



**BRAND  
EX**

International Festival  
of Brand Experience

# BrandEx Award 2021

Category description & evaluation criteria



# Evaluation

An interdisciplinary jury evaluates your projects according to the following criteria.

Special attention is also paid to the topic of **sustainability**.

However, the jury can only award points for criteria for which it can find information in the submission documents (short text | concept guide).

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*So did you use particularly sustainable materials in your stand construction? Then make a note of this in the documents! This is the only way to achieve a fair number of points for the jury.*

# Categories

Main-category	Architecture	Event	Crossmedia	Planning, Craft, Production	Formats
Sub-categories	Best Stand S	Best Brand Activation	Best Integrated Brand Campaign	Best Craft (Project Management, Set, Lighting Design, Venue, Technology / Media, Show)	Best Tradefair
	Best Stand M	Best Live PR	Best Interactive Installation	Best Catering	Best Festival
	Best Stand L	Best Motivation / Best Employee Event			Best New Format
	Best Brand Architecture	Best Corporate Event			
	Best Thematic Exhibition	Best Conference			
	Best Store Concept				



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# Category ARCHITECTURE

Main-category	Architecture	Event	Crossmedia	Planning, Craft, Production	Formats
Sub-categories	Best Stand S	Best Brand Activation	Best Integrated Brand Campaign	Best Craft (Project Management, Set, Lighting Design, Venue, Technology / Media, Show)	Best Tradefair
	Best Stand M	Best Live PR	Best Interactive Installation	Best Catering	Best Festival
	Best Stand L	Best Motivation / Best Employee Event			Best New Format
	Best Brand Architecture	Best Corporate Event			
	Best Thematic Exhibition	Best Conference			
	Best Store Concept				

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# Category Description 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 m<sup>2</sup>

Best Stand M – Presentations of between 101 m<sup>2</sup> and 500 m<sup>2</sup>

Best Stand L – Presentations of between 501 m<sup>2</sup> and 1000 m<sup>2</sup>

## **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.

# Category Description ARCHITECTURE

## **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.



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# ARCHITECTURE award

Criteria & weighting ARCHITECTURE	Best Stand S	Best Stand M	Best Stand L	Best Brand Architecture	Best Thematic Exhibition	Best Store Concept
<b>Creation</b> <ul style="list-style-type: none"><li>• Idea</li><li>• Innovativeness</li><li>• Target group affinity</li><li>• Stringency</li><li>• Design</li></ul>	500	500	500	500	500	500
<b>Implementation</b> <ul style="list-style-type: none"><li>• Szenography</li><li>• Brand communication</li><li>• Product integration</li><li>• Material and logistics</li><li>• Supporting measures</li><li>• Target achievement</li></ul>	400	400	400	400	400	400
<b>Sustainability</b> <ul style="list-style-type: none"><li>• Social</li><li>• Economy</li><li>• Ecology</li></ul>	100	100	100	100	100	100

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# Description 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**

Innovative 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 at the highest quality level.

## **Design**

Consistent artwork that takes into account the CI / CD and is derived from the creative vision.



# Description IMPLEMENTATION

## **Szenography**

Integration of all szenographic means (e.g. architecture, interior design, lighting, graphics, sound, digital media) in the presentation.

## **Brand communication**

Recognisability of the brand characteristics. Staff and hospitality services create an atmosphere that corresponds to corporate and brand communication.

## **Product integration**

Integration of the product presentation in the spatial concept, e.g. including modern media/technologies.

## **Material and logistics**

Optimised use of materials, high-quality workmanship and attention to detail perfect the brand presence. Special logistical challenges are optimally solved.

## **Supporting measures**

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

## **Target achievement**

Presentation of target achievement according to the assignment. Performance review (if required). Positive participant and customer feedback.

# Description SUSTAINABILITY

## **Social**

Social sustainability means that nobody is excluded, e.g. on the grounds of physical impairments (inclusion), that all employees and supporters are treated respectfully and appreciatively, that there are measures to promote rest and relaxation after physically and mentally strenuous phases of work, etc. Naturally, the project neither supports child labour nor promotes war or other forms of hostility. Our focus is on people.

## **Economy**

Corporate governance geared towards long-term success is key here. It is important that our own resources are used sparingly and that process design is efficient and future-oriented. This should be reflected in all corporate strategies. The focus here is on the company.

