

**BRAND
EX**

International Festival
of Brand Experience

02

COMPETITION
DOCUMENTS 2020

PASSION



International Festival
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02 | PASSION

The **BrandEx** Award (an amalgamation of the former FAMAB AWARD, BEA Award, the FAMAB NEW TALENT AWARD and the INA Award) is a creative award for successful live communication. It honours outstanding brand experiences, i.e., international benchmarks in live communication at meetings, conferences, events, etc., as well as in temporary and permanent architecture. The key evaluation criteria are creativity and successful implementation. Prize-winners are selected by a competent and independent jury.

Dates | Submissions

Projects must have been completed between 1 January 2018 and 30 November 2019.

The deadline for entries is 1 July 2019. Please note that the entry must be submitted in **English**.

Participation fee | Project

Level 1: The participation fee is € 250.00 plus VAT per entry. The deadline for entries is 1 July 2019. For entries from abroad, we reserve the right to charge € 15.00 to cover bank fees.

Level 2: For projects placed on the longlist of nominees by the jury, a further fee of € 480.00 plus VAT will be charged.

Level 3 / Winners: For projects that win one of the coveted BrandEx Awards, an additional fee of € 1250.00 plus VAT will be charged. The winners' fee includes a festival ticket worth € 700.

Nominees will receive tickets at reduced prices.

FAMAB members will receive a discount of € 50.00 per fee level.

Special conditions | Fresh Award

Entries for the Fresh Award are free of charge and not tied to any project periods.

You'll find all further information as well as the briefing in the separate BrandEx FRESH competition documents and at www.brand-ex.org/award/fresh.



BrandEx Award Categories



ARCHITECTURE

Best Stand S – L

Award-winning trade fair presentations in this category fulfil marketing and corporate goals at the highest level, presenting products and services according to the CI/CD and creating a multisensory experience for visitors.

These presentations are characterised by an exceptionally high level of creativity and originality, a unique approach to challenges and the intelligent use of a wide range of options offered by live communication. The outstanding design of architecture, graphic communication, media and interactive elements make the meeting of brands, messages and people a one-of-a-kind experience that is worthy of recognition.

Best Stand S – Presentations of up to 100 m²

Best Stand M – Presentations of between 101 m² and 500 m²

Best Stand L – Presentations of between 501 m² and 1.000 m²

Best Brand Architecture

This category recognises spatial brand presentations such as brand environments, show rooms or trade fair presentations larger than L, that give a brand a spatial dimension and a distinctive character. Premium-quality commercial brand projects, temporary or permanent, become tangible and thus create an identity. They excel in their stringent use of architecture, communication, light and media. The successful presentation solves functional requirements of brand identity and spotlights the brand.

Best Thematic Exhibition

The Best Thematic Exhibition honours temporary or permanent theme-focused exhibition concepts that represent a means of communicating within a space. These can include exhibitions from the areas of culture, history, technology as well as theme pavilions and parks. They are designed primarily to impart knowledge rather than to promote sales. With their stringent concept and using the possibilities of spatial presentation, they meet the multidisciplinary requirements of brand identity in an exceptional way.

Best Store Concept

The Best Store Concept category recognises the design of a brand space. This can be either a permanent or temporary store concept, hospitality facilities, road shows or museums that appeal to consumers. The presentation captivates visitors and successfully combines marketing and architecture. The 360° Customer Journey consistently taps the potential of spaces as experiences so that the benefit they generate emotionalises, activates and motivates users.



BrandEx Award Categories



EVENT

Best Brand Activation

This category celebrates the best live projects and solutions for brand communication and the activation of brand target groups. „Brand“ is defined as a „promise“ of the values and qualities of services and products. Possible event formats in this category: product launches, road shows or presentations for an open or closed group of participants.

Best Live PR

Projects in this category target the public – the wider public or specific sections of the public. Awards are given to the best live projects in formats such as press events, PR events, galas, charity functions but also cultural events for an open or closed group of participants which have used a collective experience to inform target groups or change attitudes.

Best Motivation / Best Employee Event

This category recognises the best events that sustainably and effectively inform a target group about changes, positively influence their motivation to participate and socialise, or train addressees how to use products and services. Internal target groups are managers, employees and stakeholders, external target groups, customers, the media and users. Formats might be incentive or team-building events, change processes, kick-offs as well as training events.

Best Corporate Event

This category honours creative marketing events used by businesses to motivate and inspire their target groups. These can be retailer presentations, road shows, a kick-off event, open day or a traditional company anniversary.

Best Conference

This category recognises the best conferences, conventions and meetings which – thanks to a creative idea, a central theme and consistent implementation – facilitate the communication of insights, knowledge, know-how and experiences, or exemplify the successful planning and execution of meetings.



BrandEx Award Categories



CROSSMEDIA

Best Integrated Brand Campaign

The Best Integrated Brand Campaign category recognises outstanding networked multi-channel campaigns that cleverly combine channels such as live, digital or print to architect exceptional experiences that achieve marketing goals.

Best Interactive Installation

This category honours the best interactive installations and media architectures designed to achieve defined marketing goals. A „Best Interactive Installation“ makes clever use of the digital environment and communicates complex messages in a fun and informative way. It also blends harmoniously into an existing spatial concept.



PLANNING, CRAFT, PRODUCTION

Best Craft (Project Management, Set, Construction, Design, Venue, Technics / Media, Show)

Success-decisive details and the management of live projects are evaluated and awarded. This can manifest itself in an innovative use of technology as well as in a creative stand construction, an emotional stage design or an inspiring show.

