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Design Effectiveness Awards 2012  
**Call for Entries Guide**  
Design Business Association

dba

### *Style and Substance*

When design and business work together, there is much they can achieve. Whilst both parties can be split by their views, experiences, challenges and goals, the thing they have in common is their recognition that the very best design work is accountable, delivering both creatively and commercially.

The DBA have been championing effective design through the DBA Design Effectiveness Awards since 1983, and it's power and position in the relationship between the creative industries and the world of commerce grows evermore each year. As budgets have tightened, so has the scrutiny of clients, who are looking for more evidence of design's contribution to their bottom line.

Each entry is judged on its own merits, by a panel of senior figures from the business community, so there is an unlimited number of Gold, Silver and Bronze winners in each category. This means that the field for entrants is wide open. Even if this is your first year of entering, there is absolutely nothing to stop you from taking home a Gold, regardless of how popular your sector of design might be. It's all about what your work achieved, and how it met the objectives set by your client, not how it compares to someone else's work.

A DBA Design Effectiveness Award will look great in your trophy cabinet, but it will also contribute so much more than that to your business. Each win is an independent endorsement of the value of your work, a great PR story, a motivator and reward for your team, and may even earn you a coveted place on the DBA Effectiveness League Table.

Does your design work have style and substance? Then it's time to prove it.

*Need help writing your entry? As part of the Awards programme we are offering one-to-one consultation sessions, where we will offer advice on how to write a clear and compelling entry. Each session is billed at £150+VAT, but can be redeemed against your entry fee.*

*To book an appointment contact: Natalie on 0207 251 9229 or [awards@dba.org.uk](mailto:awards@dba.org.uk)*

# Intro

# INTRO

Winning a DBA Design Effectiveness Award is not just an acknowledgement of business success, it is a demonstration of a long term commitment to better business. Winners and finalists of the Awards join an elite list of companies who can categorically prove design has made a difference to their bottom line. There are also a whole host of additional benefits that come with winning a DBA Design Effectiveness Award:

*Enable*

Champion the case for design within your own business. Stand out from the crowd Independent acknowledgement that you care about design producing the greatest returns.

*PR*

Inclusion in a campaign targeting business and consumer publications including the Financial Times, Marketing, Marketing Week and Design Week.

*Morale*

Your staff will be proud to be associated with design that delivers.

*Exposure*

Identifies your product as being commercially successful, vital in the eyes of buyers.

*Positioning*

Your company aligned with the design effectiveness message.

*Financial justification*

Prove that your design budget has delivered return on investment.

WHY ENTER?

**Why enter?**

*Who can enter?*

A unique feature of these Awards is that clients can enter jointly with design consultancies or with their own company design teams.

*What can I enter?*

Any design projects; either re-designs or new products that demonstrate the effectiveness of design for your client's brand or company.

*What are the judges looking for?*

Judges are looking for designs that prove beyond reasonable doubt, a cause and effect between the new design and business success through tangible results.

*When should the project have been launched?*

The project may have been launched at any time, however, your entry must include some up-to-date evidence, collated after 1 January 2010.

*How do I enter?*

You will need to read all of the information in the Call for Entries before writing a detailed yet concise description of your project, what it was expected to achieve, how the results were measured, what the results were, and crucially, the significance of those results in the wider commercial context. Follow the entry format guidelines on page 11, and reference previous entries at [www.effectivedesign.org.uk](http://www.effectivedesign.org.uk)

*Why do I need to start my application NOW?*

You need to research data for your entry prior to completing the attached entry form.

This can be time consuming and you will need to give your full support to your design consultancy to obtain the type of data needed to make a convincing case for effectiveness. Experience shows that the longer you have to gather supporting data for your entry, the better.

*When is the entry deadline?*

Entries will need to be sent by midday, Friday 8 July 2011. You can benefit from an early bird discount if you enter by midday Friday 27 May, saving you £100. See entry form for details.

*When will I hear any news?*

Entrants will be notified of the short-list in September 2011, with the winners announced at the Awards Ceremony, which will be in February 2012. For more information and to book tickets, email [awards@dba.org.uk](mailto:awards@dba.org.uk).

*Any hints to help?*

The DBA website has extensive examples of previous winning case studies and tips on how to evaluate effectiveness specific to the different categories – visit: [www.effectivedesign.org.uk](http://www.effectivedesign.org.uk).

We are also offering one-to-one advice sessions to help you compile your entry. If you would like to book, contact Natalie at the DBA on the details above.

