



TIME TO ENTER DEADLINE 03.06.10

Call For Entries Guide
Design Effectiveness Awards 2010

dba design
business
association

The best design work is accountable, delivering both creatively and commercially. That's the very essence of effective design.

The DBA have been championing effective design through the DBA Design Effectiveness Awards for over 20 years, and it's power and position in the relationship between the creative industries and the world of commerce has never been more important. 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 are an unlimited number of Gold, Silver and Bronze winners in each category. This means, far from being an 'old boys club', 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 certainly look great in your trophy cabinet, but it will 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.

Can you prove that your design work has delivered tangible results for your client? Then it's time to enter and get the silverware to prove it.

Need help writing your entry?
As part of the Awards programme we are running a series of free one-to-one consultation sessions, where we will offer advice on how to write a clear and compelling entry.

Where we'll be when:

Bristol — 10/03

Glasgow — 24/03

Edinburgh — 25/03

Leeds — TBC

Manchester — TBC

London — Ongoing from 22 February

To book an appointment contact: Natalie on 0207 251 9229 or awards@dba.org.uk

If you are unable to make these dates, further regional visits can be scheduled, and over-the-phone advice is available.

INTRO

Why enter?

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 a whole host of 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 DBA website and in the DBA Effectiveness Handbook, promoted to 3,000 design buyers.

Underpin your offer

Renewed confidence in your discussions with potential clients.

Public Relations

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?

Frequently asked questions

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 2009.

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 14, and reference previous entries at www.dba.org.uk/awards

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 at the moment. 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, Thursday 3 June 2010. You can benefit from an early bird discount if you enter by midday Friday 14 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 2010, with the winners announced at the Awards Ceremony, which will be in a new slot in February 2011. For more information and to book tickets, email 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.dba.org.uk/awards

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

Judging Process

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. This year's panel draws on a huge wealth of expertise.

List of judges

Chairman
Andrew Summers
Design Partners

Ewan Carpenter
Marketing Director
GlaxoSmithKline

Philippa Butters
Head of Corporate
Communications
Yell Group

Tom Foulkes
Global Head
of Marketing
Buro Halpo

Paul Sternlieb
Marketing Director
Heinz

John Ashton
Head of ecommerce
Screwfix

JUDGING PROCESS

Judging Criteria

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 outlines of other influencing factors visit www.dba.org.uk/awards.

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

CRITERIA

What makes a successful entry?

Look for appropriate projects to enter

As a general rule, the sort of projects which 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 www.dba.org.uk/awards

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. For examples of how this has been executed in previous submissions visit www.dba.org.uk/awards

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 page 14.

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 www.dba.org.uk/awards

Talk to us

The Awards team at the DBA are on hand to help you with your entry. For advice on anything, from which projects to enter to compiling data, speak to Natalie on 0207 251 9229

Right:
Andrew Eyles
Group Managing
Director/CEO
Blue Marlin

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

The levels of Awards

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.

Left (overleaf):
Helen Blake
Managing Director
Absolute Design

Right (overleaf):
Chris Lumsden
Director
Good Creative

AWARD LEVELS

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 Interactive & Digital Media

3.1 Consumer Websites

3.2 Business-to-Business Websites

3.3 Community Websites

3.4 Online & Viral Promotion

3.5 Intranets

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 – Products available for purchase directly by the public.

6.2 Industrial – Products available for business-to-business or industrial.

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.

Should you have an effective project, but are not sure in which category to submit it, please contact Natalie at the DBA on 0207 251 9229 or awards@dba.org.uk

CATEGORIES

**IT'S NOT ABOUT
BOOSTING EGOS -
IT'S ABOUT GETTING
THE JOB DONE AND
GETTING RESULTS**

**WE REGULARLY
USE OUR DEEA WINS
TO PROSPECT FOR AND
WIN NEW BUSINESS,
INCREASINGLY
WITHOUT PITCHING**

Page	Headings	Sub Headings	Further Information
01	Title page	1. Project title 2. Category 3. Sub category 4. Client company 5. Design consultancy 6. Current date 7. One colour image	If applicable 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
		*Confidential entries must be clearly marked '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.	
02	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.
03	Title page	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.)

