

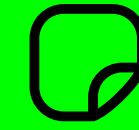
# HOW TO BE A WINNER



by German Design Council

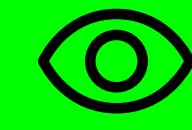
# How to make the most of your win

Congratulations – as a winner of the German Design Awards, you set new standards in design excellence. Let your partners and customers know about this great success. We are here to support you with your communications.



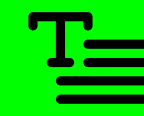
Make your **label** visible –  
in print, digital and at events

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Get noticed right from  
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**award document** and **sculpture**

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Our **support** helps you achieve  
maximum attention

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# Make your label visible – in print, digital and at events

Your official label is a powerful sign of excellence – use it across all channels to maximise your visibility.

- Add the label to your award-winning product or product presentations.
- Integrate the label into your website and email signature.
- Display the label at your trade fair stand.
- Incorporate the label into your B2B and B2C communications via newsletters, social media posts, customer magazines or advertisements.

Further information on how to use the label can be found in our [label guidelines](#).



© German Design Council

# Get noticed right from the nomination

Even a nomination for the German Design Awards is a strong seal of approval for the quality of your work. Seize the moment – and don't wait until the awards show.

## Take advantage of the Nominee Package

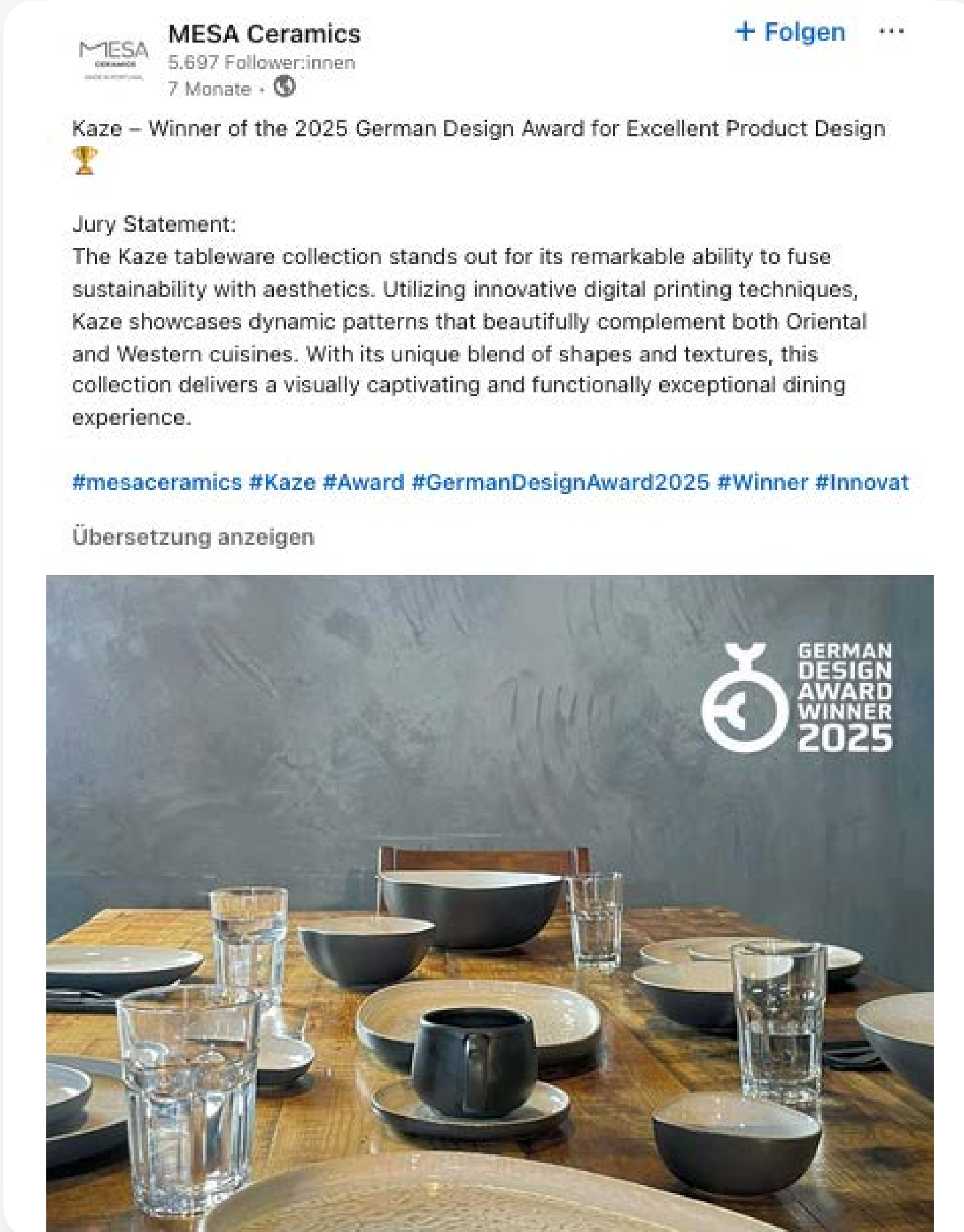
The package includes:

