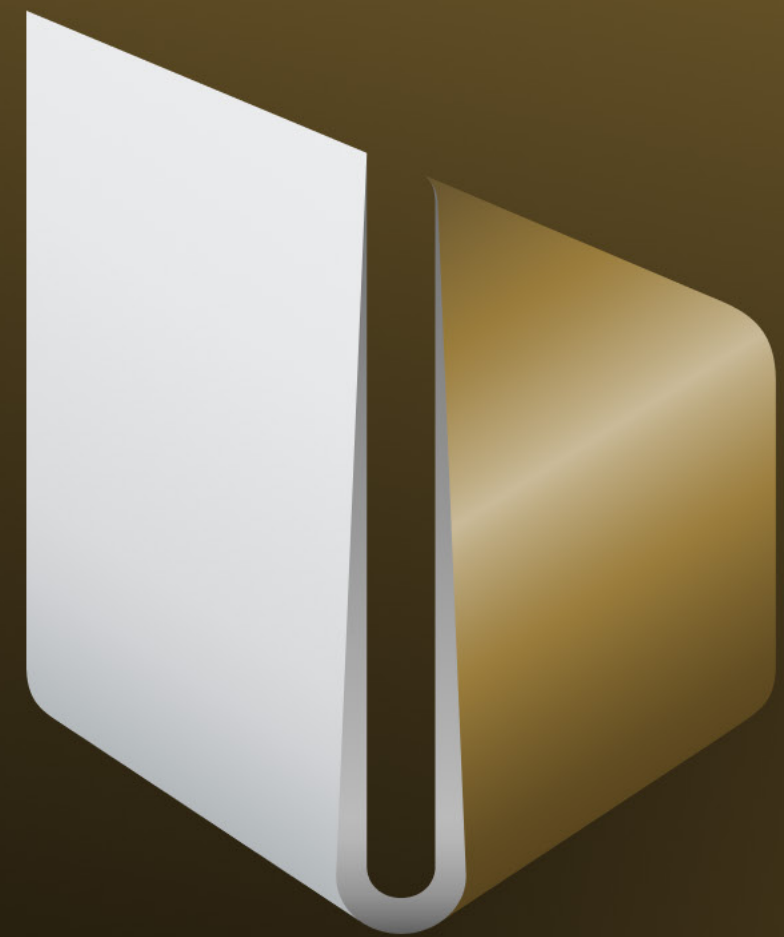


# Fact Sheet



german  
brand  
award  
'25

<b>The German Brand Awards</b>	<b>3</b>
<b>Benefits for Award Winners</b>	<b>4</b>
<b>Deadlines &amp; Dates</b>	<b>8</b>
<b>Registration for the Award</b>	<b>9</b>
<b>Optional Nominee Package</b>	<b>10</b>
<b>Disciplines &amp; Categories</b>	<b>11</b>
<b>Submission of the Presentation to the Jury Meeting</b>	<b>16</b>
<b>Judging</b>	<b>17</b>
<b>Award Ceremony &amp; German Brand Convention</b>	<b>18</b>
<b>Service Packages &amp; Service Fees</b>	<b>19</b>
<b>Grant Programme</b>	<b>20</b>
<b>Contact</b>	<b>21</b>

## The Award that Makes Brand Successes Visible

With the German Brand Awards, the German Design Council honors personalities and companies that are pioneers in the world of brands and offers them a stage. They discover and present unique trends - and advance not only the winners, but the entire brand industry.

## Nomination

The German Design Council continuously 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 on their own initiative for the award. After a review by our internal group of experts, you will receive written notification from the German Design Council as to whether your project meets the required criteria and has thus been approved and nominated for participation in the German Brand Awards.

In case of non-admission, you will also receive a notification and you will not incur any costs.

## Participation Requirements

Companies, agencies, service providers and branders as well as non-commercial and governmental organizations from all industries worldwide can participate in the German Brand Awards.

The publication of the project or implementation of the of the campaign may not date back more than five years.

The number of entries per company is not limited.

## Please Note

In the event of an award, service charges will apply for the benefits included in the service package.

For detailed information, please refer to **page 19**.

# Benefits for Award Winners

## Your Award in a Package

With an award at the German Brand Awards, you underline your brand competence in an effective way. Use this for your communication - we provide you with a comprehensive package for this purpose.



