that can be selected during registration.

## »Excellent Brands«

This discipline takes a holistic view on brands and assesses the brand management of product and corporate brands within their competitive environments. The categories are therefore divided by sectors and industries.

## »Excellence in Brand Strategy and Creation«

This discipline evaluates the quality of individual components of brand work and compares the most important measures across industries.

## Additional categories

In addition, awards will be given in 15 further categories. The best entries in each of the additional categories will be handed over on stage, giving them particularly high visibility.

## Selection

When registering for the award, one regular category and up to three additional categories can be selected per brand / project in order to increase the chances of receiving an award. The registration fees apply only once.

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### PLEASE NOTE:

In the event of an award, mandatory service fees apply for the services included in the benefit package. If an award is also made in an additional category, then further service fees will be charged accordingly for the additional benefit package. For detailed information, please see pages 19 to 23.

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## »Excellent Brands«

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### **Animal & Pet Supplies**

e.g. manufacturer of animal feed, toys, transport boxes

### **Banking & Financial Services**

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

### **Beauty & Care**

e.g. manufacturers of personal care, cosmetics, wellness, toiletries (incl. private labels)

### **Building & Elements**

e.g. providers of smart home, building management, building materials, windows and doors

### **Chemicals, Materials & Supplies**

e.g. manufacturers of packaging compounds, synthetic materials, color pigments, C-parts, basic materials, raw chemicals, specialty chemicals

### **Consumer Electronics**

e.g. manufacturers of entertainment electronics, smartphones, audio equipment, photo cameras

### **Corporate Services**

e.g. service providers in the field of business and personnel consulting, tax consulting, lawyers, security services

### **Culture & Concerts**

e.g. organizers of concerts, festivals or shows, museums, theaters

### **Digital Service Portals & Platforms**

e.g. comparison platforms, rating platforms, search sites, social networks/communities

### **Education & Research**

e.g. schools, universities, kindergartens, research institutes, foundations, other educational institutions (private or public)

### **Fashion**

e.g. manufacturers of clothing, shoes, accessories, glasses, bags (incl. private labels)

### **Fast Moving Consumer Goods**

e.g. manufacturers of food, beverages, drugstore articles (incl. private labels)

### **Health & Pharmaceuticals**

e.g. hospitals, care facilities, manufacturers of pharmaceuticals or medical technology (incl. generics)

### **Heating & Bathroom**

e.g. manufacturers of heating systems, air conditioning and energy technology, bathroom & sanitary facilities

### **Industry, Machines & Engineering**

e.g. machinery & plant manufacturers, manufacturers of machine tools, industrial components or construction machinery

### **Insurance**

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

### **Interior & Living**

e.g. manufacturers of furniture, home textiles, floor coverings, garden furniture

### **Kids & Toys**

e.g. manufacturers of games, toys, baby carriages, baby equipment

### **Kitchen & Household Appliances**

e.g. manufacturers of kitchens, kitchen appliances, cleaning equipment, vacuum robots, air purifiers

### **Leisure & Crafts**

e.g. manufacturers of art and craft supplies, musical instruments, knitting accessories

### **Lighting**

e.g. manufacturer of illuminants, lighting technology, lamps (indoor & outdoor)



**Logistics & Infrastructure**

e.g. utility companies, electricity provider, logistics service providers, cable network providers, fuel and gasoline traders

**Luxury**

e.g. manufacturers of luxury goods, jewelry, watches

**Media & Entertainment**

e.g. media companies, publishers, news portals, newspapers, magazines, TV/digital broadcaster, TV/radio stations

**Non-Governmental Organizations & Public Affairs**

e.g. non-profit institutions, foundations, associations, city brands, regional brands, political parties

**Office & Stationery**

e.g. manufacturers of paper, office supplies, stationery

**Real Estate & Property**

e.g. service providers in the construction industry, real estate agencies, property/facility management

**Sports & Outdoor Goods**

e.g. manufacturers of sports equipment and products, sportswear (incl. private labels)

