



**BRAND  
EX**

International Festival  
of Brand Experience

BrandEx Award 2022

# Category Description & Evaluation Criteria



# Category Overview 2022

Main Categories	Architecture	Event	Fresh
Subcategories	Best Stand S/M/L	Best Brand Activation	Best Fresh
	Best Brand Architecture	Best Live PR	
	Best Thematic Exhibition	Best Motivation/Employee Event	
	Best Store Concept	Best Corporate Event	
	Best Digital	Best Conference	
	Best Execution	Best Digital	
	Best Formats	Best Execution	
	Best Cancelled Project	Best Formats	
			Best Cancelled Project

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# Category Description: ARCHITECTURE

## **Best Stand S, M, 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>

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## **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.



# 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 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.

## **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.



# Category Description: ARCHITECTURE

## **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 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.

# ARCHITECTURE Award

Criteria & Weighting: ARCHITECTURE	Best Stand S/M/L	Best Brand Architecture	Best Thematic Exhibition	Best Store Concept	Best Digital	Best Execution	Best Formats	Best Cancelled Project
<b>Creation</b> <ul style="list-style-type: none"> <li>• Idea</li> <li>• Innovativeness</li> <li>• Target group affinity</li> <li>• Consistency</li> <li>• Design</li> </ul>	450	450	450	450	500	200	400	650
<b>Implementation</b> <ul style="list-style-type: none"> <li>• Scenography</li> <li>• Brand communication</li> <li>• Product integration</li> <li>• Material and logistics</li> <li>• Supporting measures</li> <li>• Target achievement</li> </ul>	350	350	350	350	400	600	300	150
<b>Sustainability</b> <ul style="list-style-type: none"> <li>• Social</li> <li>• Economy</li> <li>• Ecology</li> </ul>	200	200	200	200	100	200	300	200



# Category 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 perhaps 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.

## **Consistency**

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.

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# Category Description: IMPLEMENTATION

## **Scenography**

Integration of all scenographic 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.

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# Category Description: SUSTAINABILITY

## **Social Sustainability**

Social sustainability in the context of a project means integrating the participation, dignity and rights of all participants on a long-term basis. Examples include full accessibility as well as considerate and respectful interaction, but also transparent and fair working and usage conditions with a corresponding organization, guaranteeing recovery and recreation, and the provision of reserves and backup solutions for the benefit of the individuals involved. The renunciation of products and services connected with the exploitation or marginalization of human beings must be verifiably ensured in all directions of the performance process.

## **Economic Sustainability**

Economic sustainability in this context means aligning economic activities to achieve lasting success. The handling of economic resources should help all those involved to achieve stable levels of income, with a focus on investment and qualitative growth. Low rates of consumption, high productivity, efficient processes and transparency are the hallmarks of economically sustainable projects. Excessively high as well as dumping prices, the economic exploitation of participants and wasting of resources must be consistently precluded by means of appropriate, verifiable measures.

## **Ecological Sustainability**

Ecological sustainability means that the project focuses on the economical and sensible use of natural resources over the long term. The use of natural capital is permissible only to the extent that regrowth is possible. Consumption and damage, such as emissions, must be avoided or minimized, with processes aligned accordingly and every measure optimized to achieve these goals. Energy consumption, transport and waste, whether direct or indirect, must be avoided by means of an organisation geared to the conservation of resources, and the processes must be documented.



# 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 company values and the qualities of its 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 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 Motivational/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.



# Category Description: EVENT

## **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.

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# Category Description: 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.



# EVENT Award

Criteria & Weighting: EVENT	Best Brand Activation	Best Live PR	Best Motivation al/Employee Event	Best Corporate Event	Best Conference	Best Execution	Best Cancelled Project	Best Digital Event	Best Format: Event
<b>Creation</b> <ul style="list-style-type: none"> <li>Idea</li> <li>Innovativeness</li> <li>Target group affinity</li> <li>Consistency</li> <li>Artwork</li> </ul>	450	450	450	450	450	200	650	500	400
<b>Implementation</b> <ul style="list-style-type: none"> <li>Scenography</li> <li>Dramaturgy</li> <li>Brand communication</li> <li>Material and logistics</li> <li>Supporting measures</li> <li>Target achievement</li> </ul>	350	350	350	350	450	600	150	400	300
<b>Sustainability</b> <ul style="list-style-type: none"> <li>Social</li> <li>Economy</li> <li>Ecology</li> </ul>	200	200	200	200	200	200	200	100	300

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## **Idea**

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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 perhaps 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.

## **Consistency**

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.



# Category Description: IMPLEMENTATION

## **Scenography**

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

## **Dramaturgy**

Optimal 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.

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## **Economic Sustainability**

Economic sustainability in this context means aligning economic activities to achieve lasting success. The handling of economic resources should help all those involved to achieve stable levels of income, with a focus on investment and qualitative growth. Low rates of consumption, high productivity, efficient processes and transparency are the hallmarks of economically sustainable projects. Excessively high as well as dumping prices, the economic exploitation of participants and wasting of resources must be consistently precluded by means of appropriate, verifiable measures.

## **Ecological Sustainability**

Ecological sustainability means that the project focuses on the economical and sensible use of natural resources over the long term. The use of natural capital is permissible only to the extent that regrowth is possible. Consumption and damage, such as emissions, must be avoided or minimized, with processes aligned accordingly and every measure optimized to achieve these goals. Energy consumption, transport and waste, whether direct or indirect, must be avoided by means of an organisation geared to the conservation of resources, and the processes must be documented.