## Celebrate Your Success at the Awards Ceremony

As the winner, you will receive an invitation to the exclusive award ceremony in Berlin. During the gala dinner, the „Best of Best“ awards as well as the Personality award of the year will be presented on stage.



## Inspiration and Discussion at the German Brand Convention

The German Brand Convention will be held in the framework of the awards ceremony. The focus is on dialog, not only on stage. Decision-makers from major German companies, the trade press, and guests from the marketing industry will exchange interdisciplinary and intersectoral.



## Become Part of a Unique Network

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

# Benefits for Award Winners



## Benefit from the Widest Reach

With a gross reach of around 315 million contacts per year, the German Brand Awards are the marketing prize with the widest reach in the German-speaking region and is becoming increasingly international. In the direct competitive environment, the German Brand Awards rank first nationally and second internationally.



## Tell Your Success Story With the Labels

We will provide you with the corresponding label, which you may use from the day of the award 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 measures.



## Professional Photos in Front of the Photo Wall

At the award ceremony, winners will 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.



## A Noble Highlight is the Award Trophy

„Gold“ and „Best of Best“ winners also receive a award trophy - a real highlight e.g. for your company foyer. „Best of Best“ trophies are handed over exclusively on stage during the show.

# Benefits for Award Winners



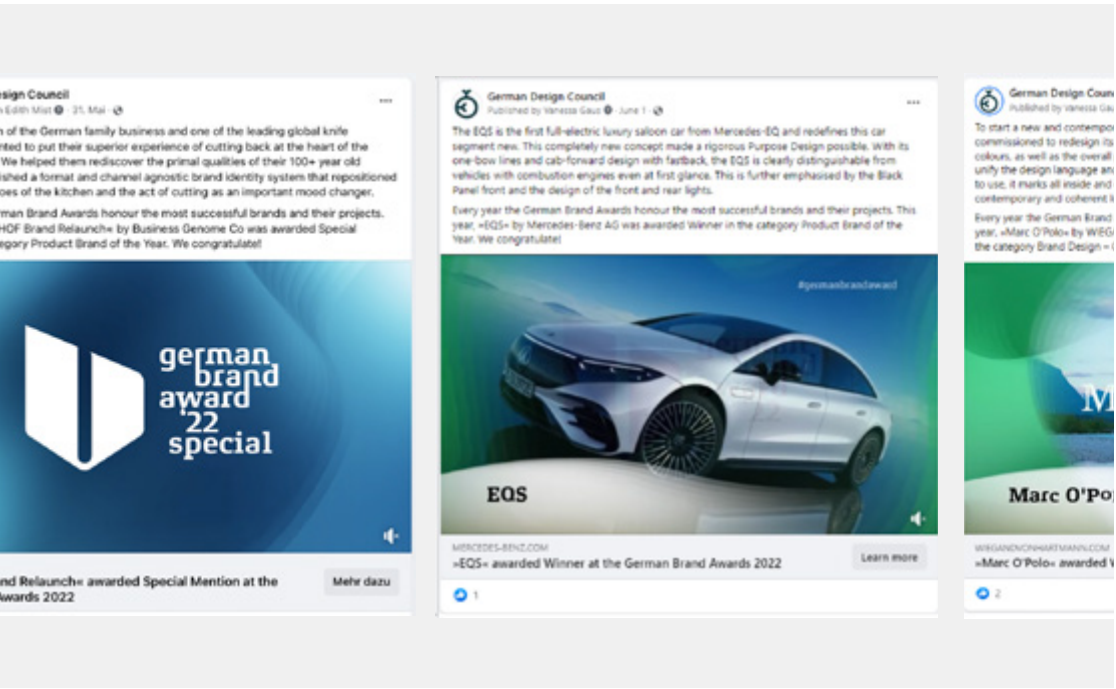
## Draw Attention to Yourself With the Social Media Clips

