



The digital winners profile

for agencies and individual designers

Agencies

The digital winners profile

With the digital winners profile, we offer an additional opportunity on our platform www.red-dot.org to present yourself as a winner of the Red Dot Award: Brands & Communication Design.

This gives you the opportunity to showcase the high design strength of your agency to a worldwide community.

Your winners profile includes the following benefits:

- Present your agency, your vision and your credo to a wide audience
- Our editorial team creates texts for your Red Dot Award: Brands & Communication Design 2024, which are also shown in our online exhibition
- Use facts and figures to present your company size, your experience and your success story at Red Dot
- All your Red Dot Award: Brands & Communication Design winning projects since 2011 will be linked to your winners profile
- Articles and interviews already published on our platform will be linked to your winners profile

Use the winners profile for your communication and link to it on your social channels, your website or in your email signature, for example.

You can find the winners profile of last year's winners [here](#).

SERVICEPLAN GERMANY

Locations: **Germany** Austria USA

4 x | = successful communication

red dot award 2016
agency of the year

Facts and figures

5,500 employees as of 2023 | 116 locations in the Red Dot Award | 1970 year of foundation

Awarded in

Advertising, Annual Reports, Apps, Brands, Corporate Design, Digital Solutions, Film & Animation, Illustrations, Interface & User Experience Design, Online, Packaging Design, Posters, Publishing & Print Media, Sound Design, Spatial & Retail Design, Typography

Winning projects 2024

Messe München
Messe München needed a new brand design that reflected both its vision and recent changes in the market. The design grid system, derived from logo shapes, provides structure and coherence in the visual identity. Key elements of the logo create a visual hierarchy and a recognizable presence.

ANTONYMOUS

speaking images 2015

Antonymously - The Digital Smoke Bomb

Building Best Brands - Serviceplan is Red Dot: Agency of the Year 2016

Interview about the project 'Dot Pad - The First Smart Tactile Graphics Display'

Interview about the project 'The New House of Communication'

You will receive a URL according to the scheme www.red-dot.org/agencyname - this address will remain permanently. In the year of the award, the winning profiles will be prominently linked in the online exhibition.

Requirements for the image material

For the visual presentation of your company in the digital winners profile, we ask you to provide us with the following motifs:

- A **header graphic** in the format 2560 px x 1104 px
Possible motifs: Portrait or group photo, the company building or a representative working environment
(Alternatively, individual photos of several team members are also possible)
- Your **logo** on a white background in 720 px x 720 px format

The technical requirements for the image material are as follows:

- File format: JPG or TIF in RGB colour space
- File size: max. 5 MB

Please also let us know the names of the persons depicted and make sure that the names are clearly assigned (e.g. from left to right).

We will provide you with a link to upload your materials. Please note that your submitted materials will be processed by Red Dot.

If you have any questions, please get in touch with your contact person at Red Dot.

Requirements for the text material

Please introduce yourself briefly. This text will be used to present your personal success story at Red Dot. You can use the following guiding questions to help you:

- Who are you?
- What characterises you/your company?
- What activities do you specialise in?
- What do you/your company stand for?

Please also provide us with the following facts and figures:

- The number of employees
- The year your company was founded
- The location of your company

You also have the option of providing us with up to three social media presences from the following selection in addition to your website:

- LinkedIn
- Instagram
- Facebook
- YouTube
- X

Please note that your submitted texts will be edited.

Please note that we must receive all necessary information and data by 30 August 2024 in order to ensure publication of your winners profile by 1 November 2024.