**Sports Associations & Sporting Clubs**

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

**Telecommunications & IT**

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

**Tools & Gardening**

e.g. manufacturers of tools, gardening equipment (incl. private labels)

**Tourism & Gastronomy**

e.g. hotels, tour operators, airlines, travel marketers, restaurants, fast food chains, bakeries, highway service stations

**Trade Fairs & Event Locations**

e.g. trade fair organizer, arenas, stadiums & venues (incl. digital hubs) venues

**Trade, Retail & e-Commerce**

e.g. food retailers, fashion chains, web shops

**Transport & Mobility**

e.g. manufacturers & service providers in the field of automobility, electromobility, public transport

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## »Excellent Brands« Additional categories\*

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**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 brand development)

**Product Brand of the Year**

(Best product brand)

**Service Brand of the Year**

(Best service brand)

**Sustainable Brand of the Year**

(Most sustainable brand)

\* If an award is also received in an additional category, the corresponding service fees will be charged for the additional benefit package. For detailed information, please see pages 19 to 23.



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## »Excellence in Brand Strategy and Creation«

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### **Acoustic & Sensoric Branding**

e.g. audio logos, Sound logos, Soundscapes, Earcons, Corporate songs

### **Ambient Media & Outdoor Advertising**

e.g. poster campaigns, outdoor installations, special advertising formats in urban living space

### **Architecture & Buildings**

e.g. brand-typical architecture of company buildings like branches, headquarters, campus

### **Brand Events**

e.g. product launches, road shows, conferences, networking events, company anniversaries

### **Digital Campaign**

e.g. mainly digitally implemented campaigns, social media, banners, VoD

### **Classic Campaign**

e.g. mainly analog campaigns, print, OOH, TV, radio

### **360° Campaign**

e.g. cross-channel, holistically implemented campaigns for brand or product communication

### **CRM & Personalization**

e.g. CRM programs, mailings off- and online, integrated dialog campaigns, direct marketing activities

### **Digital Solutions & Apps**

e.g. apps for using, controlling or accessing information about products and services

### **Fairs & Exhibitions**

e.g. trade fair stands, pop-up stores, brand experience centers, show rooms

### **Influencer Marketing**

e.g. sponsored contributions, co-creation, channel takeovers, product tests

### **Intranet & Collaboration**

e.g. intranet portals, collaboration platforms, forums and blogs

### **Movies, Commercials & Virals**

e.g. corporate films, image films, TV commercials, virals

### **Point of Sale**

e.g. advertising measures in retail, flagship stores, digital show-rooms, franchise systems, e-shops

### **Print**

e.g. advertising campaigns, annual reports, yearbooks

### **Public Relations**

e.g. press conferences and events, press dialog and tools

### **Social Media**

e.g. social media presence, campaigns, community management, live events

### **Storytelling & Content Marketing**

e.g. magazines, blogs, podcasts, tutorials

### **User Experience**

e.g. holistic customer experiences, usability of products, websites or e-shops

### **Web & Mobile**

e.g. company or product websites, microsites, portals

### **Brand Design › Product Brand**

e.g. corporate design for product brands (incl. private labels)

### **Brand Design › Corporate Brand**

e.g. corporate design for corporate brands



**Brand Design › Logo**

e.g. relaunch of company logo,  
new creation of product logo

**Brand Design › Packaging**

e.g. innovative use of materials,  
differentiated design

**Brand Design › Product Design**

e.g. brand-typical product design  
in form,  
color and/or handling

**Brand Strategy › B2B**

e.g. brand portfolio, brand ar-  
chitecture, brand positioning,  
brand partnership strategies,  
brand controlling

**Brand Strategy › B2C**

e.g. brand portfolio, brand ar-  
chitecture, brand positioning,  
brand partnership strategies,  
brand controlling

**Brand Behaviour**

e.g. behavior guidelines, emplo-  
yee programs, corporate fashion  
collections

**Brand Digitalization**

e.g. augmented and virtual reality,  
online configurators, brand-speci-  
fic service digitalisations