*Who do I contact with a query?*

Please contact Natalie Maher on 0207 251 9229 or email [awards@dba.org.uk](mailto:awards@dba.org.uk)

# Questions

# QUESTIONS

The DBA Design Effectiveness Awards recognise projects that demonstrate design's tangible effect on a client's business. Entrants must present proof beyond doubt that the client's business problem was solved by the design solution.

During the judging process, results such as profitability, sales, market penetration, distribution, staff morale and market share are measured against the initial client brief. Were sales targets outperformed? If so, by how much? Was company turnover affected? Did the company's share price go up after the design was complete? Did the new design cut print and production costs or otherwise impact profit margins? Did the design have social implications? If so, what were they? How long did it take for the design work to deliver a return on investment?

There are two stages of judging and two judging panels.

#### Stage one

The first panel of judges will review each entry to determine whether it meets the standards required to win an Award. They will assess how well the entry has performed against criteria such as 'cause and effect', 'scale of effect', 'clarity of results', 'explanation and proof of effect' and 'clarity of presentation'. See page 7.

#### Stage two

The second panel of judges will decide the level of Award each short-listed entry should win depending on the strength of the case. Bronze, Silver and Gold Awards will be presented to short-listed projects at the Awards Ceremony in February. The Bronze, Silver and Gold Awards recognise and reflect the achievement of all the short-list in reaching this stage. The stage two judging panel will also select the winners of the Grand Prix and other special Awards, also to be presented at the ceremony.

Although the judges' decision is final and no correspondence will be entered into, after the Award ceremony, entrants may apply for feedback in order to help inform their future entries.

*The Awards offer a unique opportunity for your work to be judged by a panel of senior business and marketing professionals, chosen for their business experience and acumen. Success for you and your clients categorically demonstrates that, as a team, you are realising maximum impact from your collaboration. Previous judges have included; BBC, Heinz, P&G, Unilever, Shell, HSBC, Innocent, NHS, BP, BT and RBS, to name a few.*

# Judging Process

## JUDGING PROCESS

*“WE BELIEVE  
THERE IS A  
DIRECT LINK  
BETWEEN  
CREATIVITY AND  
COMMERCIAL  
EFFECTIVENESS”*

*Andrew Eyles  
Group Managing Director/CEO  
Blue Marlin*

In these Awards, effectiveness is measured in terms of commercial benefits achieved for the client and the customer and is not related to standards of aesthetics, or 'good' and 'bad' design. For example, increasing sales alone is not as significant as increasing sales in a declining market and increasing staff morale. The key judging criteria are:

#### *Explanation and proof of effect*

A project's success must be linked to a measured fact rather than an assumption. Use factual research to substantiate your claims (wherever possible this should be independent of client and consultancy). The effect of the design must be isolated by also evaluating the effect of other influencing factors e.g. advertising campaign, direct marketing. It is not enough to state that sales went up by X percent after the introduction of a new design.

#### *Other influencing factors*

You must identify any factors that might have contributed to the success of the project other than the design. For example, advertising, direct mail or PR campaigns could have influenced the overall success, so it's important to extrapolate the impact of this activity from the contribution of the design. A lack of convincing information will go against your entry. For examples of clear examples of other influencing factors visit [effectivedesign.org.uk](http://effectivedesign.org.uk).

#### *Clarity of presentation*

How well-written, structured and presented is the case? Clear, concise entries will deliver a stronger message.

#### *Cause and effect*

Proof beyond reasonable doubt of a cause and effect between the design solution and the results. Evidence of the targets set in the original brief against the results achieved.

#### *Clarity of results*

The judges are not looking for an in-depth analysis of why a particular design solution was chosen but evidence of what results were achieved.

#### *Scale of effect*

The significance of these results in the relevant commercial context or in the overall context of the business itself. Winning entries often describe design projects that have had a significant impact on business performance in a broad context. For example, a product or identity that creates new business and jobs and captures a significant share of an existing market could be relatively more significant than an entry describing only an increase in sales. A 300% increase in sales in a booming market may be less significant than a 10% increase in a saturated one.

A design that turns a whole company around is more significant than one that adds a modest increase to sales.

