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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

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 to their clients that they have made a difference to their bottom line. There are also additional benefits that come with winning a DBA Design Effectiveness Award.

Stand out on a pitch list

Independent acknowledgement that your company delivers commercially effective design – a beacon for clients.

Differentiation in a crowded market place

Recognition that your business delivers both creative and commercial excellence.

New business opportunities

Featured on the Design Effectiveness Awards website, DBA Effectiveness Handbook and featured on the DBA Directory for clients.

Underpin your offer

Renewed confidence in your discussions with potential clients.

PR

Inclusion in a campaign targeting renowned business and consumer publications such as the FT, Marketing Week, Marketing and Design Week.

Exposure

Extensive promotion at DBA events and exhibitions, both in the UK and abroad.

Profile

A much-coveted place in the DBA Effectiveness League Table showcasing commercial effectiveness and promoted widely to a business and design audience.

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 pages 11 and 12, and reference previous entries at 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 also need the full support of your client to obtain the type of data needed to make a convincing case for effectiveness. It is imperative to involve them from the outset, taking into account the additional time pressures your client is likely to be under. 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 to us 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 page 17 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 in February 2012. For more information and to book tickets, email awards@dba.org.uk.

Any hints to help?

The DBA Design Effectiveness Awards website has extensive examples of previous winning case studies and tips on how to evaluate effectiveness specific to the different categories visit: effectivedesign.org.uk

We are also offering free 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

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.

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

*What makes a successful entry?**Look for appropriate projects to enter*

As a general rule, the sort of projects that will do well are those where tight and specific objectives were set at the beginning and where sufficient data currently exists to allow serious evaluation against those objectives.

Involve clients from the outset (and start NOW)

Entries must be made with the approval of your client. You will also need their full co-operation to obtain the sort of data needed to make a convincing case for effectiveness (see Focus on Effectiveness opposite). For help and advice on how to gain your client's support, or for a client-focused version of the Call for Entries pack, email awards@dba.org.uk.

Reference previous DBA winners

We advise you to read previous Award winners as a guide to style and how much detail should be given. Full, winning submissions are available to download online free-of-charge at effectivedesign.org.uk.

Extrapolate other influencing factors

Successful entries can make a clear distinction between the role of design and other influencing factors such as other marketing communications, market conditions and sales trends. Do not underestimate the importance that this section has on the overall strength of your entry.

Pay attention to the presentation and writing of your entry

Unlike most other design competitions, the DBA Design Effectiveness Awards are judged on written submissions. Visuals are only used to give judges an appreciation of the scope and nature of the design work. It is in your interest to produce a well-presented, clearly written and logically argued case, which follows the entry format guidelines on pages 11 and 12.

Focus on Effectiveness

The key parts of your entry are those describing the project objectives, evaluating the outcome against those objectives, and demonstrating that design made a specific contribution to the project's commercial success. There is not one predetermined route that can be applied to each project in order to assess effectiveness. Tips for evaluating effectiveness can be downloaded from effectivedesign.org.uk.

ENTRY SUCCESS

Entry Success

- 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>	<i>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'.</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)	

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

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

*DBA Effectiveness
League Table*

The DBA Design Effectiveness Awards are widely recognised as the most important measure of effective design. Success in these Awards will bring a much coveted place on the DBA's Effectiveness League Tables, collated from three years of Awards data.

A place on the consultancy table is independent proof that you can consistently deliver to your client's bottom line.

<i>Position 2011</i>	<i>Position 2010</i>	<i>Design Consultancy</i>	<i>Total 2008-2011</i>
1	1	Elmwood	135
2	4	The Team	70
3	9	Good	65
4	6	Jones Knowles Ritchie	60
5	2	Pearlfisher	55
6	8	Honey Creative	45
7	3	Lewis Moberly	40
8	5	Coley Porter Bell	35
8	9	PDD Group, London	35
10	15	20/20	30
10	9	Absolute	30
10	18	Creative Leap	30
10	9	Red Bee Media	30
10	13	DCA Design International	30
15	-	Blue Marlin	25
15	-	BrandOpus	25
15	15	Design Bridge	25
15	7	Landor Associates	25
15	-	Waitrose Graphic Design: Packaging Team	25
20	18	999 Design Group	20
20	18	The Alloy	20
20	-	Kinneir Dufort	20
20	18	Tayburn	20
20	-	The Design Group (tdg)	20
20	18	Virgin and Pearson Lloyd	20

League Table

LEAGUE TABLE

Thinking of entering?

The Design Business Association is the trade association for the design industry. Founded in 1986 by design companies, it represents the interests of UK design businesses. Our key roles are to help our members improve their business performance and to establish design as an investment, not an expense, in the eyes of clients.