**Brand Innovation  
& New Business Models**

e.g. new, disruptive business mo-  
dels and branches, innovative new  
product launches, crowdfunding  
approaches

**Branded CSR › Social**

e.g. social commitment, educatio-  
nal work, sponsoring of events of  
social relevance

**Branded CSR › Environmental**

e.g. activities for climate protec-  
tion or sustainability, sponsoring  
of events of climate policy rele-  
vance

**Employer Branding Activi-  
ties & Campaigns**

e.g. employer marketing, employer  
brand campaigns and events

**Internal Branding & Brand  
Academies**

e.g. brand academies, internal  
brand communication concepts,  
internal communication, e-lear-  
ning offers

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## »Excellence in Brand Strategy and Creation« Additional categories\*

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**Brand Efficiency of the Year**

(Project with best cost effectiveness ratio)

**Brand Experience of the Year**

(Best brand experience)

**Brand Impact of the Year**

(Project with greatest impact)

**Brand Innovation of the Year**

(Best brand innovation)

**Brand Revival of the Year**

(Best brand relaunch)

**Brand Strategy of the Year**

(Best brand strategy)

**Lighthouse Project of the Year**

(Project with the greatest radiance)

\* If an award is also received in an additional category, then corresponding service fees will be charged for the additional benefit package. For detailed information, please see pages 19 to 23.





# 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 years.

Best practice »[Excellent Brands](#)«

Best practice »[Excellence in Brand Strategy and Creation](#)«

## Templates

In addition, we also offer blank presentations that can be filled with your own content:

[Download Templates](#) »Excellent Brands« and »Excellence in Brand Strategy and Creation«

## Formats

You can design your presentation as a PDF presentation and/or as a movie. Only PDF and MPEG4 files are accepted. For embedded video clips in PDF presentations, please upload the movie additionally as a separate file.

## Volume

Several PDF presentations can be combined into one, but they should not exceed the maximum number of 15 pages. The maximum movie length is 180 seconds. The maximum upload file size is 50 MB.

## Delivery

Presentations for the German Brand Awards 2023 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.

Maximum 2 files can be uploaded: 1x PDF and 1x MPEG4. All files must be clearly marked with the project ID.

## 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.

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# Deadline upload: **24 February 2023**

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# EVALUATION BY THE JURY

The evaluation will take place at the beginning of March 2023 by the independent, interdisciplinary jury consisting of companies, science, consulting, services and agencies.

## Evaluation criteria

› Uniqueness and brand typology › Brand distinctiveness › Differentiation from the competition › Target group relevance › Consistency of the brand result › Design quality of the brand image › Degree of innovation › sustainability › Continuity › Future viability › Price premium › Growth › Economic success

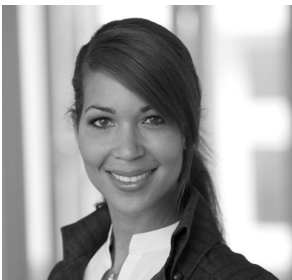
## Distinctions

The jury assigns one »Gold« and several »Winner« and »Special Mention« awards per category, with »Gold« being the highest rating followed by »Winner« and »Special Mention«. In the additional categories, it also awards one submission each with the »Best of Best« distinction.

## Results

You will receive written notification of the results of the judging by e-mail before the end of March 2023. The legal recourse is excluded.

## Jury



**Dr. Saskia Diehl**  
CEO and Co-Owner of  
GMK Markenberatung,  
Cologne



**Katrin Menne**  
Division Manager Group  
Communications at  
Commerzbank AG,  
Frankfurt/Main



**Günter Moeller**  
CEO at hm+p Hermann,  
Moeller + Partner, Munich



**Stefan Raake**  
CEO at AMC Finanzmarkt  
GmbH, Dusseldorf



**Michael Rösch**  
Co-Founder of  
TOMINO, Leipzig



**Prof. Dr.  
Simone Roth**  
Professorship for  
Marketing at Ruhr West  
University of Applied  
Sciences, Mülheim



**Christian Rummel**  
Deputy Global Head of  
Brand Communications  
& CSR at Deutsche Bank  
AG, Frankfurt/Main



# **AWARDS CEREMONY & GERMAN BRAND CONVENTION**

A great award deserves a worthy presentation: The German Brand Awards 2023 will be presented in a noble setting in Berlin in June 2023.