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



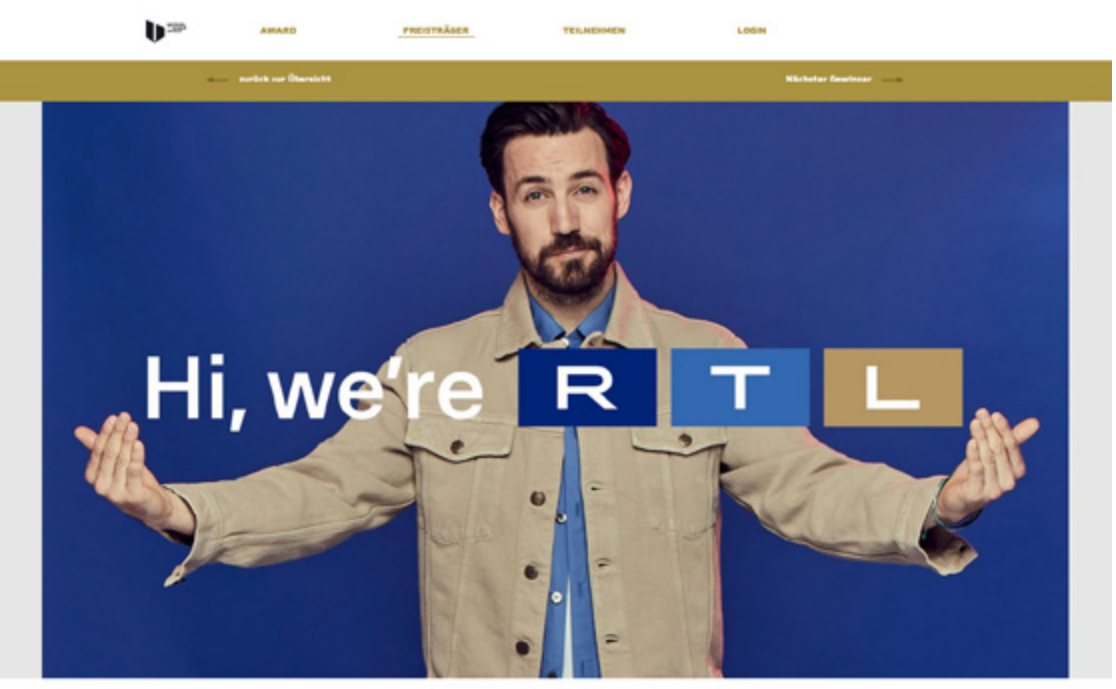
## Content for Your Communication With the Jury Statement

Award winners are provided with a short statement about their award by the jury. This is published in our online gallery next to the entry and can be ideally used for your own communication.



## Increase Your Reach With Our Social Media Ads

We present the award-winning „Gold“ and „Best of Best“ projects and brands to specific target groups with individual ads on Facebook and Instagram. „Best of Best“ entries are also presented exclusively on LinkedIn.



## Permanent Presentation in the Online Gallery

All award-winning projects and brands are 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 - beyond the award ceremony.

# Benefits for Award Winners



## Increase Your Visibility Through Joint Press Relations

You benefit from our international address distribution and marketing activities. We communicate the award 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.