## **Ecology**

The use of environment-friendly materials and energy and the handling of natural resources are assessed. The focus here is on the environment.



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# Category EVENT

Main-category	Architecture	Event	Crossmedia	Planning, Craft, Production	Formats
Sub-categories	Best Stand S	Best Brand Activation	Best Integrated Brand Campaign	Best Craft (Project Management, Set, Lighting Design, Venue, Technology / Media, Show)	Best Tradefair
	Best Stand M	Best Live PR	Best Interactive Installation	Best Catering	Best Festival
	Best Stand L	Best Motivation / Best Employee Event			Best New Format
	Best Brand Architecture	Best Corporate Event			
	Best Thematic Exhibition	Best Conference			
	Best Store Concept				

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# Category Description 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.

# Category Description EVENT

## **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.



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# EVENT award

Criteria & weighting EVENT	Best Brand Activation	Best Live PR	Best Motivation / Best Employee Event	Best Corporate Event	Best Conference
<b>Creation</b> <ul style="list-style-type: none"><li>• Idea</li><li>• Innovativeness</li><li>• Target group affinity</li><li>• Stringency</li><li>• Artwork</li></ul>	500	500	500	500	500
<b>Implementation</b> <ul style="list-style-type: none"><li>• Szenography</li><li>• Dramaturgy</li><li>• Brand communication</li><li>• Material and logistics</li><li>• Supporting measures</li><li>• Target achievement</li></ul>	400	400	400	400	400
<b>Sustainability</b> <ul style="list-style-type: none"><li>• Social</li><li>• Economy</li><li>• Ecology</li></ul>	100	100	100	100	100

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# Description 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**

Innovative 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 at the highest quality level.

## **Artwork**

Consistent artwork that takes into account the CI / CD and is derived from the creative vision.

# Description IMPLEMENTATION

## **Szenography**

Integration of all szenographic means (e.g. architecture, interior design, lighting, graphics, sound, digital media) in the presentation.

## **Dramaturgy**

Optimum use of media, smooth event/show organisation and/or choreography and target group-oriented interaction emotionalise brand communication for the target group.

## **Brand communication**

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

## **Material and logistics**

Optimised use of materials, high-quality workmanship and attention to detail make the brand presence perfect. Special logistical challenges are optimally solved.

## **Supporting measures**

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

## **Target achievement**

Presentation of target achievement according to the assignment. Performance review (if required). Positive participant and customer feedback.



# Description SUSTAINABILITY

## **Social**

Social sustainability means that nobody is excluded, e.g. on the grounds of physical impairments (inclusion), that all employees and supporters are treated respectfully and appreciatively, that there are measures to promote rest and relaxation after physically and mentally strenuous phases of work, etc. Naturally, the project neither supports child labour nor promotes war or other forms of hostility. Our focus is on people.

## **Economy**

Corporate governance geared towards long-term success is key here. It is important that our own resources are used sparingly and that process design is efficient and future-oriented. This should be reflected in all corporate strategies. The focus here is on the company.

## **Ecology**

The use of environment-friendly materials and energy and the handling of natural resources are assessed. The focus here is on the environment.

# Category CROSSMEDIA

Main-category	Architecture	Event	Crossmedia	Planning, Craft, Production	Formats
Sub-categories	Best Stand S	Best Brand Activation	Best Integrated Brand Campaign	Best Craft (Project Management, Set, Lighting Design, Venue, Technology / Media, Show)	Best Tradefair
	Best Stand M	Best Live PR	Best Interactive Installation	Best Catering	Best Festival
	Best Stand L	Best Motivation / Best Employee Event			Best New Format
	Best Brand Architecture	Best Corporate Event			
	Best Thematic Exhibition	Best Conference			
	Best Store Concept				



# Category Description 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.

# CROSSMEDIA award

Criteria & weighting CROSSMEDIA	Best Integrated Brand Campaign	Best Interactive Installation
<b>Creation</b> <ul style="list-style-type: none"> <li>• Idea</li> <li>• Innovativeness</li> <li>• Target group affinity</li> <li>• Stringency</li> <li>• Communication channels</li> </ul>	550	550
<b>Implementation</b> <ul style="list-style-type: none"> <li>• Technical excellence</li> <li>• Usability</li> <li>• Networking dramaturgy</li> <li>• Target achievement</li> </ul>	350	350
<b>Sustainability</b> <ul style="list-style-type: none"> <li>• Social</li> <li>• Economy</li> <li>• Ecology</li> </ul>	100	100

# Description 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**

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

## **Stringency**

Innovative 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 at the highest quality level.