- Official nominee label for free use
- Personalised document as a PDF
- Text modules in German and English
- NEW: Social media frames for various platforms



# Share your award along with the jury's statement

The verdict of our independent experts is decisive and lends weight to your award.




**MESA Ceramics** 5.697 Follower:innen  
7 Monate · 🌐

**Kaze – Winner of the 2025 German Design Award for Excellent Product Design** 🏆

**Jury Statement:**  
The Kaze tableware collection stands out for its remarkable ability to fuse sustainability with aesthetics. Utilizing innovative digital printing techniques, Kaze showcases dynamic patterns that beautifully complement both Oriental and Western cuisines. With its unique blend of shapes and textures, this collection delivers a visually captivating and functionally exceptional dining experience.

[#mesaceramics](#) [#Kaze](#) [#Award](#) [#GermanDesignAward2025](#) [#Winner](#) [#Innovat](#)

Übersetzung anzeigen



## Be present at the awards show – during the event and afterwards

The awards show not only provides a stage for your success story, it sets international standards and attracts media attention.

- Have your photo taken in front of the photo walls and capture authentic moments of celebration – genuine emotions resonate most.
- Download the first photos right after or the following day so that you can use them promptly for your press work and social media posts.
- Take advantage of the attention for your award-winning project even after the awards show. On our website, you will find high-quality photos to relive the highlights of the evening.
- Be part of the German Design Awards community and make your success a talking point even before the awards show.



© Salar Baygan

# Showcase your success with the award document and sculpture

Success is often the result of great teamwork. A symbolic form of recognition is long-lasting, motivating and can increase identification with the project and company.

- Display your award document and award sculpture prominently in the lobby or in a conference room.

## Benefit from our Marketing Services

Would you like to display your award document or the sculpture multiple times? Then feel free to order additional items from our Marketing Services.

The following items are available:

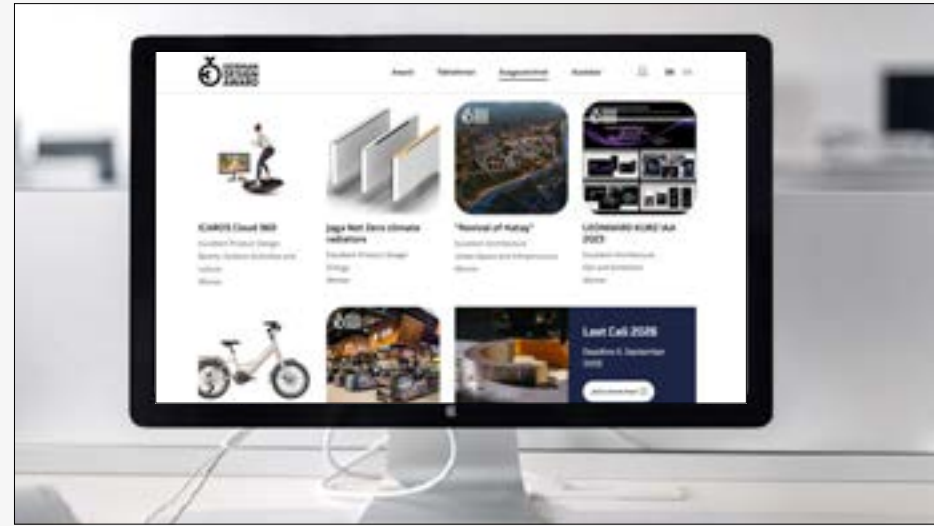
- Stickers
- Foil plots
- Cuboid
- Sculpture
- Wall plaque
- Certificate
- Document
- Picture frame by HALBE
- Display stand for HALBE frame

Further information on the ordering process will be sent to you by email.



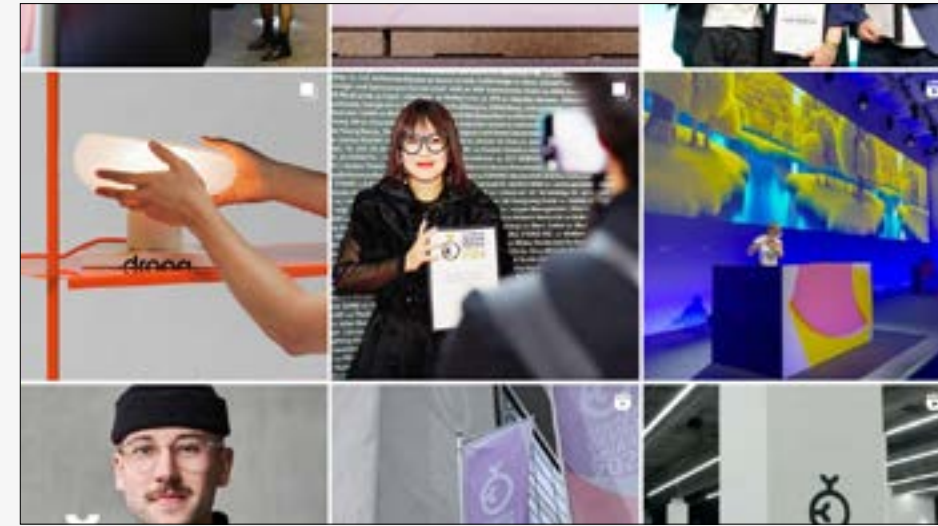
© Steffen Matthes, Lutz Sternstein

# We ensure your success achieves maximum visibility



## Permanent presentation in our online gallery

All award-winning projects and designs are permanently presented in our [online gallery](#). This placement will generate additional traffic to your company website. This placement will generate additional traffic to your company website, and the backlinks from our well-ranked online presence will improve your search engine ranking.



## Greater reach through our social media ads

We present the **Gold winners** to specific target groups with a wide reach using individual advertisements on Facebook and Instagram.



## Social media clips and communication tools

You will receive social media clips for a brief presentation of the award-winning project. In addition, we will provide you with text modules in German and English that you can use individually.

- Link to our official accounts and use hashtags to encourage interaction and increase reach:

 [@germandesigncouncil](#)

 [German Design Council](#)

 [German Design Council](#)

 [Rat für Formgebung](#)

#germandesignaward #germandesigncouncil



## Use our checklist for successful implementation:

- ✓ Label integrated into all physical and digital channels
- ✓ Social Media Post published with jury quote
- ✓ Award document and sculpture placed in a visible location
- ✓ Award mentioned in the newsletter
- ✓ Contacted media and industry portals and used text modules for PR
- ✓ Downloaded and shared event photos
- ✓ Set backlinks to our online gallery

# Do you have any questions?

Feel free to contact us at any time:

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by German Design Council