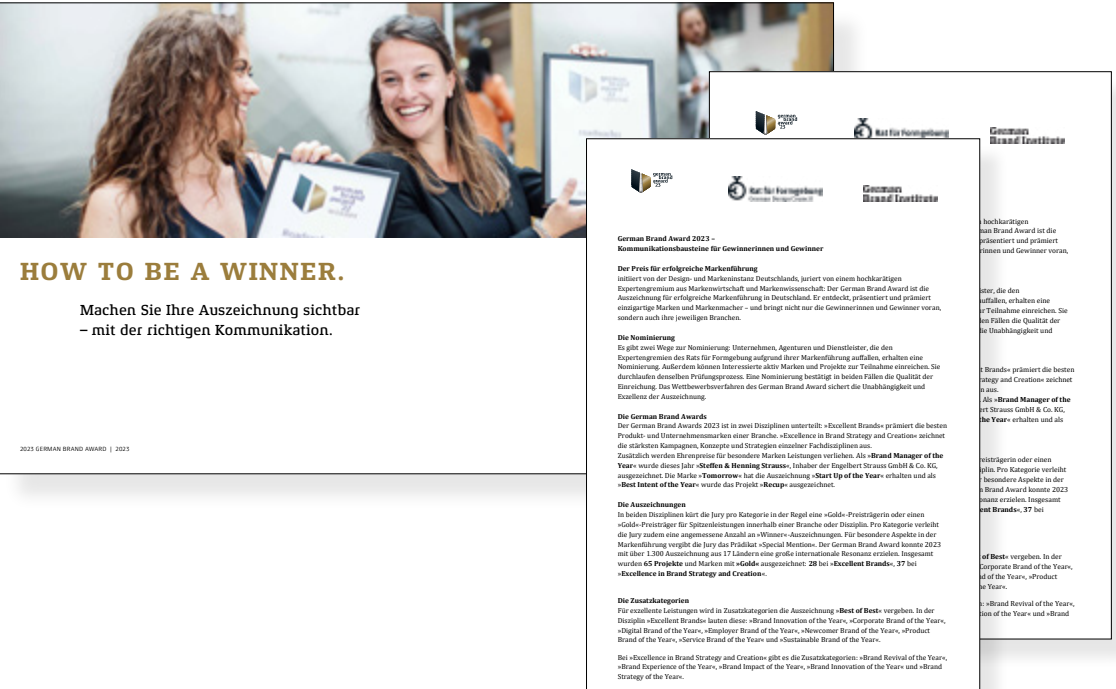
## Valuable Awarded With Documents

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



## Use the Offer of Our Marketing Services

As a winner, you will receive exclusive access to our Marketing Services. Here you can order additional marketing items for your award, such as acrylic glass certificates, stickers or cuboids.



## Share Your Success With Our Communication Tools

You will receive a white paper with useful tips and examples for your own award communication. In addition, we provide text modules that you can use for your press activities.

# Deadlines & Dates



Call for Entries	29 October 2024
Deadline Early Bird Registration	6 December 2024
Deadline Grant Applications	14 February 2025
Closing Date	21 February 2025
Deadline Upload of the Presentations to the Jury Meeting	28 February 2025
Jury Meeting	13 March 2025
Notification of the Jury Results	End of March 2025
Publication of the Winners	26 June 2025
Award Ceremony & German Brand Convention	26 June 2025



# Registration for the Award



## Registration

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

## Online Application

In the „**My Design Council**“ registration portal the following information is requested:

- Discipline
- Brand name / project name (+specification)
- Description text German / English (max. 650 characters)
- Website, place and date of launch
- Details of company / client, agency / implementation
- Categories and possible additional categories
- Billing address
- Optional booking of the Nominee Package
- Image material of the brand / project (max. 5 images)

You will need an average of 35 minutes for an online application.

Please note that the information and image/text material from your registration will be used both for the jury meeting and for publication in the event of an award.

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

## Registration Fees

Early Bird registration until 6 December 2024	€	449.00*
Regular registration	€	495.00*
Last call registration after 21 February 2025	€	495.00*
	+ €	140.00*

\*All prices are per registered project/brand and plus the legally valid value added tax.

## Please Note

By submitting your project for the German Brand Awards 2025, you agree to all costs and fees mentioned. In the event of an award, service fees will apply for the benefits included in the service package. You will find detailed information on this on **page 19**

## Registration Closes on 21 February 2025

# Optional Nominee Package

## Benefits and Services for Nominees

Even participation in the German Brand Awards is an initial communication event with which you can generate media attention for your extraordinary achievements.

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

## Nominee Package Components:

### Label

As a nominee, you are entitled to unlimited use of the official »Nominee« label for your communication and promotion of the nominated project.

### Documents

Nominees will receive a personalised »Nominee« documents as PDF.

### Communication tools

Use the nominee texts modules for your own press releases, which nominees receive at their free disposal.