## **Communication channels**

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



# Description IMPLEMENTATION

## **Technical excellence**

High-quality performance of the individual service, state of the art in the discipline, perfect technical processes.

## **Usability (not applicable for Best Live PR)**

Clear information structure and intuitive use of objects and presentation. Additionally for virtual content: simple evaluation and fast distribution.

## **Networking dramaturgy**

Logical structure and harmonious combination of all media activities (channels) to increase impact.

## **Target achievement**

Presentation of target achievement according to the assignment. Performance review (if required). Response, i.e. positive feedback from participants and customers.

# Description SUSTAINABILITY

## **Social**

Social sustainability means that nobody is excluded, e.g. on the grounds of physical impairments (inclusion), that all employees and supporters are treated respectfully and appreciatively, that there are measures to promote rest and relaxation after physically and mentally strenuous phases of work, etc. Naturally, the project neither supports child labour nor promotes war or other forms of hostility. Our focus is on people.

## **Economy**

Corporate governance geared towards long-term success is key here. It is important that our own resources are used sparingly and that process design is efficient and future-oriented. This should be reflected in all corporate strategies. The focus here is on the company.

## **Ecology**

The use of environment-friendly materials and energy and the handling of natural resources are assessed. The focus here is on the environment.

# Category PLANNING

Main-category	Architecture	Event	Crossmedia	Planning, Craft, Production	Formats
Sub-categories	Best Stand S	Best Brand Activation	Best Integrated Brand Campaign	Best Craft (Project Management, Set, Lighting Design, Venue, Technology / Media, Show)	Best Tradefair
	Best Stand M	Best Live PR	Best Interactive Installation	Best Catering	Best Festival
	Best Stand L	Best Motivation / Best Employee Event			Best New Format
	Best Brand Architecture	Best Corporate Event			
	Best Thematic Exhibition	Best Conference			
	Best Store Concept				





# Category Description PLANNING

## **Best Craft (Project Management, Set, Lighting 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.



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# PLANNING award

Criteria & weighting PLANNING, CRAFT, PRODUCTION	Best Craft (Project Management, Set, Lighting Design, Venue, Technics/Media, Show)	Best Catering
<b>Creation</b> <ul style="list-style-type: none"><li>• Idea</li><li>• Innovativeness</li><li>• Target group affinity</li><li>• Stringency</li><li>• Artwork</li></ul>	250	250
<b>Implementation</b> <ul style="list-style-type: none"><li>• Technical excellence</li><li>• Networking dramaturgy</li><li>• Impact</li><li>• Target achievement</li></ul>	650	650
<b>Sustainability</b> <ul style="list-style-type: none"><li>• Social</li><li>• Economy</li><li>• Ecology</li></ul>	100	100

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# Description 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**

Innovative 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 at the highest quality level.

## **Artwork**

Consistent artwork that takes into account the CI / CD and is derived from the creative vision.



# Description IMPLEMENTATION

## **Technical Excellence**

High-quality performance of the individual service, state of the art in the discipline, perfect technical processes.

## **Networking dramaturgy**

Logical structure and harmonious combination of all media activities (channels) to increase impact.

## **Impact**

Emotionalisation of target group(s), activation of existing communities or new fans and followers, media response, (self-dynamic) distribution, traffic and possible evaluation.

## **Target achievement**

Presentation of target achievement according to the assignment. Performance review (if required). Response, i.e. positive feedback from participants and customers.

# Description SUSTAINABILITY

## **Social**

Social sustainability means that nobody is excluded, e.g. on the grounds of physical impairments (inclusion), that all employees and supporters are treated respectfully and appreciatively, that there are measures to promote rest and relaxation after physically and mentally strenuous phases of work, etc. Naturally, the project neither supports child labour nor promotes war or other forms of hostility. Our focus is on people.

## **Economy**

Corporate governance geared towards long-term success is key here. It is important that our own resources are used sparingly and that process design is efficient and future-oriented. This should be reflected in all corporate strategies. The focus here is on the company.

