

## **Submission Guidelines**

This is an interactive document that will guide you step-by-step through the submission rules and requirements.

Please read it thoroughly, it should answer most of your questions.

# ( Ideas to Keep.)

- The product concepts submitted should represent innovations in design, technology and user experiences.
- The conceptual designs should be developed with user needs in mind.
- Concepts can address global problems or find simple, ingenious solutions for daily routines.
- Participants are free to choose any subject for their product concept as long as the ideas are significant, substantial, meaningful and connect to the theme: Ideas to Keep.

The BraunPrize has always been entirely independent of the Braun product range and is not restricted to products from the consumer goods sector.

# The BraunPrize is honoring Great Designs, Visionary ideas and Clever Solutions from Students and Young Designers from all-over the world.

---

This years theme

**Ideas  
to Keep.**

Participation

**Globally and  
free of charge**

Total Prize Money

**50,000 USD**

Submissionperiod

**June –  
September 30, 2024**

Open for

**Enrolled Students  
& Graduates from  
2021-2024**

Online Submission at

**[braun.de/braunprize](https://braun.de/braunprize)**

International Jury Panel

**To be announced  
in July 2024**

Winner announcement

**November 2024**

# Content

<b>01 Conditions of Participation</b>	<b>5-8</b>	<b>03 Intellectual Property rights</b>	<b>12</b>
Projects	5		
Participants	6		
Teams	7		
Assessment Criteria	8	<b>04 Privacy</b>	<b>13</b>
<b>02 Submission Process</b>	<b>9-11</b>	<b>05 Contact</b>	<b>14</b>
Online Submission	9		
Project Information	10		
Required Document	11		

01

Conditions of Participation

02

Submission Process

03

Intellectual Property rights

04

Privacy

05

Contact

- Projects
- Participants
- Teams
- Assessment Criteria

**The BraunPrize is looking for innovative product design concepts for today aswell as visions for the future.**

Entries must be product design and/or product interaction concepts that are not yet on the market or in production. The focus of the BraunPrize is on product design. Software, interaction or media design will be considered as an integral part of an overall product concept (hardware and software).

**Multiple Application**

Several projects can be submitted per person. You can add a new entry in the “My entries” section of your account.

However, every concept can only be registered once.

**„Concepts can address global problems or find simple, ingenious solutions for daily routines.“**

Impressions from the BraunPrize 2021



01

Conditions of Participation

02

Submission Process

03

Intellectual Property rights

04

Privacy

05

Contact

- Projects
- Participants
- Teams
- Assessment Criteria

**The BraunPrize competition is pleased to welcome submissions from entrants that are 18 years of age or older.**

Students who are currently enrolled and young creatives who graduated in the years 2021 to 2024 inclusive are eligible to participate.

**All P&G and Braun employees or their relatives are excluded from the competition.**

Also, no relative of a jury member (design firm, colleague, team or family member, etc.) is permitted to enter. Any involvement will result in automatic disqualification from the competition.

**„Submissions from all countries will be considered.“**

Impressions from the BraunPrize 2021



01

Conditions of  
Participation

02

Submission  
Process

03

Intellectual  
Property rights

04

Privacy

05

Contact

- Projects
- Participants
- Teams
- Assessment Criteria

**Projects can also be submitted from teams,  
as long as all team members fit the participation criteria.**

The group size is not limited and team members can be both students and/or graduates.

**Submit the group project only once.**

Please choose one contact person and fill in that person's data in the registration form online.

The names of all other team members must be listed in the respective field and all team members will receive equal recognition.

**„Teams are  
welcome to  
participate.“**

Behind the scenes of the BraunPrize 2021



01

Conditions of Participation

02

Submission Process

03

Intellectual Property rights

04

Privacy

05

Contact

- Projects
- Participants
- Teams
- Assessment Criteria

**Main Criteria:**

**Idea**

How the concept embodies the 2024 theme: "Ideas to Keep."

**Technology**

The use of innovative technology to improve product functionality.