### NEW: Social media frames

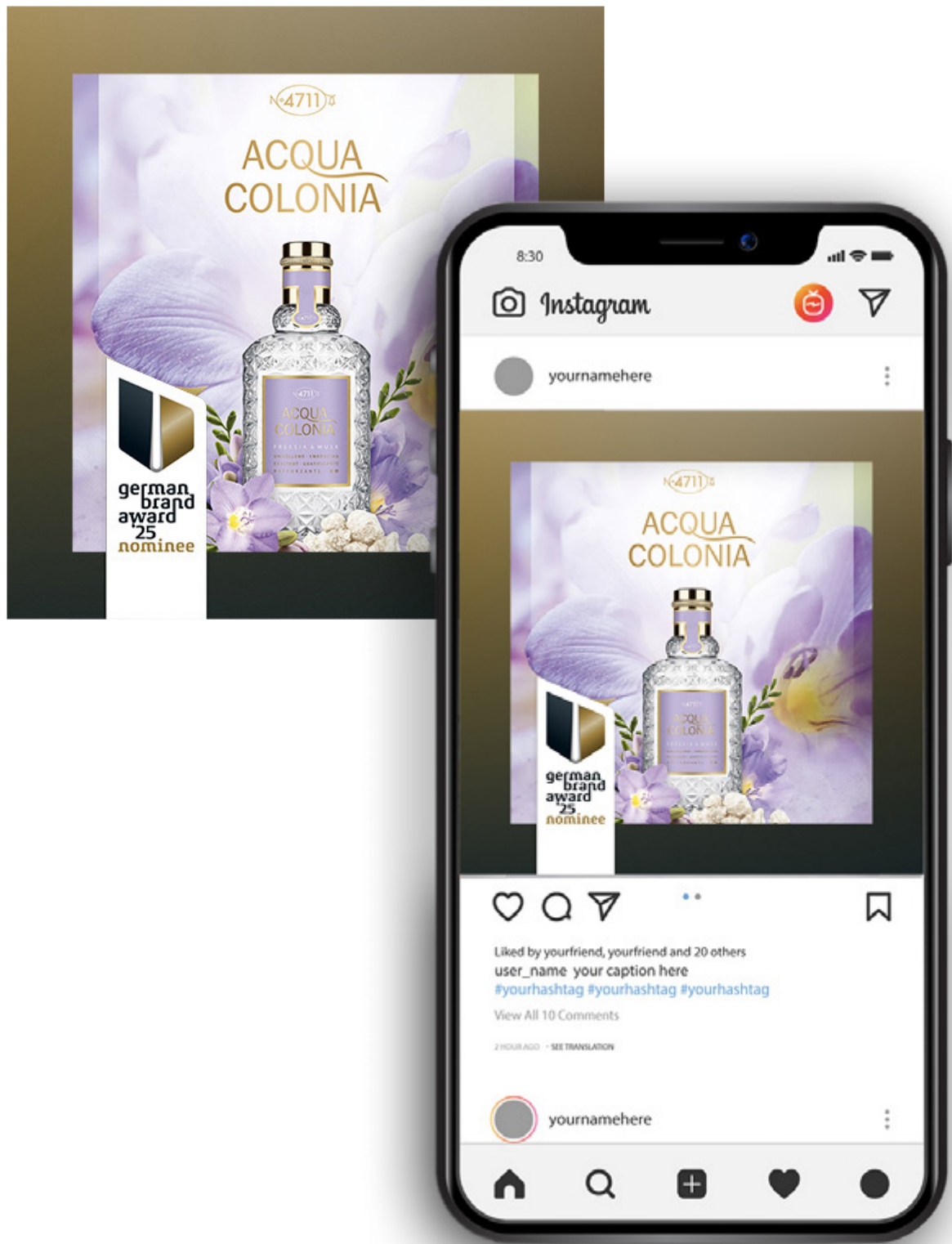
We provide frames for your communication that are tailored to the various channels.

## Fees for the Optional Nominee Package

Booking of the Nominee Package	€ 1,950.00*
--------------------------------	-------------

\*All prices are per registered project/brand and plus the legally valid value added tax.

Bookable directly when registering for the award or subsequently until the end of April 2025 via our **online form**.



# Disciplines & Categories

## Two Disciplines

To do justice to the diversity of submissions, the German Brand Awards offer a range of categories in two disciplines: „Excellent Brands“ and „Excellence in Brand Strategy and Creation“.

## Selection

When registering for the award, one regular category and up to three additional categories can be selected per brand / project. The registration fees are to be paid only once.

## Please Note

In the event of an award, service fees will apply to the benefits included in the benefit package. Detailed information on this can be found on **page 19**.

## Discipline Excellent Brands

This discipline takes a holistic view of brands and assesses the brand management of product and corporate brands within their competitive environments with each other. The categories are therefore divided according to sectors and industries.

## Discipline 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, prizes will be awarded in 16 additional categories. The best entries in each of the additional category will be presented on stage, giving them particularly high visibility.