Individual Designers

The digital winners profile

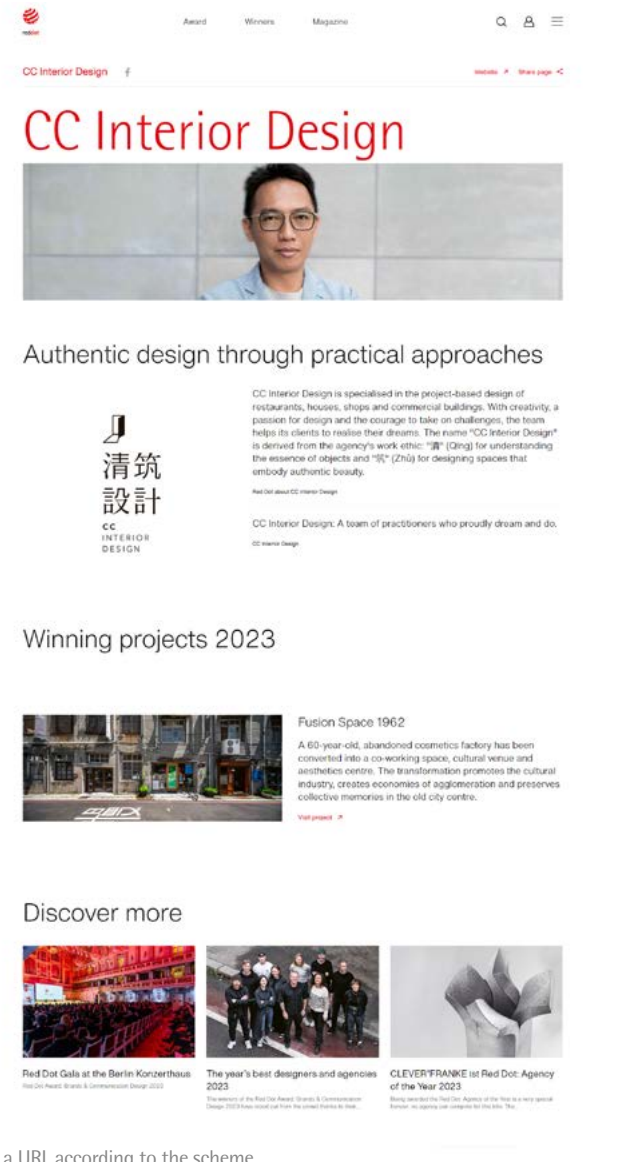
With the digital winners profile, we offer an additional opportunity on our platform www.red-dot.org to present yourself as a winner of the Red Dot Award: Brands & Communication Design. This gives you the opportunity to showcase your high design strength to a worldwide community.

Your winners profile includes the following benefits:

- Present your person, your vision and your credo to a broad audience
- Our editorial team creates texts for your Red Dot Award: Brands & Communication Design 2024, which are also shown in our online exhibition
- All your Red Dot Award: Brands & Communication Design winning projects since 2011 will be linked to your winners profile
- Articles and interviews already published on our platform will be linked to your winners profile

Use the winners profile for your communication and link to it on your social channels, your website or in your email signature, for example.

You can find the winners profile of last year's winners [here](#).



You will receive a URL according to the scheme www.red-dot.org/yourname - this address will remain permanently. In the year of the award, the winning profiles will be prominently linked in the online exhibition.

Requirements for the image material

For the visual presentation of your company in the digital winners profile, we ask you to provide us with the following motifs:

- A **header graphic** in the format 2560 px x 1104 px
Possible motifs: A portrait photo or your representative working environment
- Your **logo** on a white background in 720 px x 720 px format

The technical requirements for the image material are as follows:

- File format: JPG or TIF in RGB colour space
- File size: max. 5 MB

We will provide you with a link to upload your materials. Please note that your submitted materials will be processed by Red Dot.

If you have any questions, please get in touch with your contact person at Red Dot.

Requirements for the text material

Please introduce yourself briefly. This text will be used to present your personal success story at Red Dot. You can use the following guiding questions to help you:

- Who are you?
- What characterises you?
- What activities do you specialise in?
- What do you stand for?

You also have the option of providing us with up to three social media presences from the following selection in addition to your website:

- LinkedIn
- Instagram
- Facebook
- YouTube
- X

Please note that your submitted texts will be edited.

Please note that we must receive all necessary information and data by 30 August 2024 in order to ensure publication of your winners profile by 1 November 2024.