



**BRAND  
EX**

International Festival  
of Brand Experience

# BrandEx Award 2025

Overview of categories



# Overview of categories 2025

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

07



# 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 m<sup>2</sup>

Best Stand M – Trade show presentations from 101 m<sup>2</sup> up to 500 m<sup>2</sup>

Best Stand L – Trade show presentations from 501 m<sup>2</sup> up to 1,000 m<sup>2</sup>

07

## **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.



# Category description: ARCHITECTURE

## **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.

07



# Category description: ARCHITECTURE

## **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.

## **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.

07

## **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.



# Category description: ARCHITECTURE

## **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.

07



# ARCHITECTURE Awards

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

07



# 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.

07





# 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.

07



# Criteria & weighting for 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.

## **Social**

Social sustainability in the context of a project means permanently integrating the participation, dignity and rights of all those involved. Examples include full accessibility (including digital accessibility), respectful interaction, but also comprehensible and fair working and usage conditions with an appropriate organisation, ensuring recovery, keeping reserves and back-up solutions for the benefit of individuals. Fairness and transparency for all project steps. Processes are defined, tracked and reviewed to ensure this in the long term. Criteria also apply in the context of diversity and equality, such as the inclusion of an awareness team and safe space at the event, diverse speakers and contributions, gender-neutral sanitary facilities, pronouns on name badges, sign language interpreters on site if necessary.

## **Economic**

Economic sustainability in this context refers to the orientation of economic activities towards long-term success. This can include the development and integration of long-term partnerships. The handling of economic resources should help all those involved to achieve a stable earnings situation that is geared towards investment and qualitative growth. Low consumption, high productivity, efficient processes and transparency are the hallmarks of economically sustainable projects. Excessive as well as dumping prices, economic exploitation of participants or waste of resources are to be permanently excluded by suitable, verifiable measures.

## **Ecological Sustainability**

Ecological sustainability means that the economical and long-term sensible use of natural resources is at the centre of the project. Natural capital should only be utilised to the extent that it can be replenished. Consumption and damage such as emissions must be avoided or minimised, processes must be geared towards this and every measure must be optimised to achieve this goal. Energy consumption, transport and waste, including indirect waste, should be avoided through an organisation geared towards conserving resources and processes should be documented. Ideally, the planning and implementation of measures in the sense of a circular economy (cradle-to-cradle) will take place in the project or approaches to regenerative management will be taken into account.

07



# Category description: 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.

07



# Category description: EVENT

## **Best Motivational/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 training events.

07

## **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.



# Category description: EVENT

## **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 Event Execution**

*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.

07



# Category description: 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 Event Formats

*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.

07



# EVENT Awards

Criteria and weighting for EVENTS	Best Brand Activation	Best Live PR	Best Motivation/ Employee Event	Best Corporate Event	Best Conference	Best Execution	Best Digital Event	Best Format Event
<b>Creation</b> <ul style="list-style-type: none"> <li>Idea</li> <li>Innovative Power</li> <li>Target Group Affinity</li> <li>Cogency</li> <li>Artwork</li> </ul>	450	450	450	450	450	200	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	400	300
<b>Sustainability</b> <ul style="list-style-type: none"> <li>Social Sustainability</li> <li>Economic Sustainability</li> <li>Ecological Sustainability</li> </ul>	200	200	200	200	200	200	100	300

07



# 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.

07





# 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.

07



# Criteria & weighting for 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.

## **Social**

Social sustainability in the context of a project means permanently integrating the participation, dignity and rights of all those involved. Examples include full accessibility (including digital accessibility), respectful interaction, but also comprehensible and fair working and usage conditions with an appropriate organisation, ensuring recovery, keeping reserves and back-up solutions for the benefit of individuals. Fairness and transparency for all project steps. Processes are defined, tracked and reviewed to ensure this in the long term. Criteria also apply in the context of diversity and equality, such as the inclusion of an awareness team and safe space at the event, diverse speakers and contributions, gender-neutral sanitary facilities, pronouns on name badges, sign language interpreters on site if necessary.

## **Economic**

Economic sustainability in this context refers to the orientation of economic activities towards long-term success. This can include the development and integration of long-term partnerships. The handling of economic resources should help all those involved to achieve a stable earnings situation that is geared towards investment and qualitative growth. Low consumption, high productivity, efficient processes and transparency are the hallmarks of economically sustainable projects. Excessive as well as dumping prices, economic exploitation of participants or waste of resources are to be permanently excluded by suitable, verifiable measures.

## **Ecological Sustainability**

Ecological sustainability means that the economical and long-term sensible use of natural resources is at the centre of the project. Natural capital should only be utilised to the extent that it can be replenished. Consumption and damage such as emissions must be avoided or minimised, processes must be geared towards this and every measure must be optimised to achieve this goal. Energy consumption, transport and waste, including indirect waste, should be avoided through an organisation geared towards conserving resources and processes should be documented. Ideally, the planning and implementation of measures in the sense of a circular economy (cradle-to-cradle) will take place in the project or approaches to regenerative management will be taken into account.

07