DBA membership gives you access to a wealth of quality services tailored specifically to your design consultancy's business needs. Free or generously discounted, they save you time, provide peace of mind and save you £1000s on equivalent commercial services.

You will also save at least 50% on your Awards entry fee. Joining the DBA is simple and easy. Complete the application form on the page overleaf and fax it back to 020 7251 9221.

Once on board, immediate benefits include:

Free legal guides, templates and contracts

Protect your business with up-to-date employment contracts and IP agreements.

Legal healthcheck

Have your documents and processes checked for free to ensure you are meeting the legal requirements.

Business management helpline

Free advice on everything from VAT returns to employee relations and health & safety.

Free annual charge-out rates and salary report

Giving you exclusive insight into how your business compares with the rest of the industry.

Free legal advice

Access to solicitors highly experienced in design law.

Free financial advice helpline

From the leading accountancy firm working in the creative industries.

DBA members' directory

A free page on the DBA website detailing your consultancy's activities, enabling design buyers to see an overview of your work and contact you directly.

Significantly discounted training programmes

From negotiation skills to marketing a design consultancy, financial management to presentation skills and more.

Discounted business briefing events

Addressing challenges raised by our members that impact their businesses daily, focusing on issues including PR, HR, financial management and business development.

Networking events

Opportunities to mix with and learn from your peers at member-only events covering issues such as charge out rates, free pitching, business performance tracking etc.

Recognition

Become part of the DBA community and be recognised by your peers. Why be anonymous when you can be a DBA member?

*Join the DBA:
If you need to develop your capabilities in business or solve particular challenges, join us. Simply complete and return the application form overleaf.*

If you have any questions contact the membership team on: 020 7251 9229 or membership@dba.org.uk

Not a Member?

Not a Member?

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

Enter

Enter

dba

*Design Business Association
DBA Membership Application Form*

Membership is available to design businesses and company design teams. Design businesses must earn more than 50% of their total income from providing design services. They must have been in business for at least one year and supply three different client references.

Applicant Details

Name (Mr/Mrs/Ms)

Company Name

Main Contact

Principal Trading 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.

Applying for membership as:
Design Company Yes No Company Design Team Yes No

Applicant's declaration

- I/We apply for membership of the Design Business Association and agree to the rules of membership.
- My/Our principal business activity is the provision of design services.
- I/We understand that membership will be subject to the 'Memorandum and Articles of the Association'.
- I/We agree to adhere to the Design Business Association Code of Conduct (available at www.dba.org.uk).
- I/We agree to pay the Design Business Association membership fees as set out above.
- The information I have supplied is correct.

Signature for and on behalf of applicant:

Date

Name (Capitals)

Company

Return completed forms to:

The Membership Team, Design Business Association, 35-39 Old Street, London EC1V 9HX Tel +44 (0)20 7251 9229 Fax +44(0)20 7251 9221

A gift from HM Revenue & Customs

As part of your business expenses DBA membership is seen as a crucial tool and therefore subject to tax relief - equivalent to a saving of up to a third of your membership fee.

Payment

Membership lasts for a minimum of one year, with fees payable in advance. Members can spread the payment across a year by opting to pay by quarterly or direct debit. Membership fees are banded depending on company size. Please tick the category relevant to your company:

- Soletrader £350 + VAT
- 2-3 employees £680 + VAT
- 4-10 employees £1040 + VAT
- 11-20 employees £1560 + VAT
- 21-50 employees £2280 + VAT
- 51-75 employees £3080 + VAT
- 76-100 employees £4100 + VAT
- 101+ employees £5200 + VAT

Please choose your payment method:

- By quarterly direct debit
- By cheque
- By credit card
- By BACS bank transfer

We will contact you directly to arrange payment by your chosen method.

Why are you joining?

To help us give you what you want tell us the three main reasons you are joining the DBA.

1.
2.
3.

What now?

Simply sign opposite and fax it to us on the number shown. We will then contact you to complete the process. This can be done over the phone when it is most convenient to you.

Note: The DBA reserves the right to validate subscription bands at any time. In the event that membership is cancelled during a subscription year, the member shall not be entitled to a refund of any part of the full year's membership fees, whether previously paid or outstanding. Such matters are at the discretion of the DBA.

Cancellation: To cancel your membership we need to receive written notice at least one month before the end of your annual renewal date. Membership cannot be cancelled half way through a year.

*Registered in England and Wales No. 2471955
Registered office as above.
A company by limited guarantee.*

Joining us
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Design Business Association
Design Effectiveness Awards 2012
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