



**AWARD**  
SERVICE

Anyone Cannes do it

**GOLDRAUSCH**

Anyone Cannes do it



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»AN IDEA CANNOT BE WORTH ITS WEIGHT IN GOLD, BUT SOME IDEAS OUGHT TO BE ACKNOWLEDGED AS GOLDEN.«

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Siegfried Schneider



Björn Schamberger

## AWARD SERVICE

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» EVERY COMPETITION HAS ITS OWN RULES AND REGULATIONS.«

»Since 2007, we have been offering our Award Service and have regularly accompanied our clients all the way to the top. Companies of various sizes and from widely different branches have entrusted themselves to our experience, relaxed and let us do the work. We do it gladly because we have years of familiarity with the competition business and excellent contacts to many organizers.«

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## A GOOD IDEA IS GOLDEN

Soaring creativity is your daily bread - developing new ideas, designing and implementing. If the client is satisfied at the end of the day, so are you, and you can move on to the next project. And yet, hasn't there sometimes been a creation you felt maybe deserved a bit more recognition? An idea cannot be „worth its weight in gold“, but some ideas ought to be acknowledged as golden.

### Of golden lions, silver nails and red dots.

There are countless competitions, national and international, for all creative areas and branches. Which ones should you enter? This depends on the goals you wish to pursue. Some competitions can win you valuable points for branch rankings. With an award from some of the smaller, specialized competitions you might reach the precise target groups you want to work for. And if you simply wish to have your clients, your team, or yourself acknowledged for a really excellent job done, the glory, honor and recognition that comes with such an award are unforgettable.

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## BRIGHT PROSPECTS

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We work together with you to define your goals and find the right competitions to suit your purposes. Every competition has its own rules. However, what they all have in common is that a jury must decide whether your work should receive a prize. So the task is to convince people of the quality of your entry. You cut and polished the jewel - we know how to place it in the best light to attract the attention of the jurors. We can optimize your chances of winning an award.

### No time for the small print?

Participation in a competition requires work, costs time and resources. The regulations and requirements are as diverse as the competitions themselves. We know our way around in this area - we know what is needed, when and where.

We prepare everything for the decisive day: registration for the competition, the concept and production of an optimal jury presentation with film clips, mini-sites or presentation panels, as well as the logistics of delivery. We keep track of all dates and deadlines and function as the qualified contact partner between you and the competition's organizers - we've got you covered!

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While we are attending to your best ideas, your head is free for new creative flights of fancy.

### Communicate your triumph...

As a freshly crowned award winner, you should not just be celebrating. Communicate the news of your triumph - shout it out to the world! An award is always a great occasion for a positive message. You are now in an excellent position to attract the attention of potential clients, competitors and media with relatively little effort.

Your own communications will be reinforced by the communications of the competition's organizers. Depending on the award, these could be publications, press releases, online presentations, co-operative media projects or exhibitions. Here, too, we make sure you get the best possible presentation.

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»COMMUNICATE THE NEWS OF YOUR TRIUMPH-  
SHOUT IT OUT TO THE WORLD!«

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# The Award Strategy

## CONSULTATION

### 1. Setting goals

Together with you, we analyze what it is you wish to achieve with your participation in a competition. Together we consider which of your projects are best suited to reach your goals, and then make the appropriate decision.

### 2. Strategy development

The award strategy is a selection of all the competitions relevant to your defined goals. We inform you about important background material, categories, deadlines and fees for the competitions you choose.

### 3. Campaign development

On the basis of the award strategy - and taking your budget into consideration - we develop your individual award campaign.

## PROJECT MANAGEMENT

### 4. Presentation strategy

We present your work in such a way that it catches the eye of the jury and affects them persuasively and, in the optimal case, inspirationally. We produce whatever is needed for your grand presentation: film clips, presentation panels, mini-sites. We see to it that the presentation adheres to the rules of the competition and is correct in form and substance.

### 5. Registration & logistics

We provide you with the filing documents, enter your work in the competition and see to it that dates and deadlines are met. During the entire process, we function as the qualified contact partner for you and the competition's organizers.

## COMMUNICATION

### 6. Public Relations

Most competition organizers actively communicate their results, exhibiting the winning projects, and publishing a catalog or yearbook. Here, too, we remain your contact partner, attending to organizational matters and making sure you leave a lasting impression.

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»In 2008, **Award Service** was a life-saver. As a late entry, they were able to pick-up, deliver, and assemble my submission to make the final deadline. My other choice was to travel to Essen myself at considerable time and expense. **Award Service** also made it easy for me to recover my design at the end of the exhibition period. I highly recommend their excellent logistical help.« Chuck Mack, CEO Chuck Mack Design, Reykjavik, Island

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# IMPRESSUM

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