

# Shortlist for Design Effectiveness Awards 2022

The Design Business Association (DBA) has announced the shortlist for winning entries to the 2022 Design Effectiveness Awards.



Source: [www.unsplash.com](https://www.unsplash.com)

Twenty-four winning projects have made the shortlist, collectively illustrating the huge impact design continues to have across business and society - despite the challenges of the last two years.

Among the shortlisted winners are an online portal for the charity Barnado's to support young people leaving local authority care, a campaign for the Ministry of Justice to raise awareness of support services for victims of sexual abuse and the story of how investing in design saved a brewery from closure during the coronavirus pandemic. As usual, all projects on the shortlist demonstrate and quantify the powerful impact that design has had on their respective fields.



## Winners announced at Forbes Woman Africa Awards

10 Mar 2022



Clive Grinyer, chairman of the judges and head of service design at RCA, commented, "As we approach the second anniversary of lockdown in the UK, it has been inspirational to see the continuing stories of design effectiveness in this year's submissions. Companies from the largest to the smallest have used design as a strategic tool to strengthen their relationships with customers, engage them in the values of their brand and communicate their purpose to customers. In an increasingly competitive market in such challenging times, they have invested and reaped the measurable rewards of design."

“It is encouraging to see the growing diversity of products and services that have entered the awards and proven to the expert jury that design made the difference, in charities, social enterprises and public sector projects. The awards continue to represent the growth of design across service and digital experiences as well as point of sale and brand communication,” Grinyer continued.



## Duma Collective and M&N Brands in share exchange deal

10 Mar 2022



The judging panel consists of 39 experts from business, education, culture, design and consumer brands, including senior representatives from Aviva, Google, Huawei, the V&A and the *Financial Times*.

Shortlisted winners will find out if they have won gold, silver, bronze or the coveted ‘grand prix’ award at an [online ceremony](#) on 30 June 2022.

## Design Effectiveness Awards shortlist

Project name	Consultancy	Business
Little Bellies Rebrand	B&B Studio	Little Bellies
Raw Halo Rebrand	B&B Studio	Raw Halo
Step into the NHS Rebranding and Website Redesign	Brand Ethos	Health Education England
So Organic	BrandMe	Sainsbury's
Horlicks	Brandon	Aimia Foods
McCain Street Fries	BrandOpus	McCain
Meridian Rebrand	Bulletproof	3V Natural Foods
Old Gold Rebrand	Bulletproof	Mondelēz International - Australia
MyMochi Redesign	Bulletproof	MyMochi Ice Cream Co.
Billson's Rebrand	Cowan	Billson's
Voltaren Flip-top Easy Open Cap	DCA Design International	GlaxoSmithKline
#ItStillMatters Campaign	Design102	Ministry of Justice
Fred. Olsen Website Optimisation	ELSE	Fred. Olsen
Mdol Brand Restage	goDutch	Bayer Healthcare
LifeLabs	Leap Media	Barnardo's
Tidal Rum	Lewis Moberly	Shorts Boy Distillery
Leitz IQ Autofeed Office Shredder Range	Oxford Product Design	ACCO
M&Ms 3D Confectionary Advent Calendar	Path	Mars Wrigley
DRTY Drinks Branding	Pearlfisher	DRTY Drinks
Cinnamon Toast Crunch	Pearlfisher	General Mills
Westward Whiskey	Pearlfisher	Westward Whiskey
UpCircle Branding	Studio Mbre Design	UpCircle by Optiat
KP Nuts Rebrand	This Way Up	KP Snacks
Oxford Brewery Rebrand	WPA Pinfold Limited	Oxford Brewery