

abc

THE
WORLD
OF
MOBILITY
'22



Rat für Formgebung
German Design Council

ABC Awards – The world of mobility

Where the future of mobility takes shape

New lifestyles and a growing awareness of sustainability place new demands on tomorrow's mobility.

The ABC Awards are globally unique design and industry awards which incorporate the entire world of mobility. Independent experts award prizes for outstanding products, projects and brands from all mobile sectors, from best practices in communication to commercial and individualised transport as well as groundbreaking innovation. With its distinctions, the ABC Awards show the answers to new challenges in design and technology.

The ABC Awards are a strong public stage and key forum for the successful design of our future mobility. They open up the opportunity for designers, industry decision-makers and companies to network profitably. What's more, they provide a multimedia platform for the award recipients. Unlimited use of the »Winner« labels and custom media concepts ensure that prize-winners gain widespread respect as well as media attention for effective marketing.



The central forum for the decision makers
of the mobility industry.

*Build valuable contacts with award winners, jury members and
the trendsetters of mobility at the exclusive awards ceremony.*



The target groups

Awards for the trailblazers of first-class mobility The ABC Awards are aimed at everyone who helps shape the world of mobility; they put excellent design quality in an international spotlight: planners and developers of innovative micromobility and Mobility 4.0, world-renowned stakeholders in the automotive, transport and supplier industries, as well as leading design and brand agencies, all compete for the awards. The ABC Awards encompasses the entire world of mobility from e-scooters to air taxis and from quads to low-loaders.

The organiser

The German Design Council is the organiser of the ABC Awards 2022. As the centre of excellence for communication and knowledge transfer in design, branding and innovation, the German Design Council has strengthened design expertise in business and manufacturing since 1953. It acts as an engine for strong competitiveness in a dynamic and forward-looking industry.

Your benefits as a winner

The ABC Awards offer you a superbly networked forum with an industry-wide visibility to showcase your design and brand successes in the mobility of tomorrow.



- # Become a part of an unique network

The prize-winners, jury members and personalities in business, politics and the media form a unique network of mobility experts. Meet new contacts and benefit from the exchange with other decision makers in the mobility industry.

- # Communicate your success with the labels

Show your success: We provide you with »Winner« labels for your awards, which you can use on your media platforms without restrictions when publicity starts. Communicate your success at the awards in all your marketing: on websites, in digital communication, in email signatures, in print and on product packaging.

Your benefits as a winner

- # Celebrate your success at the awards ceremony

As a winner, you also receive two tickets to the exclusive awards ceremony. During the event, the winners of the special categories will be honored and the Brand Manager of the Year award will be presented on stage.

- # We raise your social media visibility

All the news about the award is published on the German Design Council's social media accounts with excellent image material. That means it can be shared by and with other users to generate valuable backlinks and attention. We complement the jury meeting and awards ceremony using social media, with mentions on networks such as LinkedIn, Facebook, Twitter and Instagram.

- # Exclusive Award Clips for your award

All award winners receive individual clips for a brief presentation of the award-winning project or brand. These are tailored for the LinkedIn, Facebook and Instagram formats.