# Categories

## Excellent Brands

### Animal & Pet Supplies

e.g. Manufacturer of pet food, toys, transport boxes

### Banking & Financial Services

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

### Beauty & Care

e.g. Manufacturer of body care, cosmetics, wellness, hygiene (incl. trademarks)

### Building & Elements

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

### Chemicals, Materials & Supplies

e.g. Manufacturer of packaging materials, plastics, color pigments, C-parts, raw materials, fine chemicals, specialty chemicals

### Consumer Electronics

e.g. Manufacturer of consumer electronics, smart-phones, 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

z.B. Organizers of concerts, festivals or shows, museums, theaters

### Digital Service Portals & Platforms

e.g. Comparison sites, 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, footwear, accessories, eyewear, bags (incl. trademarks)

### Fast Moving Consumer Goods

e.g. Manufacturers of foods, beverages, drugstore products (incl. private labels)

### Health & Pharmaceuticals

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

### Heating & Bathroom

e.g. Manufacturer of heating, air conditioning and power engineering, bathroom & sanitary equipment

### Industry, Machines & Engineering

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

### Insurance

e.g. Insurance companies, statutory health insurers, insurance brokers

### Interior & Living

e.g. Manufacturer of furniture, home textiles, flooring, garden furniture

### Kids & Toys

e.g. Manufacturer of games, toys, strollers, baby equipment

### Kitchen & Household Appliances

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

### Leisure & Crafts

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

### Lighting

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

### Logistics & Infrastructure

e.g. Utilities, power generators, logistics service providers, cable network providers, fuel and gasoline dealers

### Luxury

e.g. Manufacturer of luxury items, jewelry, watches

### Media & Entertainment

e.g. Media companies, publishers, news portals, newspapers, magazines, TV/digital broadcast brands, TV/radio stations

### Non-Governmental Organizations & Public Affairs

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

### Office & Stationery

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

# Categories

## Excellent Brands

### Real Estate & Property

e.g. Service providers in the construction industry, brokers, property managers

### 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. Manufacturer of tools, garden equipment (incl. trademarks)

### Tourism & Gastronomy

e.g. Hotels, tour operators, airlines, travel marketers, restaurants, fast food chains, bakeries, rest stops

### Trade Fairs & Event Locations

e.g. Exhibition organizers, arenas, stadiums and venues (incl. digital hubs)

### Tade, Retail & e-Commerce

e.g. Food retail, fashion chains, web stores

### Transport & Mobility

e.g. Manufacturer & service provider in the field of automobility, electromobility, public transportation

### Additional Categories\*

#### Brand Innovation of the Year

Best brand innovation

#### Corporate Brand of the Year

Best company brand

#### Circular Brand of the Year

Best brand with circular measures

#### Digital Brand of the Year

Best digital brand

#### Employer Brand of the Year

Best employer brand

#### Newcomer Brand of the Year

Best new 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 given in an additional category, then corresponding additional service fees will apply for the additional service package. For detailed information, please refer to **page 19**.

# Categories

## Excellence in Brand Strategy and Creation



### Acustic & Sensoric Branding

e.g. Audio logos, sound logos, sound worlds, 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 such as branches, head offices, campuses

### Brand Events

e.g. Product launches, roadshows, conferences, networking events, company anniversaries

### Digital Campaign

e.g. Predominantly digitally implemented campaigns, Social media, banners, VoD

### Classic Campaign

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

### Digital Solutions & Apps

e.g. Apps for using, controlling or retrieving information about products and services

### Fairs & Exhibitions

e.g. Trade show booths, pop-up stores, brand experience centers, showrooms

### Influencer Marketing

e.g. Sponsored communication, co-creation, channel takeover, product testing

### Intranet & Collaboration

e.g. Intranet portals, collaboration platforms, forums and internal blogs

### Movies, Commercials & Virals

e.g. Corporate films, image films, TV spots, virals

### Point of Sale

e.g. Promotional measures in (digital) retail, brand stores at online retailers, flagship stores, digital showrooms

### Print

e.g. Advertising campaigns, annual reports, yearbooks

### Public Relations

e.g. Successful crisis communication, press events, storytelling in corporate communication