## **Ecology**

The use of environment-friendly materials and energy and the handling of natural resources are assessed. The focus here is on the environment.

# Category FORMATS

Main-category	Architecture	Event	Crossmedia	Planning, Craft, Production	Formats
Sub-categories	Best Stand S	Best Brand Activation	Best Integrated Brand Campaign	Best Craft (Project Management, Set, Lighting Design, Venue, Technology / Media, Show)	Best Tradefair
	Best Stand M	Best Live PR	Best Interactive Installation	Best Catering	Best Festival
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	Best Brand Architecture	Best Corporate Event			
	Best Thematic Exhibition	Best Conference			
	Best Store Concept				

# Category Description FORMATS

## **BrandEx Awards Category: FORMATS**

With its newest category, the BrandEx Awards focusses on innovative and creative event formats. This category is aimed at new, small, disruptive festivals as well as trade fairs that have existed for many years. The judging of the entries ensues primarily from the perspective of the customer/participant. The formats submitted must meet the following criteria:

- They must have been successfully implemented at least once.
- They must be conceptually designed for multiple implementation.
- They must feature their own brand, own marketing, and own business model.
- They must be characterised by strong live communication.

### **Best Tradefair**

The category for trade fair formats. Recurring formats based on visitors and exhibitors with a structural presence (trade fair stands) are honoured in this category.

### **Best Festival**

This category is for festivals. It honours formats that offer a mixture of broad-based content, meeting, learning, playing and presenting.

### **Best New Format**

This is the category for new formats. In particular, this category is for formats that do not clearly fit into one of the aforementioned categories in the opinion of the entrant.

# FORMATS award

Criteria & weighting FORMATS	Best Tradeair	Best Festival	Best New Format
<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> <li>• Artwork/Design</li> <li>• Sustainable idea</li> </ul>	400	400	400
<b>Implementation</b> <ul style="list-style-type: none"> <li>• Technical Excellence</li> <li>• Usability</li> <li>• Networking dramaturgy</li> <li>• Szenography</li> <li>• Accompanying measures</li> <li>• Achievement of objectives</li> </ul>	300	300	300
<b>Sustainability</b> <ul style="list-style-type: none"> <li>• Social</li> <li>• Economy</li> <li>• Ecology</li> </ul>	300	300	300



# Description CREATION

## Idea

Originality and creativity as well as product and company relatedness of the idea. Independence within the framework 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.

## Artwork/Design

Continuous design concept in consideration of the CI / CD derived from the creative central idea

## Sustainable idea

An environmentally compatible and socio-cultural as well as economically viable design of events means analysing and optimising environmental, financial and social impacts in advance along the entire value chain. In order to do justice to the different fields of action, sustainable measures should be planned and implemented in the areas of location, mobility, catering, participant management, sponsoring, equipment & decoration, economic efficiency and communication & marketing.

# Description IMPLEMENTATION

## **Technical Excellence**

High-quality performance of the individual service, state of the art in the discipline, perfect technical processes.

## **Usability**

Clear information structure and intuitive use of objects and presentation. Additionally for virtual content: easy evaluation and fast distribution.

## **Networking dramaturgy**

Logical structure and harmonious combination of all media activities (channels) to increase impact.

## **Szenography**

Integrative integration of all szenographic means (e.g. architecture, interior design, light, graphics, sound, digital media) into the staging

## **Accompanying measures**

Additional measures that support the holistic brand presence (e.g. invitation campaign, cross-media networking, visitor activation, follow-up).

## **Achievement of objectives**

Presentation of the achievement of objectives according to the task definition. Performance review (if desired). Resonance, e.g. positive participant and customer feedback.

# Description SUSTAINABILITY

## **Social**

Social sustainability means that nobody is excluded, e.g. on the grounds of physical impairments (inclusion), that all employees and supporters are treated respectfully and appreciatively, that there are measures to promote rest and relaxation after physically and mentally strenuous phases of work, etc. Naturally, the project neither supports child labour nor promotes war or other forms of hostility. Our focus is on people.

## **Economy**

Corporate governance geared towards long-term success is key here. It is important that our own resources are used sparingly and that process design is efficient and future-oriented. This should be reflected in all corporate strategies. The focus here is on the company.

## **Ecology**

The use of environment-friendly materials and energy and the handling of natural resources are assessed. The focus here is on the environment.