ENTRY FORMAT

Page	Headings	Sub Headings	Further Information
04-07	Summary of results	<p>The following are suggested headings</p> <hr/> <p>Increase in sales</p> <hr/> <p>Improvements in staff morale</p> <hr/> <p>Reductions in manufacturing costs</p> <hr/> <p>Increases in market distribution</p> <hr/> <p>Increase in market value</p> <hr/> <p>Increases in market share</p> <hr/> <p>Increase in footfall</p> <hr/> <p>Change in spending patterns of target market</p> <hr/> <p>Changes in perception</p> <hr/> <p>Improvements in consumer attitudes or behaviour</p> <hr/> <p>Improved conversion rates</p> <hr/> <p>Improved recruitment</p> <hr/> <p>Other</p>	<p>Detail all the results achieved by the design under the relevant suggested headings. Supply your own headings if necessary.</p> <hr/> <p>By percentage but preferably with amounts.</p> <hr/> <p>As measured by reductions in absenteeism, improved productivity etc. and changes in staff behaviour</p> <hr/> <p>By percentage or amounts</p> <hr/> <p>Additional outlets taking the product</p> <hr/> <p>Against competitors' products/services, or penetration of key consumer groups or geographical areas.</p> <hr/> <p>Measured by surveys or other definable methods.</p> <hr/> <p>Quantifiable research to show change.</p> <hr/> <p>Reductions in violence towards staff, reductions in theft etc.</p> <hr/> <p>Increased sales per mailshot, or exhibition stand, sales per lead etc.</p> <hr/> <p>Quality of applicants, lower staff turnover rates etc.</p> <hr/> <p>Please specify.</p>
		<p>*Any graphs/diagrams should be included in this section. Max 4 sides of A4, no smaller than 9pt please.</p>	
08	Research resources		List research, audit or market data and sources as appropriate to validate your results.
	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.
09	Entry form		<p>Please complete and sign the entry form and include it at the back of your entry.</p> <p>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</p>
		<p>*Presentation tips: As a guide to style and the amount of detail required, review previous winning case studies at: www.dba.org.uk/awards</p>	

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- 01 All submissions must be in the form of a report, written in English and word-processed on A4, 80/90gsm portrait paper.
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- 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. tiff and A4 in size and supply the same images as 72dpi.jpgs.
-
- 04 Each entry 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.
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- 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.
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- 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.
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- 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.
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- 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.
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- 14 Send your entries to:
DBA Design Effectiveness Awards, DBA, 35-39 Old Street, London EC1V 9HX, UK
-
- 15 Entries must reach the DBA by midday on Thursday 3 June 2010. Once an entry has been submitted no further changes will be accepted.

RULES

Tips for entering

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

**CLIENTS ARE FOREVER
SEEKING BETTER
VALUE. WE HAVE BEEN
ON MANY A SHORTLIST
BECAUSE OF GOOD
RANKINGS IN THE
DBA EFFECTIVENESS
LEAGUE TABLE**

DBA Effectiveness
League Table

2009 Position 2008 Position Design Agency Cumulative points for the last 3 years

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 deliver to your client's bottom line.

Left:
Mary Lewis
Creative Director
Lewis Moberly

1	2	Elmwood	110
2	1	Pearlfisher	100
3	3	Lewis Moberly	85
4	5	The Team	70
5	11	Coley Porter Bell Limited	55
6	6	Jones Knowles Ritchie	45
7	4	Landor Associates	40
8	-	Honey	35
9	-	20/20	30
9	17	Creative Leap	30
9	20	Good Creative	30
9	8	Red Bee Media	30
9	-	DCA Design International	30
14	7	London Associates	25
15	-	Absolute	20
15	8	Design Bridge	20
15	13	Shoal Creative	20
18	-	999 Design	15
18	20	AIG	15
18	20	Alloy	15
18	20	Aqueduct	15
18	-	Bell Design	15
18	20	Big Fish Design Ltd	15
18	-	Boag Associates	15
18	-	Brandhouse	15
18	17	Checkland Kindleysides	15
18	13	Cowan London	15
18	-	Hemisphere	15
18	-	PDD Group	15
18	-	Purple Circle	15
18	20	Tayburn	15
18	-	Holmes Wood Consultancy	15
18	-	The Hub	15
18	20	Third Person	15
18	-	Virgin and Pearson Lloyd	15
18	-	Vivid Brand	15
18	20	Wolf Olins	15

Not a Member?

Joining the DBA can help you differentiate your business.

Reassure clients with a DBA membership

A good way to demonstrate your commitment to professionalism, many clients now ask for association membership as part of their selection procedure. Use your membership to achieve stand out in every context from your emails and newsletters to your credentials presentations.

Promote your expertise in the DBA members' directory

Show what makes you great in the members-only online directory. The perfect opportunity to show your work, talk about what makes you different and channel client enquiries.

