



german
brand
award
'24

Jury material

Submission of the presentation to the jury meeting



Preparation

After successful online registration, please provide us with a presentation of your project, which will be viewed and evaluated by the jury. To facilitate your preparation, you will find an overview of the information relevant for the judging here.

The requirements listed here ensure neutral, accurate comparability and help to present your submission in the best possible way.

Best practice cases

For rough guidance, we provide some best practice cases from previous years for your insight:

[Download Best Practices](#)

Password for download: GBA2024!

Templates

In addition, we also offer blank presentations that can be filled with your own content:

[Download Templates](#)

Password for download: GBA2024!

Formats

You can design your submission as a PDF presentation and/or as a short movie. Only PDF and MPEG4 files are accepted.

For embedded video clips in PDF presentations, please upload the movie additionally as a separate file.

Scope

Multiple PDF presentations can be combined, but should not exceed the maximum page count of 15 pages. The maximum movie length is 180 seconds. The maximum file size when uploading is 20 MB.

Upload

With the registration confirmation you will receive an upload link to provide us with your presentation. A maximum of 2 files can be uploaded: 1x PDF and/or 1x MPEG4. All files must be clearly marked with the project ID.

Data check

All incoming data is checked by us before it is prepared for the jury meeting. If any technical or content-related questions arise in the process, we will contact you in good time.

Content

Brand portrait for Excellent Brands

The following contents clearly and understandably brought to the point:

- Brand history
- Branch
- Product range
- Brand status in the competitive environment / USP
- Challenges of brand management
- Possible plans for the future development of your brand

Project presentation for Excellence in Brand Strategy and Creation

The success-relevant aspects of your project summarized:

- Brief introduction of your company
- Initial situation (figures, data, facts and / or visualization of the brand status)
- Brand strategy / concept (brand goals, brand values and USPs, measures to fulfill the brand strategy, brand models or collages)
- Implementation and brand experience (implementation activities and results or brand fit of the campaign or measures incl. unique selling points and differentiation power. Verbal and visual representation of the brand in the various experience dimensions)
- Results / outlook (measurable successes of the strategy e.g. acceptance by customers, image change, sales and / or price increases, increase in awareness, brand value, etc.)

Data upload until 24 February 2024

Do you have further questions?



Then contact us at any time:

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**German
Brand Institute**

Award by  **Rat für Formgebung**
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