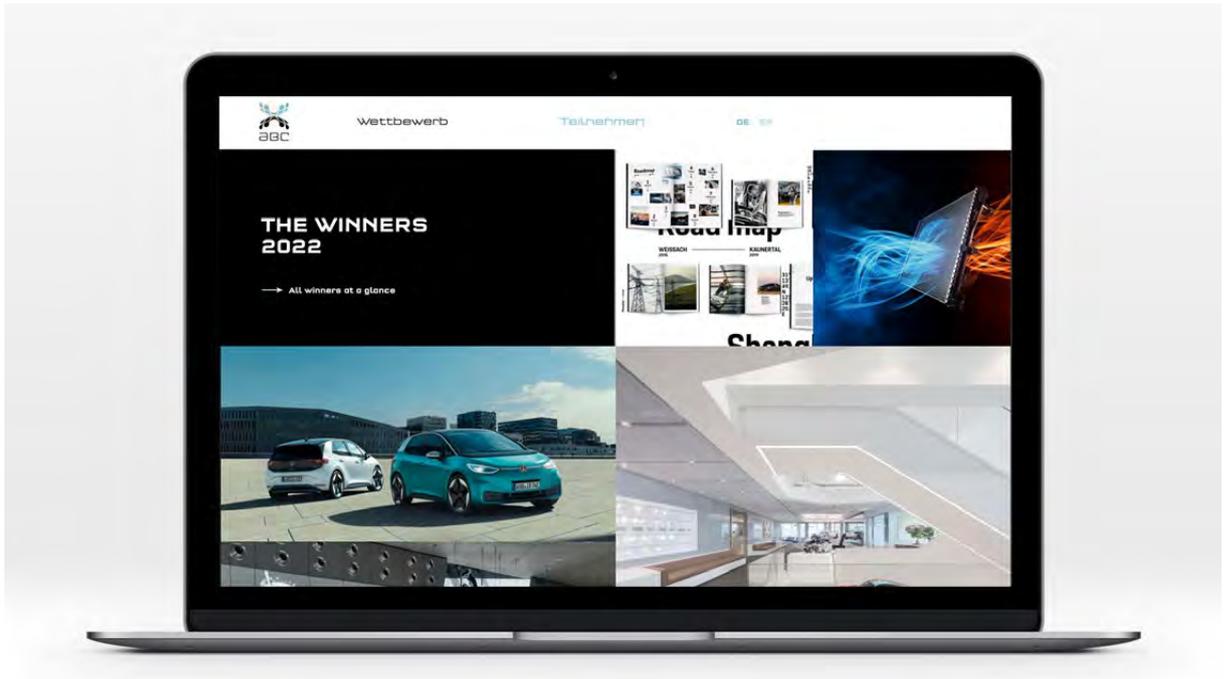
- # Professional shooting at our photo wall

As a winner (»Special Category« and »Best of Best«), you can have professional photographs taken of you with your award during the awards ceremony. The photographs are made available to download on the same night as the awards ceremony and can be used for your own press and social media material.

- # The award sculpture - an elegant highlight

The »Special Category« and »Best of Best« winners also receive a prestigious sculpture trophy. It is a veritable highlight for locations such as your company foyer.





- # Our communication for your success
Use the award as a communication event and get in touch with your key media about your project. You benefit from our international address distribution and marketing measures. In addition, we provide you with professional text modules to communicate your success.

- # Content for your communication - the jury statement
»Gold« and »Best of Best« award winners are provided with a short statement by the jury about their award. This is published in the online gallery next to the entry and is ideally suited for your own communication.

- # Presentation in the online gallery
Each winner is presented in our online gallery, including a link to their business website. In this way, you are permanently present there with your submission – even beyond the awards ceremony.

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Your benefits as a winner

Significant distinction through certificates

You receive two copies of your winner's certificate which you can use to make a powerful statement of your award, one of which is in a premium frame. You can accept these documents at the awards ceremony or receive them by post afterwards.

Benefit from our Marketing Services

As a winner, you gain exclusive access to our Marketing Services. Through them, you can purchase further marketing products for your award, such as plexiglass certificates.



Award categories

For the ABC Awards 2022, you can submit products and work in the following categories. Each company may enter as many products in as many categories as desired. A product can also be entered into multiple different categories.

Communication

Brand Design

Corporate Design, Corporate Design Strategies, Relaunches, Logos, Typography, Colour Concepts, etc.

Campaign

Marketing Campaigns, Television Advertisements, Advertisement Films, Print Advertisements, Flyers, Posters, Catalogues, Brochures, Mailings, etc.

Corporate Publishing

Books, Annual Reports, Corporate Identity Films, Brand Magazines, Publications, Calendars, Service Books, etc.

Digital

Apps, Websites, Microsites, Social Media, Trailers, Online Publications, Newsletters, Web Specials, Digital Advertisements, etc.

Architecture

Corporate Architecture, Museums, Trade Show Exhibitions, Art Exhibitions, Showrooms / Concept Stores, Presentation Systems, etc.

Events

Customer Events, Roadshows, Employee Events, Incentives, etc.

Award categories

Transportation

Public

Air Taxis, Buses, Rail, Watercraft, Aircraft, Helicopters, Interiors, Concepts, Charging Points, etc.

Individual

Automotive (premium exteriors, volume exteriors, premium interiors, volume interiors, concepts, parts and accessories)

Bicycles (bike, electric and pedelec, wheel, cargo bicycles, concepts, parts and accessories, bicycle components, digital solutions)

Motorcycle (classic motorcycles, mopeds/scooters, quads, concepts, parts and accessories)

Micromobility (electric scooters, electric microcars, hoverboards, monowheels, electric skateboards, etc.)