Justify your prices with the exclusive charge-out rates and salary survey

Exclusive research into the pricing and salaries within your industry. An excellent reference point to use in pitches and when negotiating your fees.

Get involved in making change happen

Joining the DBA gives you the chance to shape events, promotional activity and influence the initiatives that we develop to create change and affect the perception of what great design can achieve.

Access experts and get a fresh perspective on your business

We've recruited a group of the most experienced consultants and put them at your disposal. They know the design and brand sector inside out and can offer you strategic advice on everything from the direction of your business and new business generation through to PQQ processes, finance and people management.

Build your skills and your business with training and development courses

In 2009, the DBA ran 30 events and 60-70 training courses that were attended by 2,500 attendees. The DBA only uses trainers who know the design and brand sector. They are experts in all areas from negotiation and presentation skills to marketing a design consultancy, international business and much more.

Discounted professional indemnity

Use the DBA's official supplier Bluefin to source your insurance and make savings.

Free business, legal and financial guides, templates and contracts

The DBA website provides a wealth of free legal guides and templates on everything from terms and conditions and employment contracts to IP and confidentiality agreements.

Free business, legal and financial helplines

If your question is more complicated, we have free helplines covering business, legal and financial areas. You can speak to an expert in the creative sector so you won't have to explain your sector to them and get straight down to getting your question answered.

Plus a whole lot more.

For more info contact John in Membership on 0207 251 9229 or john@dba.org.uk

NOT A MEMBER?

But don't just take our word for it, here's some of our members talking about why they entered:

"The Design Effectiveness Awards (DEA) mean a lot to us because they are an independent validation – vindication even – that great design is effective design. We are not in the business of generating ideas for the sake of it. We believe that there is a direct link between creativity and commercial effectiveness, which the DEA's enable us to demonstrate. That discipline is good for the industry – to present itself in a more formal, rigorous and professional way – good for our business and good for the individuals who put their hearts and souls into bringing brands to life."

Andrew Eyles / Group Managing Director / CEO / Blue Marlin

"If your design work isn't effective for your client it's a waste of your time and their money. The DEA's highlight design that has a positive commercial impact, so for us winning one was a measure of that success. It's not about collecting silverware or boosting egos – it's about getting the job done and getting results."

Helen Blake / Managing Director Absolute Design

"Contrary to popular opinion The DEA awards are not just a British thing - they represent huge export and international significance for business in general. In 2009 The Pearlfisher studios in New York and London won a combined 4 DEA awards - and all for international markets. In a changed global climate, clients around the world are now sourcing the very best designers because they see design as an investment in a healthy brand and business future. If you have a great body of work, then having a DEA or two, or being at the top of the league table, is hard evidence of how powerful the IP we create, works in reality."

Jonathan Ford / Creative Partner Pearlfisher London & New York

"We believe that the DEA's are of fundamental importance to our business and to the industry. We are regularly using our DEA wins to prospect for and win new business, increasingly without pitching. They are proving to be the only differentiator clients are interested in."

Chris Lumsden / Director Good Creative

"Effectiveness awards are one of our best tools to raise the profile of design in a meaningful way. Demonstrating to marketing, and to the business at large, that design is a primary and fundamental part of their branding strategy."

Nir Wegrzyn / Managing Partner Brandopus LLP

Overleaf:
Nir Wegrzyn
Managing Partner
Brandopus LLP

QUOTES

**DBA DESIGN
EFFECTIVENESS
AWARDS ARE ONE OF
OUR BEST TOOLS TO
RAISE THE PROFILE
OF DESIGN IN A
MEANINGFUL WAY**

Design Business Association
Design Effectiveness Awards entry form 2010

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 2010.

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 2010.

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 / €1,115.00+VAT (£1,151.50)

DBA member discounted prices

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

Early bird discount for entries submitted by Friday 14 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

£

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 THE AWARDS

dba design
business
association

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

Company name (applicant)

Main contact

Principal trading address

Postcode

Country

Telephone

Email

Fax

Web address

Applying for membership as:

Design Company y / n

Company Design Team y / n

Applicant's declaration

1. I/We apply for membership of the Design Business Association and agree to the rules of membership.

4. I/We agree to adhere to the Design Business Association Code of Conduct (available at www.dba.org.uk).

2. My/Our principal business activity is the provision of design services.

5. I/We agree to pay the Design Business Association membership fees as set out above.

3. I/We understand that membership will be subject to the 'Memorandum and Articles of the Association'.

6. 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 upto 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:

- 1-10 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

BECOME A DBA MEMBER

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Design Business Association
Design Effectiveness Awards 2010

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