



reddot design award

Press release

Essen, 26 August 2009

### **The "red dot award: communication design" tops the list of the internationally most important design competitions**

The "red dot award: communication design" ranks first in the list of the most important design competitions for the corporate identity sector. This is the result of the study "Corporate identity – status quo 2009, expert survey CI/CD agencies" published by Professor Robert Paulmann, corporate identity institute, Mainz, Germany. In the study, the red dot design award was voted into first place out of all internationally relevant design competitions. The iF communication design award came second by a large margin, and the Design Award of the Federal Republic of Germany took fourth place. This analysis is based on an online survey carried out in March and April 2009. In total, 109 agencies from all over Germany took part in the survey. The selection attempted to reach the largest possible spectrum with regards to company size as well as location.

The results of the red dot design award are regarded as important orientation for decision-makers. How important receiving a distinction in the red dot design award is, is shown by the measurement results made by the corporate identity institute at the University of Applied Sciences Mainz with regards to the success and relevance of international design competitions for internationally oriented agencies. In the study, more than a third of all participating agencies regarded the relevance of the competitions as high or very high.

Despite negative general economic developments, the industry is partly optimistic for 2009. In general, the agencies taking part in the survey rated the outlook for 2009 as still satisfactory, in spite of the economic crisis. This mood is in accord with the current entry numbers of the "red dot award: communication design". With this year's 6,112 entries, the competition even managed to record an increase compared to the previous year.



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### **The red dot design award**

In just a few years the red dot design award has become the leading and largest design competition worldwide with approximately 4,000 entries in 2001 growing to 12,000 entries in 2009 in its disciplines "red dot award: product design", "red dot award: communication design" and "red dot award: design concept". The results of the current study show its prominent position compared to all other design competitions. The red dot design award is valued the world over for its high quality and independent expert assessment.

Since 1955, the Design Zentrum Nordrhein Westfalen has annually selected and officially honoured outstanding design quality in an exhibition. Its distinction, the "red dot", has established itself as one of the most prestigious quality seals for good design. Export-oriented German companies as well as foreign manufacturers value the distinction as an efficient marketing tool.

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