**Design**

The combination of innovation, usability, ergonomics, aesthetics and user experience.

**Sustainability**

The environmental compatibility of the product concept.

**Additional Criteria:**

- Clearly recognizable human-driven design process
- Clarity of content
- Quality of presentation
- A thorough analysis of the assumptions on which the product concepts are based on.
- Clear understanding of the overall user experience (hard and/ software)
- Feasibility of the concept with regard to processes and costs.

Making of the trophy of the BraunPrize 2021





01

Conditions of  
Participation

02

**Submission  
Process**

03

Intellectual  
Property rights

04

Privacy

05

Contact

- Online Submission
- Project Information
- Required Documents

**Submission will be completely digital.**  
**You will be asked to fill personal and project information into a digital form and upload your documents at [braun.de/braunprize](https://braun.de/braunprize) or directly at [braunprize.awardsplatform.com](https://braunprize.awardsplatform.com)**

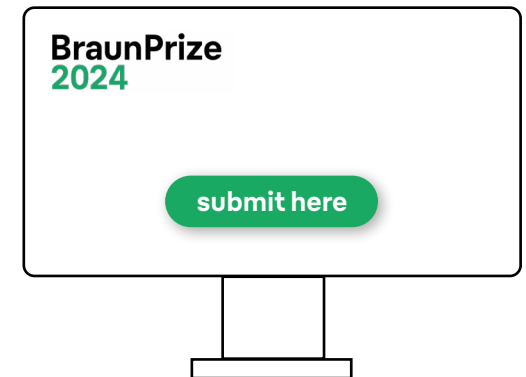
You do not need to upload your project all at once.  
You can register, upload or edit your project over time  
and submit once you have finalized it.

**Please note**

- All required documents need to be uploaded in digital format.
- Printed documents will not be accepted.
- All materials must be in English.
- Please ensure that your descriptions are proofread by an english native speaker or reliable translation agency (at your own expense).
- **The name of the entrant or a company logo must not appear on any of the items submitted.** However, project names – such as “LeapFrog” – are permitted on all elements and provide a useful reference.

In order to ensure complete anonymity, projects will only be identified with your registration number throughout the entire competition.  
The number will be automatically assigned when you register.

„Submission  
is now open!“



01

Conditions of  
Participation

02

**Submission  
Process**

03

Intellectual  
Property rights

04

Privacy

05

Contact

- Online Submission
- Project Information
- Required Documents

**Besides your personal information you will be asked to add the following information when submitting your projects online at [braun.de/braunprize](https://braun.de/braunprize). These information will help the Jury to clearly understand your projects vision and execution.**

**A**

**Project name (max. 10 words)**

Please submit a project name with a descriptive extension.

- max. 10 words

**For example:**

“Agil – Flexible Walking Aid” or

“Nucleario – Geo engineering concept”

**B**

**Brief description (max. 300 words)**

Clearly describe your concept and the innovative character of your project.

- max. 300 words

If your entry is nominated, this text will be published on all communication platforms.

**Some questions you may answer:**

- What is the problem you attack?
- What is the goal behind your design concept?
- What is better in your concept compared to others?
- What is new?
- How does it work?
- Why does it look like that?

01

Conditions of Participation

02

Submission Process

03

Intellectual Property rights

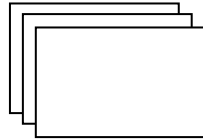
04

Privacy

05

Contact

- Online Submission
- Project Information
- Required Documents

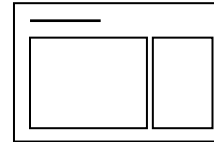


**A**

**3 x descriptive pictures**

Single images without logos, frames or text. These images will be used for our PR work.

- Personal data should NOT appear in the pictures!
- .png or .jpg
- Landscape format
- Min. 1920 x 1080px
- Max. 10 MB each

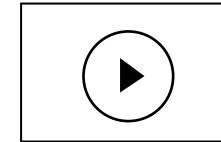


**B**

**Documentation**

Present the product concept using sketches, photographs, renderings, technical drawings and/or text.