# JUDGING CRITERIA

## Judging Criteria

- 1.0 *Corporate/Brand Identity*
- 1.1 Design and implementation costs over £100,000
- 1.2 Design and implementation costs under £100,000
- 2.0 *Print*
- 2.1 Corporate – Annual reports, fact books, corporate, recruitment and in-house communications
- 2.2 Consumer – Printed material as a product in its own right, such as a newspaper or product/services literature
- 2.3 Business-to-Business – Printed material promoting products or services to other business users
- 3.0 *Digital*
- 3.1 Websites
- 3.2 Viral and Emarketing
- 3.3 Apps and mobile devices
- 3.4 Desktop application design
- 4.0 *Packaging*
- 4.1 Branded – Food
- 4.2 Branded – Drink
- 4.3 Branded – Other
- 4.4 Own Brand – Food
- 4.5 Own Brand – Drink
- 4.6 Own Brand – Other
- 4.5 Structural
- 5.0 *Point of Sale*
- Products or services to aid consumer communication or awareness.
- 6.0 *Product*
- 6.1 Consumer - with design fees under £30,000
- 6.2 Consumer - with design fees over £30,000
- 6.3 Professional – with design fees under £30,000
- 6.4 Professional – with design fees over £30,000.
- 7.0 *Interiors*
- 7.1 Office
- 7.2 Retail
- 7.3 Leisure
- 7.4 Other
- 8.0 *Temporary Exhibitions & Experiential Environments*
- 9.0 *Museums, Galleries, Events and Visitor Attractions*
- 10.0 *Internal Communications*
- A special category for any design project demonstrating effectiveness in achieving internal communications related issues.
- 11.0 *Service Design*
- Design of the people, infrastructure, communication and material components of a service, in order to improve the interaction between service provider and customers, enhancing the customer experience.
- 12.0 *Design Management*
- Rewarding outstanding examples of effective management where entrants can demonstrate success in overcoming exceptional hurdles to deliver significant commercial benefits, achieving organisational objectives and in gaining competitive advantage.
- 13.0 *Design for Society*
- A special category for all design projects which have used design to provoke positive change within society and improved the quality of people's lives.
- 14.0 *Environment*
- For any design project demonstrating effectiveness in achieving environmentally related objectives. The benefits achieved can relate to the object designed or the effect/influence the designed object has on people's attitudes and/or behaviour.
- 15.0 *Information Design*
- For projects that have effectively used typography, graphic design, applied linguistics, applied psychology, applied ergonomics and other fields in a response to people's need to understand and use forms, legal documents, signs, computer interfaces, technical information and operating/assembly instructions.
- Got a project that doesn't seem to fit?*
- If you have an effective project, but aren't sure about the category, please contact Natalie on 0207 251 9229 or awards@dba.org.uk.

# Categories

## Categories

### *Grand Prix*

The Grand Prix is presented to the winner who the judges feel demonstrates the most significant and impressive evidence of design effectiveness. The Grand Prix will be chosen from the Gold Award winners.

### *International Export Award*

The most effective piece of work undertaken by a British business for an overseas client will be chosen from the short-list across all categories.

### *Bronze, Silver and Gold Awards*

Unlike a race, the winner of a Design Effectiveness Award isn't the first person over the finishing line in each category. The judging panel assess each entry on an individual basis to determine how effective it has been, with each project judged on its own merits, against the exacting standards of the judges.

Based on that assessment, the entry can be awarded a Bronze, a Silver, a Gold or nothing. This means that a category could have any number of winners and at differing levels. It would be wrong to assume that if you're the only short-listed entry in a category you are a Gold Award winner.

BRONZE awards will go to projects that have clearly proven design's contribution to the commercial success of your project and delivered a healthy return on investment for the client.

SILVER awards are reserved for excellent examples of design effectiveness. They will have provided strong evidence to prove the design work exceeded expectations and led to significant business results for the client.

GOLD awards go to really outstanding projects that have provided unquestionable and significant evidence of exceptional design effectiveness and results.

# Award Levels

## **AWARD LEVELS**

<i>Page</i>	<i>Heading</i>	<i>Subheading</i>	<i>Further Information</i>
1	Title Page	1. Project title _____ 2. Category _____ 3. Sub category _____ 4. Client company _____ 5. Design consultancy _____ 6. Current date _____ 7. One colour image _____	Are you working for an overseas client? Are you eligible for the International Export Award? See page 10. Of the item, product or service designed
2	Executive Summary		Summarise the achievements of the design. This is your opportunity to capture the judges' attention and highlight what makes your entry stand out from the competition. Max. 300 words – In all instances where a word count is specified, you must clearly state the number of words written. Word count should not be exceeded.
3	Project overview	1. Outline of project brief _____ 2. Description _____ 3. Overview of market _____ 4. Project launch date _____ 5. Size of design budget _____ 6. Outline of design solution _____	Include key marketing/business objectives as bullet points. Include the background and details of the product/service. Include any obstacles/challenges faced. Include how this was arrived at and what it set out to achieve. Max. 500 words (for the design solution subsection)

