



BRAND
EX AWARD

07

Competition
Documents 2025

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07 | BrandEx

The **BrandEx Awards** (an amalgamation of the former FAMAB AWARD, BEA Award, the FAMAB NEW TALENT AWARD and the INA Award) are creative awards for successful live communication. They honour 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. The prize winners are selected by a competent and independent jury.

Dates and deadlines | Entry submission

The projects must have taken place between 1 January 2023 and 31 August 2024.

Entries may be submitted in German or English.

The submission phase starts on June 1, 2024 and is a multi-stage process.

Projects may be entered in multiple categories. However, the submission documents must be tailored to the respective category in each case. Identical submissions in different categories will not be reviewed by the jury.

Participation fee | Multi-phase process

Phase 1

The following documents must be submitted in phase 1:

- a concept paper
- a written response to the question of why the project is outstanding and worthy of an award, and
- 1-5 images of the project.

The submission deadline for this phase 1 is 31 August 2024.

The entry fee is €250.00 plus VAT.

This initial phase is free of charge for fwd: members.

The jury will then decide which projects will move on to the next phase, and the participants on this longlist will be informed accordingly.

Phase 2

The following documents must be submitted in phase 2:

- a concept guide (including the fundamental idea underlying the concept, framework data, special features of the implementation, and sustainability aspects = 20 charts maximum)
- an approximate budget classification (visible only to the jury, who will use it in their assessment and comparison of the projects)
- a short text (brief description of the project and its success - this will be published on the website)
- 1-5 meaningful images (as in phase 1 or additional images)
- and a video, no longer than 3 minutes.

The deadline for submissions is 31 October 2024.

The entry fee is €480.00 plus VAT. There is no discount for fwd: members.

The jury will determine the winners (all projects awarded at least 750 out of 1000 points by the jury).

Winners will be responsible for paying fees amounting to €1,450.00 plus VAT (these include a combination ticket for BrandEx Insight, the jury session and awards ceremony).

BrandEx Award Categories



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

Best Brand Architecture

This category honours 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.

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 honours 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 customer benefit they generate is visualised and activates 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 and digital worlds in hybrid, partially digital and fully 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 is given to the immersive and creative engagement with the spatial and aesthetic experience of people in every dimension.

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 or live trade show formats are evaluated.

Recurring formats are honoured.

Best Stand Smart

The 'Best Stand - Smart' category honours concepts that provide intelligent and innovative solutions and attract attention under particularly challenging conditions.

These can be economic, technical, thematic or societal challenges as well as product and theme presentations that require special explanation. What counts here is the idea and the creative approach to problems.

A particularly low budget can be included in these challenges, but cannot be used as the sole obstacle or rationale.

BrandEx Award Categories



EVENT

Best Brand Activation

Category description: 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. The entry should also reflect the accompanying communication.

Target groups: Open or closed group of participants, users, stakeholders, multipliers.

Possible formats: Activating brand launches and/or (re-)positionings, brand events (including events within a separate larger event/festival), festivals, product launches (including road shows).

Best Live PR

Category description: The awards are given to the best live communication projects using high-impact, collective experiences aimed at the general public that have produced effective information on a sustained basis, a change in attitudes and/or image perception among the target groups.

The entry should also reflect the accompanying communication.

Target groups: The general public as well as specific public focus and interest groups, the press, multipliers.

Possible formats: PR events (including road shows), charity events, cultural events, press events.

Best Motivation / Best Employee Event

Category description: This category recognises the best events that sustainably and effectively inform a target group about changes and enable the group to become part of the change process. It also includes events that boost a group's motivation to work together, strengthen group identification and/or activate the successful implementation of measures and positively change attitudes. Effective training formats are also included in this category.

Target groups: Internal target groups, i.e. employees, management, stakeholders.

Possible formats: Incentive or team-building events, anniversary events, change events, and kick-offs as well as training events.

BrandEx Award Categories



EVENT

Best Corporate Event

Category description: This award honours creative marketing events in which a company uses a specific occasion/communication objective to motivate, persuade and inspire its target groups and create identification with the company.

Target groups: Internal and external target groups directly connected to the company, i.e., employees, customers, suppliers and partners.

Possible formats: Company anniversaries, product and retailer/dealer presentations (including road shows), in-house trade shows, open days.

Best Conference

Category description: This category honours the best conference formats, in which the appropriate creative idea, the central theme and the rigorous implementation are derived from clear objectives. These events focus on the communication of strategies (as a whole or in parts), knowledge and science, change processes and/or the sharing of experience.

Target groups: Small and large groups, internal or external, who are to be informed, activated, engaged, and/or included in interaction as stakeholders.

Possible formats: Management and staff meetings, conferences of all kinds, academic congresses, specific trade shows with a high proportion of interactive and activating components.

Best Execution Event

Category description: This award honours the successful and creative implementation of sub-areas or aspects of live and digital events. This may also refer to the exceptional management of events under special circumstances. The range of entries is wide and includes the innovative use of technology, catering concepts relevant to the overall concept, exceptional performances and show concepts, emotionalising set construction and stage design, exceptional activation measures for participants, creative digital solutions, exceptional project management solutions.