Best Catering

Here, catering concepts are sought which, in the creativity of the offer, focus particularly on the customer's brand message. And were able to convince in the implementation of the logistics.



BrandEx Award Categories



FRESH

Best Fresh Juniors

The category for young professionals in communications agencies and marketing departments. Have you finished your training or studies and are you now responsible for creating and implementing brand experiences in your job? Then it's time for the professional briefing that will take you to the next level of your career! You can participate on your own or in a team of up to five participants. You must submit a declaration that you have no more than two years of professional experience and a certificate of employment from your employer. If you are a freelancer, you must submit a declaration that you have not worked for more than two years as a freelancer or self-employed person, and e.g. a copy of your business licence.

Best Fresh Students

The category for all students interested in brand experiences. Whether you're studying design and communications, technology, business or the humanities, anyone interested in event communication, brand architecture and brand events is welcome to put their creative and conceptual talent to the test in this competition. You can participate on your own or in a team of up to five participants. All you need is your enrolment certificates.



Entry Components

LEVEL 1

Submission of all documents between 1 May 2019 and **1 July 2019** at the latest.

Entry form

This information is used for all public documentation, including the accompanying press and public relations activities. Please ensure that the company, project name and orthography are correct.

After the data have been sent, changes to this information can be made only by the BrandEx team and are subject to a fee. For complex changes (such as the exchange of films or reclassification to other categories) we charge € 90.00 plus VAT; for minor changes (such as the exchange of images, textual adaptations) the fee is € 50.00 plus VAT.

Idea

Please describe your concept briefly and incisively on one page:

- Font size for body copy 12 Pt
- Justification Full justification
- Line spacing Single
- Format DIN A4

Photos

Upload 5 photos that show the highlights of your concept. These photos will be published immediately on social media and on the BrandEx website.

Note: Should your project not yet be finished, you can upload scribbles instead.

A competent international jury will review all projects and decide which concepts will be selected for the longlist of nominees. These will be given a nominee logo and will be published on the BrandEx website and in the trade press.



Entry Components

LEVEL 2 – LONGLIST OF NOMINEES

Documents must be submitted between 22 July 2019 and **16 September 2019** at the latest.

Short text

Please summarise the task, idea, implementation and the most important elements briefly for the press and PR activities (1700 characters maximum).

Concept guide

The concept guide should be no longer than 8 pages. It should be divided into a maximum of 3 pages of text and a maximum of 5 pages of sketches/plans/notes/etc., presenting the project in detail.

The following format specifications must be used for the concept guide:

- Font size for body copy 12 Pt
- Font size for headlines 14 Pt, bold
- Justification Full justification
- Line spacing Single
- Page margins Normal (top 2.5 cm, left 2.5 cm, right 2.5 cm, bottom 2 cm)
- Page numbers Bottom of the page, centre
- Format DIN A4
- Max. file size 10 MB

Photos

For the online presentation of your project we need at least 5, at most 10 expressive and informative photos (no collages) in printable quality (JPG format with a maximum size of 10 MB).

The photos are used for the assessment by the jury and for the documentation of the project in press activities and on the internet.

Important: The photos should present the project to the viewer in as much detail as possible.

They should be accompanied by appropriate captions (maximum number of characters including spaces: 150).

Video

For the detailed presentation of the project, please upload the film documentation with a maximum length of 3 minutes. The video must be in mp4 format, HD quality or the highest possible quality with the following parameters:

- Resolution: at least 1280 x 720 pixels (720p)
- Please make the video streamable so it starts immediately when displayed on our site and does not have to load fully first.
- Max. length: 3 minutes. Longer films will result in exclusion of the competition entry.

If no moving images are available, alternatively you can upload a slideshow of the images.



Entry Components

Entry poster

As of level 2 (longlist of nominees), an entry poster is mandatory. The entry poster serves as a presentation of your project at the jury meeting and in the jury tool. It should familiarise the viewer with the project at a glance and present all the highlights. Although text is also permitted, photos should dominate.

- Name of the entrant
- Name of the customer and the entered project
- Expressive/informative headline
- Photo and/or text to illustrate the success factors Name des Einreichers

Please submit your motif in A2 landscape format as a read-only PDF (maximum size: 10 MB).

We also need your poster in printed form:

- Format: DIN A2, landscape
- Material: 3 mm Forex
- Print: 1,200 dpi HQ US direct print
- Finish: milled contours with rounded corners, 2 mm radius
- Bleed: 10 mm

You can produce the entry poster yourself or have it made by a service provider of your choice. As an option, we are happy to offer you full service in this regard: simply upload your printable PDF in the online tool via the link provided and let us print and deliver your entry poster.

Should you have us produce the poster, the price for the poster including printing is € 28.00 plus € 9.20 shipping plus VAT (delivery directly to the event). The invoice will be sent to you separately.

The jury will evaluate the nominated projects in mid-October and will select 3 winners in each of the 15 categories, in line with the Olympic principle.

Entry Components

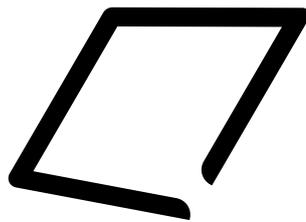
LEVEL 3 – WINNERS

The short video must be submitted between 21 October 2019 and **15 November 2019** at the latest.

Short video

For the brief presentation of the project at the awards ceremony, we need a montage of your film. We will contact all winners for this purpose.

A detailed description of the application procedure, legal requirements for participation and the conditions of use and exploitation as well as the BrandEx FRESH briefing are available at www.brand-ex.org



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