Camping Vehicles (motorhomes, caravans, expedition vehicles, camper vans, camper trucks, demountables, etc.)

Commercial

Lorries, Forklifts, Dumpers, Agricultural Machinery, Concepts, etc.

Mobility and innovation

Structure

Shared Mobility, 3D Mobility, Intelligent Logistics, Innovative Transport Infrastructure, Intermodal Transport, Transport Safety, etc.

Smart and Digital

On-demand Mobility, Automation, Connectivity, Driver Assistance Systems, etc.

Transformation / Transdisciplinary

Mobility and Health, Smart Cities, Transport Research, Innovative Engine Concepts, Urban Mobility, etc.

Special categories



Innovation of the Year

Award for innovative brand and technology concepts and their comprehensive implementation in design



Team of the Year

Award to the design team of the year for innovative and consistent brand design



Brand of the Year

Award for holistic and efficient brand presentation



Agency of the Year

Award for outstanding agency work in the development and realisation of all branding-related initiatives

Dates and deadlines



Deadline early-bird registration

14 April 2022

Registration deadline

20 May 2022

Jury session

01 June 2022

Notification of jury results

June 2022

Awards ceremony

Autumn 2022

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Stefan
Ytterborn

*Founder and CEO,
CAKE*

CAKE was founded on a mission to inspire and contribute to accelerating the journey towards a zero emission society, combining excitement and responsibility. Our vehicles are highly flexible and durable, and resonate to innovative and sustainable development in numerous areas where mobility is a challenge.

The Best of Best award in transportation confirms our aspirations.



Everything we have in terms of future topics is reflected in mobility communication.

That's what makes this award so significant.



Frank-Michael
Schmidt

*CEO Scholz & Friends
Group GmbH*

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15 '
Thejury



Jana Claaßens-
Pascault

*Head of Marketing
for the DACH region &
CEE at TIER Mobility*



Prof. Andrea
Lipp-Allrutz

*Vice-dean
Transportation
Interior Design,
Hochschule
Reutlingen*



Hans
Meier-Kortwig

*Holder GMK
Markenberatung,
Cologne*



Hannes
Neupert

*General Manager
MD ExtraEnergy
Service GmbH
& Co. KG, Tanna*



Christian
Zanzotti

*Founder ZANZOTTI
INDUSTRIAL DESIGN,
Munich*

Adjudication

An independent jury decides the recipients of the ABC Awards. They comprises representatives from media, design, brand communication and tertiary education.

Awards

In the individual award categories, the jury awards the »Winner« and »Special Mention« prize winners and presents the »Best of Best« award for outstanding achievements. The jury has discretion to place submissions in categories different to those chosen during registration if a majority agrees.

In selecting winners for the »Special Categories«, the jury pays tribute to the exceptional merit of companies and agencies that have successfully enhanced a brand during the relevant year.

Additionally, the jury awards a »Brand Manager of the Year« honour as recognition of outstanding work by a person for the branding and design in their company.

Judging criteria

- Overall concept
- Aesthetics
- Individuality
- Functionality
- Design quality
- Innovativeness
- Sustainability
- Continuity
- Future viability

Results

You receive the results of the adjudication in writing; appeals are not permitted.

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Design creates the extraordinary! Because design creates the brand.

Sensual clarity is at the heart of our work, because it sums up our brand philosophy of modern luxury – a bipolarity of intelligence and emotion.



Gorden
Wagener

*Gorden Wagener,
Chief Design Officer
Daimler AG*



Andreas
Kurbos

*CEO
studiokurbos GmbH*

studiokurbos is an owner-managed and independent design studio based in Stuttgart and Shanghai. As an interdisciplinary design partner, we create mobility, products and user experiences for brands and markets worldwide.

Receiving the »Team of the Year 2021« award is a special honor and accolade for our company and the entire team.

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Service Packages & Service Fees

We provide a comprehensive benefits package for each award. Here you will find an overview of the benefits depending on the award.

	»Special Mention«	»Winner«	»Best of Best«	»Special«
Label	●	●	●	●
Certificates	●	●	●	●
Online Gallery	●	●	●	● +
Marketing Services	●	●	● +	● +
New: Social media display	●	● +	● +	● ++
Individual clips	●	●	●	●
Press relations	●	● +	● ++	● +++
Communication Tools	●	●	●	●
Award ceremony	●	●	●	●
Press photos	●	●	●	● +
Award sculpture	○	○	●	● +
Jury statement	○	○	●	●
	€ 1,990*	€ 2,190*	€ 2,790*	€ 4,800*

* Plus statutory value added tax.