Target groups: All those addressed by the respective measure.

Possible formats: Outstanding partial solutions from all areas as part of a specific live communication measure.

BrandEx Award Categories



EVENT

Best Digital Event

Category description: This award honours the conceptualisation and implementation of digital and hybrid projects in live communication, with a focus on the effective rendering of the objective in the overall digital or hybrid solution. Existing technologies are utilised, adapted, newly developed and/or combined in a targeted manner to achieve the communication objectives. The emotionalising experience, the possibilities for interactive integration of the target groups and the barrier-free use of the digital/hybrid solution are factored into the overall evaluation. Equally important: the optimal integration and visibility of the sender, or of the brand and product.

Target groups: All target groups.

Possible formats: all live communication formats that can be transferred into the digital/hybrid event world as well as those that (can) take place only in virtual spaces.

Best Formats Event

Category description: This award honours innovative and creative new event formats or those that interpret established event formats in a new and/or contemporary style, and enable successful events that pave the way for future development in this event segment with their special ideas and solutions. 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.

Target groups: All target groups.

Possible formats: All holistic live communication formats with a target-oriented, trendsetting mix of content, communication, fun/entertainment, education and playful elements.

BrandEx Award Categories



FRESH

BrandEx FRESH Award

Category description: The BrandEx FRESH Award is THE award for talented young people in event design.

We are looking for an original idea - based on a current, specific briefing - for a cross-channel live communication campaign.

The briefing will be prepared by a selected agency.

Terms and conditions of entry: Participation in the FRESH competition is free of charge and the entries are not bound to any project time frames. The submission deadline is 15 November 2024.

Anyone up to and including the age of 30 can take part, including students, career entrants or freelancers - alone or in a team with a maximum of 5 participants. 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

Phase 1

Submission phase from 1 June – 31 August 2024

The following documents must be submitted in phase 1:

- a single-page concept paper
- a written response to the question of why the project is outstanding and worthy of an award (maximum length 1,000 characters)
- 1-5 images of the project (JPG file with a maximum size of 10 MB)

The submission deadline for phase 1 is 31 August 2024.

Arouse the jury's curiosity about your project. Sometimes less is more! The main thing is to convey the essence of your idea clearly and concisely. Please upload your entry in PDF format.

So the jury has voted your project through to the next round? Then it's time for phase 2!

Phase 2

Submission phase for all selected projects from 7 October – 31 October 2024

Short text

Please summarise the task, idea, implementation and the most important elements briefly for the press and PR activities (1,700 characters maximum). These data will be published on the BrandEx website later.

Concept guide

The maximum length for the concept guide is 20 charts/pages.

The concept guide presents the project in detail. You are welcome to integrate sketches, drawings, and notes (the maximum file size is 10 MB). Please use the jury's evaluation criteria as a point of reference when drawing up your concept guide. You can download the evaluation criteria at www.brand-ex.org.

Sustainability

Depending on the category, 100-300 points (out of a maximum of 1000) are awarded for sustainability.

Please tell us about the social, economic and ecological aspects of your project.

Photos

Please upload 1-5 images (JPG file in high resolution; maximum file size 10 MB) showing the highlights of the concept. They will be used for the jury's evaluation and to document the project in press releases and on the Internet. The images should depict the project as comprehensively as possible and must be captioned appropriately (maximum length: 150 characters including spaces).

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.

After the data have been sent, changes to this information can be made only by the BrandEx team and are subject to a fee. For complex changes (such as the exchange of films or reclassification to other categories) we charge € 90.00 plus VAT; for minor changes (such as the exchange of images, textual adaptations) the fee is € 50.00 plus VAT.

Entry Components

Phase 3

At the end of November, the jury will select the winners of BrandEx 2025 from all stage 2 projects with at least 750 points (the Olympic principle does not apply).

The rankings (GOLD/SILVER/BRONZE) will be determined in a live, public jury session on 15 January 2025.

Entry posters

The entry posters (at least 1, at most 3 posters per project) will function as the presentations of the projects at the live jury session. 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
- photo and/or text to illustrate the success factors

Please send the print data for the entry posters to info@brand-ex.org by **13 December 2024**.

The posters will be shown at the jury meeting on 15 January 2025 and in an exhibition as part of the awards ceremony.

The price/poster is €47.50 plus VAT, including shipping.

Instructions for print data for the entry poster

Format: DIN A2, landscape 594 x 420 mm plus 5 mm bleed margin on all sides

Colour profile: iso coated V2 (CMYK), alternatively FOGRA 39

Photoshop, InDesign, Illustrator (each in the current version) and printable PDF files.

Please generate the print PDFs as PDF/X3 files without bleed marks and without colour bars.

Convert all texts into paths.

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.

By registering, you expressly accept the terms and conditions of use and exploitation as well as the warranty and indemnification.



**BRAND
EX** AWARD

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