## **Award Show and Gala Dinner**

Every year, the German Brand Awards ceremony is attended by roughly 700 guests: brand decision-makers from major German companies, agencies, the creative industry, the trade press, and all winners of the German Brand Awards 2023.

Among many other offers, all award winners can have their photo taken by our professional photo team on site with their certificate and, if applicable, award trophy. The pictures will be made available the following day.

During the Gala Dinner, the »Best of Best« awards will be announced as part of the stage show.

## **Conference and industry meeting**

The associated German Brand Convention offers plenty of opportunity to discuss current brand management issues with selected award winners and to exchange knowledge across disciplines and industries. An ideal occasion to make important contacts and cultivate networks.

The programme can be viewed online from the end of May 2023.

## **Invitation**

In spring 2023, all award winners will receive an invitation for two people to the Awards Ceremony and German Brand Convention. A response for both parts of the event is requested. After the RSVP deadline, additional guests may be admitted from the waiting list.

All details concerning the waiting list can be found in the invitation letter.

All details regarding the schedule and the programme items will be made available in due time.

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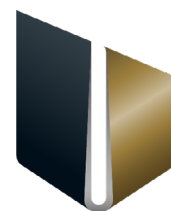
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**Impressions of the 2022 Award Show [here](#)**

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# BENEFIT PACKAGES & SERVICE FEES



We provide a comprehensive package of benefits for each award. Here you will find an overview of the benefits provided for each award level.

	»Special Mention«	»Winner«	»Gold«	»Best of Best«
Labels	✓	✓	✓	✓
Documents	✓	✓	✓	✓
Online Gallery	✓	✓	✓	✓ + prominent placement
Marketing Services	✓	✓	✓ + exclusive materials	✓ + exclusive materials
<b>NEW:</b> Social Media Ad	✓	✓ + increased playout	✓ + increased playout	✓ + intensive playout + LinkedIn
Individual Clips	✓	✓	✓	✓ + stage clips
Public Relations	✓	✓ + industry-specific PR	✓ + cross-industry PR	✓ + comprehensive PR
Communication Tools	✓	✓	✓ + individual press release	✓ + individual press release
Award Show & Gala Dinner	✓	✓	✓	✓
Press Photos	✓	✓	✓	✓ + stage photos
German Brand Convention	✓	✓	✓ + option to be speaker	✓ + option to be speaker
Award Trophy			✓	✓ + handover on stage
Jury Statement			✓	✓
	€ 3,350.00*	€ 3,650.00*	€ 4,650.00*	€ 6,650.00*

\* In the event of an award, these mandatory service fees will apply to the corresponding benefit package. A selection / non-utilization of the benefits and services is excluded.

All prizes are valid per award and do not include the legally applicable VAT.



# SPECIAL MENTION

Benefits and service fees

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<b>Labels</b>	Use of the »Special Mention« label for print and web applications
<b>Documents</b>	Two personalised documents in a high quality frame
<b>Online Gallery</b>	Presentation of the brand/project in the online gallery with backlink
<b>Marketing Services</b>	Access to our Marketing Services
<b>Social Media Ad</b>	Targeted ad on Facebook or Instagram with backlink
<b>Individual Clips</b>	Short clips to introduce the project/brand suitable for social media
<b>Public Relations</b>	PR related to the German Brand Awards
<b>Communication Tools</b>	Whitepaper and template for use in own press activities
<b>Award Show &amp; Gala Dinner</b>	Invitation to the Award Show in Berlin (two tickets per submitter)
<b>Press Photos</b>	Professional photos taken at the photo wall
<b>German Brand Convention</b>	Invitation to the German Brand Convention (two tickets per submitter)

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**Benefit package »Special Mention«**

**€ 3,350.00**

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All prices are valid per award and plus the legally valid value added tax.





