

# Winner Package



## reddot winner 2024 best of the best

Winners of the distinction "Red Dot: Best of the Best" will be offered the following benefits.

### Red Dot winner label

Use of the Red Dot: Best of the Best label for the whole lifecycle of your award-winning product.

### Red Dot Design Yearbook

Publication of the award-winning product on a double page (Premium) as well as an exclusive designer profile with short interview and large-scale photo on a double page in the Red Dot Design Yearbook 2024/2025. If applicable, additional presentation of the award-winning product in the Design Diary 2025. Complimentary copies are available on request.

### Online exhibition

Presentation of the award-winning product in the Winners section on the Red Dot website with images and text.

### Winners exhibitions

Presentation of the award-winning product, depending on its size with minimum one exhibition unit,<sup>1</sup> in the special exhibition "Milestones in Contemporary Design" at the Red Dot Design Museum Essen for about one year. Award-winning products are also regularly presented in international exhibitions.

### Further services

The Winner Package also includes the Red Dot Trophy, two award certificates, the creation of a clip for the Red Dot Design Week and the media support.

**Total costs: from 7,500 euros**



## reddot winner 2024

Winners of the distinction "Red Dot" will be offered the following benefits.

### Red Dot winner label

Use of the Red Dot label for the whole lifecycle of your award-winning product.

### Red Dot Design Yearbook

Publication of the award-winning product on 1/3 page (Basic), on request on 2/3 (Superior), 1/1 (Deluxe), or double (Premium) page in the Red Dot Design Yearbook 2024/25.<sup>2</sup> Complimentary copies are available on request.

### Online exhibition

Presentation of the award-winning product on the Red Dot website with images and text.

### Winners exhibitions

Presentation of the award-winning product, depending on its size with minimum one exhibition unit,<sup>1</sup> in the special exhibition "Design on Stage" at the Red Dot Design Museum Essen for about one year. Award-winning products are also regularly presented in international exhibitions.

### Further services

The Winner Package also includes two award certificates and the media support.

**Total costs: from 4,900 euros**

# Winner Package – Upgrades and variable costs

## <sup>1</sup> Forms of presentation in the exhibition

For all products that win a Red Dot or Red Dot: Best of the Best, the exhibition team shall decide on the best form of presentation; for example as a film, a poster or the original.

The exhibition space for the original is determined by the size of the product to be exhibited plus a peripheral area for viewing (please refer to the exemplary calculation below).

### Exemplary calculation of exhibition units (EU) for the original product

#### 1 EU (minimum) ⓘ

Mobile phones, jewellery, watches and pens or exhibition of the award-winning product or large products as film or poster.

**800 euros** (included in the Winner Package)

#### 2 EU

Table lamps, notebooks, tableware, coffee machines, rice cookers, bags, suitcases, cameras, headphones

**+ 800 euros** in addition to the Winner Package

#### 3 EU

Chairs, armchairs, build-in appliances, refrigerators, washing machines, bicycles, TVs

**+ 1,600 euros** in addition to the Winner Package

#### 4 EU

Bath tubs, sofas, desks, dining tables, lighting systems

**+ 2,400 euros** in addition to the Winner Package

#### From 5 EU

Furniture systems, large appliances, vehicles

**From 3,200 euros** in addition to the Winner Package

ⓘ If the exhibition team decides on a presentation as film or poster, 1 EU is calculated, regardless of the size of the original product. The number of calculated EUs is displayed during the booking process of the Winner Package.

## <sup>2</sup> Red Dot Design Yearbook 2024/25

Expanded entry for Red Dot winners (optional)

#### Superior on 2/3 page

**+ 720 euros** in addition to the Winner Package

#### Deluxe on 1/1 page

**+ 1,350 euros** in addition to the Winner Package

#### Premium on 2/1 page

**+ 2,300 euros** in addition to the Winner Package



Red Dot Design Yearbook 2022/23

# Winner Package – Upgrades and variable costs

## Usage of the Red Dot winner label

The Winner Package comprises global use of the Red Dot winner label for the whole lifecycle of the award-winning product exclusively for the following means of communication and campaigns:

### Corporate design/Company presentations

Company website and social media accounts, image brochure, Internet signature, stationery and envelopes, press releases

### Advertising

Consumer adverts, campaigns, adverts in specialist publications, adverts in daily newspapers, image adverts

### Print

Product brochures, product catalogues, flyers, instruction manuals

### Event Design

Trade fair stands and presentations, exhibitions, showrooms, shops, corporate and consumer events, promotion events, which are limited to a certain time period

### TV, Film & Cinema

Advertising spots, product films, image films

## Advanced label usage

For a small number of materials, separate fees will apply to use of the Red Dot label.

### Communication materials with staggered prices

- Usage for point of sale:  
cardboard boxes/packageings for products, use on the product
- Sales promotion materials:  
display stands, displays, bags, labels, product postcards, posters in DIN A0, DIN A1 format

Batch of up to 10,000 items: **750 euros**

Unlimited, lump sum: **4,500 euros**

### Further use for another brand or product name

Use of the winner label for award-winning products by an original-equipment manufacturer as part of another brand or product name

Lump sum: **1,100 euros**

### Further use for dealers

Use of the Red Dot winner label by a national or foreign sales, marketing or other organisation which is not an original equipment manufacturer. If the original equipment manufacturer does not have its own distribution, there are no charges for other dealers.

Lump sum: **4,000 euros**