### Social Media

e.g. Activities and campaigns on social networks (such as Instagram, TikTok), community management

### Storytelling & Content Marketing

e.g. Podcasts, Blogs & Vlogs, Magazines

### User Experience

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

### Web & Mobile

e.g. Corporate or product websites, micro-sites, portals

### Brand Design › Product Brand

e.g. Corporate design for product brands incl. own brands (redesign or relaunch)

### Brand Design › Corporate Brand

e.g. Corporate design for company brands (redesign or relaunch)

### Brand Design › Logo

e.g. Relaunch company logos, new creation of product logos

### Brand Design › Packaging

e.g. Innovative use of materials, differentiated packaging design

### Brand Design › Product Design

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

# Categories

## Excellence in Brand Strategy and Creation

### **Brand Strategy › B2B**

e.g. Brand portfolio, brand architecture, brand positioning, brand cooperation strategies

### **Brand Strategy › B2C**

e.g. Brand portfolio, brand architecture, brand positioning, brand cooperation strategies

### **Brand Behaviour**

e.g. Behavioral guidelines, employee programs, corporate fashion collections

### **Brand Digitalization**

e.g. Augmented and virtual reality, online configurators, branded service digitalizations

### **Brand Innovation & New Business Models**

e.g. New, disruptive business models and branches, innovative new product launches, crowdfunding approaches

### **Branded CSR › Social**

e.g. Social commitment, educational work, sponsoring of events with social relevance

### **Branded CSR › Environmental**

e.g. Activities for climate protection or sustainability, sponsoring of events with climate policy relevance

### **Employer Branding Activities & 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-learning offers

### **Additional Categories\***

#### **AI Project of the Year**

Best Project with use of artificial intelligence

#### **Brand Efficiency of the Year**

Project with best cost-impact ratio (e.g. ROI, cost-per-lead)

#### **Brand Experience of the Year**

Project with best brand experience

#### **Brand Impact of the Year**

Project with greatest impact (e.g. sales impact, increased awareness)

#### **Brand Innovation of the Year**

Project with greatest brand innovation

#### **Brand Revival of the Year**

Best brand revitalization project

#### **Brand Strategy of the Year**

Best brand strategy

#### **Circular Brand of the Year**

Best communication around a circular measure

#### **Lighthouse Project of the Year**

Project with the greatest appeal (e.g., a lot of internal/external attention, strategic flagship project)

\* If an award is also given in an additional category, then corresponding additional service fees will apply for the additional service package. For detailed information, please refer to **page 19**.

# Submission of the Presentation to the Jury Meeting



## Preparation

After successful online registration, please provide us with a presentation of your project, which will be viewed and evaluated by the jury. To facilitate your preparation, you will find an overview of the information relevant for the judging here.

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

## Best Practice Cases

For rough guidance, we provide some best practice cases from previous years for your insight:

### Download Best Practices

Password: GBA2025!

## Templates

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

### Download Templates

Password: GBA2025!

## Formats

You can design your submission as a PDF presentation and/or as a short movie. Only PDF and MPEG4 files are accepted.

For embedded video clips in PDF presentations, please upload the movie additionally as a separate file.

## Scope

Multiple PDF presentations can be combined, but should not exceed the maximum page count of 15 pages. The maximum movie length is 180 seconds. The maximum file size when uploading is 20 MB.

## Upload

With the registration confirmation you will receive an upload link to provide us with your presentation. A maximum of 2 files can be uploaded: 1x PDF and/or 1x MPEG4. All files must be clearly marked with the project ID.

## Data Check

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

## Content

### Brand Portrait for Excellent Brands

The following contents clearly and understandably brought to the point:

- Brand history
- Branch
- 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 success-relevant aspects of your project 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, etc.)

**Data Upload Until 28 February 2025**

# Judging

## Jury meeting

The evaluation will take place at the beginning of March 2025 by the independent and interdisciplinary jury. The jury reviews all submissions, compares, discusses and decides on the awards.

## Evaluation Criteria

- Characteristics and brand typicity
- Brand distinctiveness
- Differentiation from the competition
- Target group relevance
- Homogeneity of the brand result
- Design quality of the brand appearance
- Degree of innovation
- Sustainability
- Continuity
- Future viability
- Price premium
- Growth
- Economic success

## Results

You will receive written notification of the results of the judging by e-mail before the end of March 2025. The legal process is excluded.

