

**BRAND
EX**

International Festival
of Brand Experience

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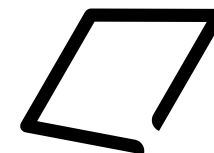
**COMPETITION
DOCUMENTS 2022**

DER NEUSTART



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04 | DER NEUSTART

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 2010 and 31 August 2021.

The deadline for entries is 30 September 2021. Please note that the entry must be submitted in English.

Participation fee | Project

There is only 1 submission stage, all documents must be submitted by **September 30, 2021**.

The participation fee is:

Early Bird until 31. August 2021:	550,00 EUR
Until 30. September 2021:	750,00 EUR

For projects that win one of the coveted BrandEx Awards, an additional fee of 550 EUR plus VAT will be charged.

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



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 1000m²

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 rigorously consistent 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 rigorously consistent concept and using the possibilities of spatial presentation, they meet the multidisciplinary requirements of brand identity in an exceptional manner.

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



ARCHITECTURE

Best Execution Architecture

Details crucial to the success of the project as well as the management of real and virtual architectures for trade shows and exhibitions, set designs, brand worlds and showrooms are evaluated and honoured. These may take the form of innovative solutions and approaches, particularly successful implementations, new technologies or optimal logistics.

Best Digital Architecture

The creation and details crucial to the success of virtual architectures in hybrid, partially digital and digital projects are evaluated and honoured. These may take the form of innovative solutions and approaches, particularly successful implementations, new technologies and strategic conceptualisations. Particular weight will be given to the optimal integration of brand and product in their spatial and emotional power.

Best Formats Architecture

The „Formats“ category honours innovative and creative formats, both new and and existing or already implemented. These include new event ideas and disruptive concepts as well as trade shows with a long history of success that are shaping their future development with creative ideas and solutions. Accordingly, the judging of the entries ensues primarily from the perspective of the customer/participant. The formats submitted must meet the following criteria:

- at least one successful execution
- systematic concept for multiple executions
- they must feature their own brand, own marketing, and own business model
- they must be characterised by strong live communication

In this category, digital or partially digital/hybrid trade show formats are evaluated. Recurring formats are honoured.

Best Cancelled Project

In this category, projects are evaluated which are assigned to another subcategory (in the main category 'Architecture'). These are projects that were commissioned by customers and developed to the level of readiness for implementation by the service providers, but had to be cancelled due to the pandemic in 2020/2021.



BrandEx Award Categories



EVENT

Best Brand Activation

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 rigorously consistent use of architecture, communication, light and media. The successful presentation solves functional requirements of brand identity and spotlights the brand.

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 which have used a collective experience to inform target groups or change attitudes, such as press events, PR events, galas, and charity functions as well as cultural events for an open or closed group of participants.

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

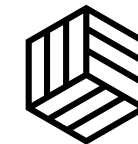
This category recognises the best conferences, conventions and meetings which – thanks to a creative idea, a central theme and consistent implementation – facilitate the communication of insights, knowledge, know-how and experiences, or exemplify the successful planning and execution of meetings.

Best Execution Event

This category focuses on details crucial to the success of live and digital events as well as the management of these events. These may take the form of innovative use of technology, creative digital solutions, an emotionalising set or stage design, concept-relevant catering, or a thrilling show.



BrandEx Award Categories



EVENT

Best Digital Event

The creation of and concepts crucial to the success of digital, partially digital and hybrid projects in live communication are evaluated and honoured. These may take the form of innovative solutions and approaches, particularly successful implementations, new technologies and successful strategies for reaching target groups. Particular weight will be given to the emotionalisation of the target groups as an aspect crucial to the success of live communication, as well as the optimal integration of brand and product.

Best Formats Event

The 'Formats' category evaluates innovative and creative event formats, both new and existing or already implemented. These include new event ideas and disruptive event concepts as well as events with a long history of success that are shaping their future development with creative ideas and solutions. Accordingly, the judging of the entries ensues primarily from the perspective of the customer/participant. The formats submitted must meet the following criteria:

- at least one successful execution
- systematic concept for multiple executions
- they must feature their own brand, own marketing, and own business model
- they must be characterised by strong live communication

In this category, digital or partially digital/hybrid festivals are evaluated. The target-oriented, trend-setting mix of content, communication, fun/entertainment, education and playful elements is evaluated.

Best Cancelled Project

In this category, projects are evaluated which are assigned to another subcategory (in the main category 'Event'). These are projects that were commissioned by customers and developed to the level of readiness for implementation by the service providers, but had to be cancelled due to the pandemic in 2020/2021.



BrandEx Award Categories



FRESH

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.



Entry Components

There is **only 1 level**. All documents can be submitted from now until **September 30, 2021**.

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
- Format DIN A4
- Max. file size 10 MB

When preparing the concept guideline, please orientate yourself on the evaluation criteria of our jury. These can be downloaded at www.brand-ex.org.

Social Media

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

Photos

For the online presentation of your project we need additionally 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).

Entry Components

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.

WINNERS

The short video must be submitted until **30 November 2021** at the latest.

Short video

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

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.

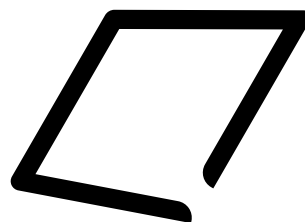
- Name of the entrant
- Name of the customer and the entered project
- Expressive/informative headline
- Picture and/or text to illustrate the success factors

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

Important: At the jury meeting, all the created graphics will be presented, but only the winning entries will be printed! Should you have us produce the poster, the price for the poster including printing is EUR 28.00 plus EUR 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-November and will select 3 winners in each of the 19 categories, in line with the Olympic principle.

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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CONTACT

BrandEx office

Phone: +49 5242 9454-0 | info@brand-ex.org

ORGANISER

Messe Dortmund GmbH
Strobelallee 45, 44139 Dortmund

Phone: +49 231 1204-521

www.messe-dortmund.de

Managing Director: Sabine Loos, Christian Plothe