



**BRAND
EX**

International Festival
of Brand Experience

BrandEx Award 2024

Overview of Categories

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Main Categories	Architecture	Event	Fresh
Sub-categories	Best Stand S, M, L	Best Brand Activation	Best Fresh
	Best Brand Architecture	Best Live PR	
	Best Thematic Exhibition	Best Motivational/Employee Event	
	Best Store Concept	Best Corporate Event	
	Best Digital	Best Conference	
	Best Execution	Best Digital	
	Best Formats	Best Execution	
		Best Formats	

Category description: ARCHITECTURE

Best Stand S – L

Award-winning trade show presentations in this category fulfil communicative goals at the highest level, presenting companies and their brands in accordance with their CI/CD and creating a multisensory experience for visitors. These presentations are characterised by an exceptionally high level of creativity, innovation and usability. 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. Due to the temporary nature of such presentations, sustainability is particularly important.

- Best Stand S – Trade show presentations of up to 100 m²
- Best Stand M – Trade show presentations from 101 m² up to 500 m²
- Best Stand L – Trade show presentations from 501 m² up to 1,000 m²

06

Best Brand Architecture

This category recognises spatial brand presentations such as brand environments, show rooms or trade show 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 compelling use of architecture, communication, light and media. The successful presentation resolves 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, etc. as well as theme pavilions and parks. They are designed exclusively to convey knowledge and not to promote sales. With their compelling 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 includes permanent or temporary store concepts, 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 particular benefit they generate is visualised and activates 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 experience and tangibility.

Best Architecture Formats

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 or live trade show formats are evaluated. Recurring formats are honoured.

ARCHITECTURE Awards

Criteria and weighting for ARCHITECTURE	Best Stand S/M/L	Best Brand Architecture	Best Thematic Exhibition	Best Store Concept	Best Digital	Best Execution	Best Formats
Creation <ul style="list-style-type: none"> Idea Innovative Power Target Group Affinity Cogency Design 	450	450	450	450	500	200	400
Implementation <ul style="list-style-type: none"> Scenography Brand Communication Product Integration Material and Logistics Supporting Measures Target Achievement 	350	350	350	350	400	600	300
Sustainability <ul style="list-style-type: none"> Social Sustainability Economic Sustainability Ecological Sustainability 	200	200	200	200	100	200	300

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Criteria & weighting for CREATION

Idea

Originality and creativity as well as the affinity of the idea to the product and company. Does the idea convey individuality in the context of the brand presentation?

Innovative Power

Does the idea have innovative power, e.g. via the integration of new elements/technologies, creation of 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 interactive measures. Consideration of ease of use/access.

Cogency

Creative storytelling and consistent, logical translation of the guiding 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

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

Criteria & weighting for IMPLEMENTATION

Scenography

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

Brand Communication

Media-compatible transformation of brand features and messages right down to the last detail. Everything from social media and choice of materials to personnel and hospitality enhances the brand, the goal and the idea.

Product Integration

Integration of the product/solution presentation in the spatial concept, e.g. including the use of appropriate media and technology.

Material and Logistics

Optimal use of materials and an affinity for detail in execution as well ensure a flawless brand presentation. Special technical challenges are ideally resolved.

Supporting Measures

Additional measures that support and track 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 possible). Positive participant and customer feedback, lessons learned and evolutionary approach.

Criteria & weighting for 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 organisation, guaranteeing recovery and recreation, and the provision of reserves and backup solutions for the benefit of the individuals involved. Fairness and transparency for all project steps; processes are defined and verified that ensure these.

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 minimised, with processes aligned accordingly and every measure optimised 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 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, and charity functions as well as cultural events for an open or closed group of participants which have used a collective experience to inform target groups or change attitudes.

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, while external target groups are customers, the media and users. Formats include 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, kick-off events, open days or traditional company anniversaries.

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 Event Execution

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 Event Formats

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 or live events such as festivals are evaluated. The target-oriented, trend-setting mix of content, communication, fun/entertainment, education and playful elements is evaluated.

EVENT Awards

Criteria and weighting for EVENTS	Best Brand Activation	Best Live PR	Best Motivational/ Employee Event	Best Corporate Event	Best Conference	Best Execution	Best Digital Event	Best Event Format
Creation <ul style="list-style-type: none"> Idea Innovative Power Target Group Affinity Cogency Artwork 	450	450	450	450	450	200	500	400
Implementation <ul style="list-style-type: none"> Scenography Dramaturgy Brand Communication Material and Logistics Supporting Measures Target Achievement 	350	350	350	350	350	600	400	300
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Criteria & weighting for CREATION

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Design

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

Criteria & weighting for IMPLEMENTATION

Scenography

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

Brand Communication

Media-compatible transformation of brand features and messages right down to the last detail. Everything from social media and choice of materials to personnel and hospitality enhances the brand, the goal and the idea.

Dramaturgy

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

Material and Logistics

Optimal use of materials and an affinity for detail in execution as well ensure a flawless brand presentation. Special technical challenges are ideally resolved.

Supporting Measures

Additional measures that support and track 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 possible). Positive participant and customer feedback, lessons learned and evolutionary approach.

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