# WINNER

Benefits and service fees

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<b>Labels</b>	Use of the »Winner« label for print and web applications
<b>Documents</b>	Two personalised documents in a high quality frame
<b>Online Gallery</b>	Presentation of the brand/project in the online gallery with backlink
<b>Marketing Services</b>	Access to our Marketing Services
<b>Social Media Ad</b>	Targeted ad on Facebook or Instagram with backlink and increased playout
<b>Individual Clips</b>	Short clips to introduce the project/brand suitable for social media
<b>Public Relations</b>	Industry-specific PR related to the German Brand Awards
<b>Communication Tools</b>	Whitepaper and template for use in own press activities
<b>Award Show &amp; Gala Dinner</b>	Invitation to the Award Show and Gala Dinner in Berlin (two tickets per submitter)
<b>Press Photos</b>	Professional photos taken at the photo wall
<b>German Brand Convention</b>	Invitation to the German Brand Convention (two tickets per submitter)

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**Benefit package »Winner«**

**€ 3,650.00**

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All prices are valid per award and plus the legally valid value added tax.



## GOLD

Benefits and service fees

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<b>Label</b>	Use of the »Gold« label for print and web applications
<b>Documents</b>	Two personalised documents in a high quality frame
<b>Online Galery</b>	Presentation of the brand/project in the online gallery with backlink
<b>Marketing Services</b>	Access to our Marketing Services with exclusive items
<b>Social Media Ad</b>	Targeted ad on Facebook or Instagram with backlink plus increased playout
<b>Individual Clips</b>	Short clips to introduce the project/brand suitable for social media
<b>Public Relations</b>	Industry-specific and cross-industry PR related to the German Brand Awards
<b>Communication Tools</b>	Whitepaper and individual press release for use in own press activities
<b>Award Show &amp; Gala Dinner</b>	Invitation to the Award Show and Gala Dinner in Berlin (two tickets per submitter)
<b>Press Photos</b>	Professional photos taken at the photo wall
<b>German Brand Convention</b>	Invitation to the German Brand Convention (two tickets per submitter) plus the option to be a speaker
<b>Award Trophy</b>	High quality trophy with »Gold« label
<b>Jury Statement</b>	Statement of the jury in English and German for own use

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<b>Benefit package »Gold«</b>	<b>€ 4,650.00</b>
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All prices are valid per award and plus the legally valid value added tax.



# BEST OF BEST

Benefits and service fees

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<b>Label</b>	Use of the »Best of Best« label for print and web applications
<b>Documents</b>	Two personalised documents in a high quality frame
<b>Online Gallery</b>	Presentation of the brand/project in the online gallery with backlink and prominent placement
<b>Marketing Services</b>	Access to our Marketing Services with exclusive items
<b>Social Media Ad</b>	Targeted ad on Facebook, Instagram and LinkedIn with backlink plus increased playout
<b>Individual Clips</b>	Short clips to introduce the project/brand suitable for social media plus stage clip from the handover
<b>Public Relations</b>	Comprehensive PR with partially exclusive placements
<b>Communication Tools</b>	Whitepaper and individual press release for use in own press activities
<b>Award Show &amp; Gala Dinner</b>	Invitation to the Award Show and Gala Dinner in Berlin (two tickets per submitter)
<b>Press Photos</b>	Professional photos taken at the photo wall plus stage photos
<b>German Brand Convention</b>	Invitation to the German Brand Convention (two tickets per submitter) plus the option to be a speaker
<b>Award Trophy</b>	High quality trophy with »Best of Best« label» and handover on stage
<b>Jury Statement</b>	Statement of the jury in English and German for own use

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<b>Benefit package »Best of Best«</b>	<b>€ 6,650.00</b>
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All prices are valid per award and plus the legally valid value added tax.



# **DO YOU HAVE ANY QUESTIONS?**

Feel free to contact us at any time:

## **Team German Brand Awards**

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Brand Institute**