- Personal data should NOT appear in the document!
- .pdf only
- Max. 10 pages
- Landscape format
- Min. 1920 x 1080px
- Max. 50 MB in total



**C**

**Video and/or animation (optional)**

Use this format to present your work in a short and effective way.

- Personal data should NOT appear in the video or animation!
- Max. 90 seconds footage
- Max. 100 MB
- .mp4, .mov or .avi

„Personal data should NOT appear in any document!“

01

Conditions of  
Participation

02

Submission  
Process

03

**Intellectual  
Property rights**

04

Privacy

05

Contact

- Participants are responsible for applying for legal protection for intellectual property.
- Rights to the designs must not have been transferred to a third party at the time that they are submitted for the competition.
- The copyright and right of use belong to the participant.
- The legal regulations governing intellectual property rights shall apply.
- By sending the entry form, participants declare their acceptance of the rules explained above and that they own the copyright for the project submitted.
- They also consent to reproduction/publication of materials associated with the project submitted and with the persons involved, with no time limit.

Participants also confirm that:

- Entries are product concepts and projects that are not yet in production.
- The design is his/her or their team/group's personal work.
- That any drawings, images, photography, video or designs have been prepared by or under the supervision of the participant.
- That the participant agrees to abide by the rules of the competition as determined by P&G and accept the judges' decision as final, and that no correspondence will be entered into.
- The participant warrants that the information supplied in relation to the competition is correct and complete and that any personal information provided by the applicant will be used in accordance with the privacy policy of P&G.

**The participant understands that their application, images and any promotional material relating to their application may be used by P&G as explained in the rules (e.g. exhibition, web, catalogue).**

01	02	03	<b>04</b>	05
Conditions of Participation	Submission Process	Intellectual Property rights	<b>Privacy</b>	Contact

- Participants must provide their contact details to register for the BraunPrize.
- By providing their personal details, participants allow Procter & Gamble to contact them in order to communicate any information related to the BraunPrize.
- Procter & Gamble shall not pass the data on to third parties.
- By submitting your personal information in the online registration function you give your consent to the Procter & Gamble Company, its subsidiaries and affiliates to collect and process your personal information for the purpose of administering the BraunPrize competition.
- You agree that your personal data may be stored and processed within or outside of your country.

- Supplying your personal information is voluntary.
- P&G shall not disclose or convey your personal information to third parties, except to its entrusted agencies for purposes related to the contest administration.
- You may request to opt-out any time by contacting us at [braunprize@artus.com](mailto:braunprize@artus.com), where a correction of your personal information may also be requested.

**Trust is a cornerstone of the companies mission and the success of its business depends on it. P&G is committed to maintaining consumers' trust by protecting personal information the company collects about them.**

**Click here for the full details of our Privacy:**

<https://www.pg.com/privacy/>

01

Conditions of  
Participation

02

Submission  
Process

03

Intellectual  
Property rights

04

Privacy

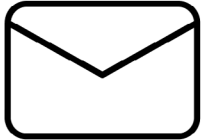
05

**Contact**

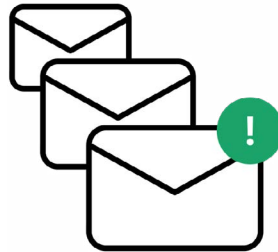
**There are various ways to get and stay in touch with the BraunPrize.**

If you have an urgent question that has not yet been answered, simply send us an e-mail.

If you want to stay up to date and don't want to miss anything about the competition, register for our newsletter. For updates, impressions and a glimpse behind the scenes, follow us on Instagram.



Write us an e-mail  
[braunprize@artus.com](mailto:braunprize@artus.com)



Register for the (new) braunprize  
newsletter

Please note:

If you have already registered for the  
newsletter in previous years, please  
register again.



Follow @BraunPrize on Instagram

**BraunPrize  
2024**

**We look forward to see your project  
and wish you good luck!**

**Submit your project here**

[braunprize.awardsplatform.com](https://braunprize.awardsplatform.com)