



**BRAND  
EX**

International Festival  
of Brand Experience

# BrandEx FRESH Award 2020

Category description & evaluation criteria



# Category Description FRESH

## **Best Fresh Juniors**

The category for young professionals in communications agencies and marketing departments.

Have you finished training or studying and are now responsible for creating and realising brand experiences in your job? Time for the professional brief 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 should have no more than two years' professional experience, be under 30 and provide proof of employment.

## **Best Fresh Students**

The category for all students interested in brand experiences.

Whether you're studying design and communications, technology, business or a humanities subject: 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.

You should be registered as a student (enrolment certificate) and be under 30.

The assignment is a design brief for a real brand, as is customary in creative agencies.

# FRESH award

Criteria and weighting FRESH	Best Fresh Juniors	Best Fresh Students
<b>Concept creation</b> <ul style="list-style-type: none"> <li>• Idea</li> <li>• Innovativeness</li> <li>• Target group affinity</li> <li>• Stringency (central theme)</li> </ul>	350	350
<b>Concept implementation</b> <ul style="list-style-type: none"> <li>• Brand communication</li> <li>• Project modules/actions</li> <li>• Supporting measures</li> <li>• Communication channels</li> <li>• Organisation and implementation</li> <li>• Sustainability</li> </ul>	350	350
<b>Presentation</b> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Video/Presentation</li> </ul>	300	300

# Description CONCEPT CREATION

## **Idea**

Originality, creativity and affinity of the idea to the product and company.  
Individuality in the context of the brand presentation?

## **Innovativeness**

Innovativeness, e.g. by using new elements/technologies, creating new perspectives, smart use of existing communication tools (state of the art).

Is the idea innovative or maybe even ground-breaking?

## **Target group affinity**

Ideas tailored to the target group. Emotional integration and activation of the target group (added value/motivation) through appropriate (inter-)active measures.

## **Stringency (central theme)**

Creative storytelling and precise translation of the creative vision to all concept modules. Recognisability and emotional power of the creative vision for the client and target group.



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# Description CONCEPT IMPLEMENTATION

## **Brand communication**

The recognisability of brand characteristics effectively creates an atmosphere that corresponds to corporate and brand communication.

## **Project modules/actions**

Location, communication, sponsoring, project planning... Have all aspects of the order and the necessary project components been implemented?

## **Supporting measures**

Additional measures support the holistic brand presence (e.g. cross-media networking, online renewal, social media activation, visitor activation, follow-up).

## **Communication channels**

Targeted selection of different communication channels and the appropriate combination / integration of such measures (e.g. invitation campaign, activation of social networks, sustainable communication).

## **Organisation and implementation**

Are project planning (approximate project schedule, event schedule, resources, logistics, etc.) and calculated budget realistic?

## **Sustainability**

Whether in participant management, in the materials used, in work and project processes, etc. - Sustainability (economic, social and economic) plays an increasingly important role in concept planning and implementation.



# Description PRESENTATION

## **Concept**

Concept: recognition of own visual and linguistic style. Clear structure, convincing layout.

## **Video and presentation**

The focus here is on communicating the content rather than visualisation. Is your message brief and to-the-point? How does the presenter come across? Are presentation and communication innovative?