*Confidential entries must be clearly marked 'Confidential - not for publication'. If they are not clearly marked the DBA is not liable if the entry is published. If you are submitting a confidential entry please also supply one non-confidential copy, clearly marked 'For publication'.*

# Entry Format

# Entry Format

Page	Headings	Subheading	Further Information
4-7	Summary of results	The following are suggested headings.	Detail all the results achieved by the design under the relevant suggested headings. Supply your own headings if necessary.
		Increase in sales	By percentage but preferably with amounts.
		Improvements in staff morale	As measured by reductions in absenteeism, improved productivity etc. and changes in staff behaviour
		Reductions in manufacturing costs	By percentage or amounts.
		Increases in market distribution	Additional outlets taking the product.
		Increase in market value	
		Increases in market share	Against competitors' products/services, or penetration of key consumer groups or geographical areas.
		Increase in footfall	
		Change in spending patterns of target market	Measured by surveys or other definable methods.
		Changes in perception	Quantifiable research to show change.
		Improvements in consumer attitudes or behaviour	Reductions in violence towards staff, reductions in theft etc.
		Improved conversion rates	Increased sales per mailshot, or exhibition stand, sales per lead etc.
		Improved recruitment	Quality of applicants, lower staff turnover rates etc.
		Other	Please specify.
8	Other influencing factors		You must identify any factors that might have contributed to the success of the project other than the design. For example, advertising, direct mail or PR campaigns could have influenced the results – if they didn't, show how/why they didn't. This section is extremely important to the validity of your results, and a lack of convincing information will go against your entry.
	Research resources		List research, audit or market data and sources as appropriate to validate your results.
9	Entry form		Please complete and sign the form on page 16 and include it at the back of your entry. When submitting more than one entry, this form should be photocopied and completed individually for each entry.

*Any graphs/diagrams should be included in this section. Max 4 sides of A4, no smaller than 9pt please.*

*As a guide to style and the amount of detail required, review previous winning case studies at: [effectivedesign.org.uk](http://effectivedesign.org.uk)*

# Entry Format

# Entry Format

01 All submissions must be in the form of a report, portrait, written in English and on A4, 80/90gsm paper.

02 Two unbound copies of both the Confidential and For Publication versions of the entry should be submitted.

03 On a clearly labelled CD, entrants must supply up to 5 high-quality images of the project along with logos for both the client and the agency, which are at least 300dpi.tiffs and A4 in size and supply the same images as 72dpi.jpgs.

04 Each entry form must be signed off by the consultancy's principal/ managing director or equivalent, and by an appropriate senior executive of the client. Original signatures of both designer and client must be provided.

05 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.

06 The judges' decision is final. No correspondence will be entered into.

07 The judges reserve the right not to accept an entry if the rules have not been strictly complied with.

08 The judges reserve the right to move an entry from one category to another if they think it appropriate.

09 Where submitted materials (reports and/or images) contain sensitive or confidential information that must not be disclosed then one set incorporating this information and clearly marked 'Confidential – Not For Publication' must be provided for the organisers and another set with the sensitive information removed must also be provided at the same time and marked 'For Publication'. If only one set of materials is provided then it will be assumed that these are available for publication however they are marked.

10 Subject to Rule 9, 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 their 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.

11 The organisers reserve the right to give permission to third parties to publish the whole or any part of submitted material as part of the Awards or reporting thereon.

12 Works submitted as part of an entry will not be returned.

13 If entries submitted for the Awards are subsequently published, the authors must acknowledge the DBA Design Effectiveness Awards.

14 Entries must reach the DBA by midday on Friday 8 July 2011. Once an entry has been submitted no further changes will be accepted.

*Send your entries to:  
DBA Design Effectiveness Awards, DBA, 35-39 Old Street, London EC1V 9HX, UK*

# Rules for Entering

## RULES FOR ENTERING

**“IT’S A REAL  
PRIVILEGE TO  
BE ABLE TO  
SHOWCASE GREAT  
UK DESIGN, AND  
DEMONSTRATE THE  
BENEFIT OF  
EFFECTIVE DESIGN  
AS AN INTEGRAL  
PART OF OUR  
BUSINESS MIX.”**

*Maggie Hodgetts  
Head of Graphic Design  
Waitrose*

### *Project performance*

The performance of a re-design can be evaluated against the performance of the old one. For new products, however, entries must aim to describe:

- The expected performance against market norms or against competitive products and companies.
- How the design compared with market testing of alternative designs. If this information is not available, other evidence must be given to support the claim that the entered design achieved the results claimed. Research after the launch may help to establish a causal relationship between the design and its effectiveness. If post research is used, it is vital that proper methodology has been used and that the data really proves what it purports to prove.