In the event of an award, these mandatory service fees will apply to the corresponding service package. A selection/non-utilisation of the benefits and services is excluded.

Registration

Requirements

The public release of the project or the publication of the campaign cannot have been more than five years in the past. There is no limit on the number of registrations per company.

Registration

Registration to participate in the ABC Awards 2022 is done online at:

My Design Council

You can enter all the information about your project on this website and confirm your registration to participate. Once you have completed online registration, you receive confirmation of participation, an invoice for the registration fees and further information about your participation.

The registration process asks for the following information on the project:

- Project name and identifier
- Description in German / English (maximum 500 characters)
- Website, date of market launch
- Details about the designer / architect / developer / agency and manufacturer / client / contracting authority
- Category
- Billing address
- Project illustrations (minimum one, maximum five)

All information on the fees for registration can be found on page 20. If a submission is given an award, there are obligatory service fees for winners. These fees can be found on pages 21 to 23.

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Registration fees



Registration for the awards, per project – early bird	390 €*
Registration for the awards – after 14 April 2022	440 €*

* Plus statutory value-added tax.

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Service fees Special Mention



Label	Use of the »Special Mention« label for your publicity materials
Individual Clips	Short personalized clips introducing the project suitable for social media
Social Media Ad	Targeted ad on Facebook or Instagram with backlink
Online gallery	Display of the article with illustration, text and link
Certificates	Two personalised award certificates
Awards ceremony	Participation in the exclusive awards ceremony
Public relations	Basic public relations work and social media clips

1,990 EUR*

* Plus statutory value-added tax.

22'
Service fees
Winner



Label	Use of the »Winner« label for your publicity materials
Individual Clips	Short personalized clips introducing the project suitable for social media
Social Media Ad	Targeted ad on Facebook or Instagram with backlink
Online gallery	Display of the article with illustration, text and link
Certificates	Two personalised award certificates, one in a premium frame
Awards ceremony	Participation in the exclusive awards ceremony
Public relations	Basic public relations work and social media clips

2,190 EUR*

* Plus statutory value-added tax.

23'

Service fees
Best of Best



Label	Use of the »Best of Best« label for your publicity materials
Individual Clips	Short personalized clips introducing the project suitable for social media
Social Media Ad	Targeted ad on Facebook or Instagram with backlink
Online gallery	Display of the article with illustration, text and link
Certificates	Two personalised award certificates, one in a premium frame
Sculpture trophy	Receipt of a sculpture trophy
Awards ceremony	Participation in the exclusive awards ceremony and on-site press photography
Public relations and social media	Extensive public relations work, social media clips and social media campaign

2,790 EUR*

* Plus statutory value-added tax.

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Service fees Special Categories



Label	Use of the »Special Category« label for your publicity materials
Individual Clips	Short personalized clips introducing the project suitable for social media
Online gallery	Display of the article with illustration, text and link
Certificates	Two personalised award certificates, one in a premium frame
Sculpture trophy	Receipt of a sculpture trophy
Awards ceremony	Participation in the exclusive awards ceremony, on-site press photography and presentation on stage
Public relations and social media	Exclusive public relations work, social media clips and social media campaign

4,800 EUR*

* Plus statutory value added tax.



Meet the Who's Who of mobility.

Establish contacts with our unique network of decision makers from business, politics and the media.



The perfect submission

You can find extensive instructions for the contents of your submission on your personal account page

My Design Council

or on the award website

www.abc-award.com

Please respect the requirements listed on these pages as they ensure neutral and precise comparability and let you present your submission optimally.

Grant programme

The German Design Council offers all SMEs, freelancers and business start-ups the opportunity to apply for a waiver of the service fees for winners. These waivers will be granted on the basis of financial need. In order to qualify, your annual revenue for the past two years must be € 50,000 or less.

Your application must be received by the German Design Council by 6 May 2022. You can find the application for funding in your personal login area at »My Design Council«.

Do you have
any questions?

The ABC Awards team

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Partner

**INTER
SECTION**

+electrified_

fahrstil
DAS RADKULTURMAGAZIN

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DESIGN - BRAND - INNOVATION