## Distinctions

The jury awards one „Gold“ and several „Winner“ awards per category, with „Gold“ being the highest rating. In the additional categories, it also awards one submission each with „Best of Best“ recognition.

We provide a comprehensive winner package for each award. On **page 19** you will find an overview of the benefits depending on the award level as well as the corresponding fees.

The jury reserves the right to assign a project to another category.

## Jury Members

The jury is formed by representatives from industry, science, consulting, services and agencies.

All jury members of the German Brand Awards 2025 can be found on our website:

[www.german-brand-award.com](http://www.german-brand-award.com)



**„Particularly striking this year were the numerous projects that dealt with the topic of social responsibility. Aspects of sustainability, corporate social responsibility and also transformative processes such as digitalization could be found in many submissions.“**

### Christian Rummel

Deputy Global Head of Brand Communications & CSR  
Deutsche Bank AG, Frankfurt/Main, Germany

Jury member 2016 - 2025

# Award Ceremony & German Brand Convention



## Award Show and Gala Dinner

The German Brand Awards ceremony is attended by around 700 invited guests each year: brand decision-makers from major German companies, agencies, the creative industry and trade press, as well as all the winners of the German Brand Awards 2025.

In addition to many other offers, all award winners can have their documents and, if applicable, award sculpture photographed by our professional photo team on site. The pictures will be made available the same evening.

During the gala dinner, as part of the stage show, the „Best of Best“ awards will be announced.

## Topic 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 opportunity to make important contacts and cultivate networks.

The program can be viewed online from the end of May 2025.

## Invitation

All award winners will receive an invitation to the award ceremony and German Brand Convention in Berlin in May 2025.

All details on the schedule and program items will be made available in good time.



## Impressions of the Award 2024 You Will Find Here.



# Service Packages & Service Fees



In the case of an award, you will receive a comprehensive service package to enable you to maximize your success and the added value of an award. By registering for the award, you agree to any service fees that may be incurred.

		Distinction Winner	Distinction Gold	Distinction Best of Best
Label	Use of the label for print and web applications	✓	✓	✓
Documents	Two personalized documents in a high quality frame	✓	✓	✓
Communication Tools	Whitepaper and templates for own press activities	✓	✓	✓
Online Gallery	Presentation of the brand/project in our online gallery with linking	✓	✓	✓
Marketing Services	Access to additional Marketing Services	✓	✓	✓
Award Show & Gala Dinner	Invitation to the award ceremony in Berlin	✓	✓	✓
German Brand Convention	Invitation to the German Brand Convention in Berlin	✓	✓	✓
Press Photos	Professional photos in front of the photo wall	✓	✓	✓
Individual Clips	Short clips about the project/brand suitable for social media	✓	✓	✓
Jury Statement	Statement of the jury in German and English for own use	✓	✓	✓
Social Media Add	Targeted ad on Facebook or Instagram (Meta) with linking		✓	✓
Award Trophy	High quality award trophy with label		✓	✓
Handover on Stage	The award handover will take place on stage during the award show			✓
		€ 3,650.00*	€ 4,650.00*	€ 6,650.00*

\* In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection / non-utilization of the benefits and services is excluded. All figures apply per award and plus the legally valid value added tax.

## Funding

The German Design Council offers all small businesses, freelancers and start-ups the opportunity to be exempted from the service fees for winners by applying for funding. The exemption is granted after an examination of the economic circumstances.

The prerequisite is that the annual sales in each of the last two years (2022 and 2023) did not exceed € 50,000.

## Application

The application must be submitted via the online form by 14 February 2025 (receipt by the German Design Council).

Here you can find the **funding application form**.



# Do You Have Further Questions?



Then contact us at any time:

## **Team German Brand Awards**

Rat für Formgebung Service GmbH  
Messeturm  
Friedrich-Ebert-Anlage 49  
60327 Frankfurt/Main  
Germany

## **Project Management**

Lilian Dedio  
+49 (0) 69 24 74 48 642  
brandaward@gdc.de

[www.german-brand-award.com](http://www.german-brand-award.com)

**German  
Brand Institute**

**Award by**  **Rat für Formgebung**  
German Design Council