### *Confidential information*

Entrants may need to include confidential information. This will be restricted to the judges and administrators. Judges are obliged to respect the confidentiality of specified information, signing a confidentiality agreement, and Judges with a conflict of interest play no part in the discussion of the entire, relevant entry. Entrants who supply confidential information must provide two versions of their entry: one version for judging which contains the confidential information and one version for publication (both versions must be clearly marked as such) which will be used in Awards related literature. Another option for confidential information is presenting sensitive data as indices or percentages. This will disguise actual figures but not their significance. However, judges do prefer real figures.

### *Using data in your entry*

- Always indicate sources of statistics or other information quoted, including the client and independent sources such as MEAL or Nielsen. Imprecise information is inadequate; for example, 'sales went up more than expected'.
- Sales, profit or market share information must relate to a project's original objectives. For these figures, try to give actual increases (a dramatic percentage increase from a low base can be less impressive than a small increase from a relatively high base).
- For sales, profit, or market share figures you must demonstrate how rises were achieved. Sales may increase because each customer spends more money, because there are more customers, because of greater sales in an existing market, or through penetration of additional markets. (Use the results of pre-& post-design research if they are available).
- Independent research results are especially important in categories where sales or profits do not apply e.g. annual reports. Research results alone cannot demonstrate effectiveness in the market but they can give an indication of how design has worked in changing attitudes or behaviour. For example, retail and leisure design concepts are often researched before they are launched, and tracking studies can demonstrate significant shifts in attitude as a result of a new corporate identity or pack.
- Sometimes clients estimate how quickly the investment in design has paid for itself through increased revenue. A payback period is an excellent way of measuring effectiveness, especially if compared with equivalent payback periods for advertising, sales promotion, or other marketing spend.

Tips  
**TIPS**

Design Business Association  
Design Effectiveness Awards entry form 2012

Client details

(Include details of additional companies and signatures on a separate sheet.)

Name (Mr/Mrs/Ms) .....

Job Title .....

Company .....

Address .....

.....

.....

.....

Postcode .....

Country .....

Telephone .....

Email .....

Fax .....

Web Address .....

Client signature\*

\*By signing I confirm I have read, understood and agree to abide by the rules of the DBA Design Effectiveness Awards 2012.

Design consultancy details

(Include details of additional companies and signatures on a separate sheet.)

Name (Mr/Mrs/Ms) .....

Job Title .....

Company .....

Address .....

.....

.....

.....

Postcode .....

Country .....

Telephone .....

Email .....

Fax .....

Web Address .....

Client signature\*

\*By signing I confirm I have read, understood and agree to abide by the rules of the DBA Design Effectiveness Awards 2012.

Where did you hear about the DBA Design Effectiveness Awards?

.....

.....

International Export Award (See p.10)

Please tick if you would like to be considered for this award.

Address

Design Business Association  
35-39 Old Street  
London EC1V 9HX  
Tel +44 (0)20 7251 9229  
Fax +44 (0)20 7251 9221  
enquiries@dba.org.uk  
www.dba.org.uk

Entry Fees

An entry fee must accompany each entry.  
£980+VAT (£1,151.50) €1,115.00

DBA member discounted prices

- £490+VAT (£575.75) €558.00 for the first entry
- £390+VAT (£458.25) €444.00 for a second entry
- £290+VAT (£340.75) €330.00 for a third and subsequent entries

Early bird discount for entries submitted by Friday 27 May – Save £100 on your total entry fee (before VAT)

Payment

- I am not a member of the DBA
- I am a DBA member
- I enclose a cheque for

£  for  entries.

inclusive of VAT made payable to:  
Design Business Association

Please Debit my Visa/Master Card/  
Delta/Switch/Solo for

£  for  entries.

Name on card: .....

.....

Card number: .....

.....

Card holder's address: .....

.....

.....

Expiry date (month/year): .....

.....

Security No: .....

.....

Card issue number/start date (Switch/Solo): .....

.....

Signature: .....

Remember: Please include this form at the back of your entry. When submitting more than one entry, this form should be photocopied and completed individually for each entry or downloaded from: [www.dba.org.uk/awards](http://www.dba.org.uk/awards)

Enter

Enter

dba

DBA.ORG  
.UK  
/AWARDS

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