



## WHY IS THIS VOTING PROCESS DIFFERENT?

Instead of a panel of 10 or 12 industry professionals we have thousands of industry professionals voting on all shortlisted projects on our website. We don't believe that a small judging panel is fair and objective.

A unique part of our voting system is that votes must be cast in every single category, not just your own projects, this gives all shortlisted projects maximum publicity from international industry professionals.

## WHO CAN VOTE?

The voting links are sent to our digital database of industry professionals and design et al readers who cast their votes. Shortlisted companies are also permitted to share the voting link with their own clients and followers to promote their entries.

In 2019, with 48 various categories, casting a vote took an average of 53 minutes. The voting process is designed to enable all shortlisted projects to gain the most exposure, if you were able to just vote for your own projects, it would become a popularity contest.

Unless a voter is dedicated, involved or have paid for industry services before, they are not going to spend over 50 minutes of their time looking through shortlisted projects and casting their vote.

## WHAT IF PEOPLE ARE CHEATING?

All votes that are submitted are not necessarily accepted, our website team have to verify all votes cast before they are included. In the past, we have had people pay for marketing agencies to up their votes by submitting thousands of votes on all projects. We can obviously see this; all these votes would not be verified and thus would be automatically removed.

## DOES THIS WORK?

89 % of our readers and clients favoured the voting system above all other means of determining winners as it offers a further PR opportunity for companies to be judged by their peers within their respective industries. This figure is more impressive when we consider that on average voting takes 53 minutes per individual. That kind of exposure within this niche market would be unobtainable without this process of voting.

## THE BENEFITS

It is an incredible way to promote your work, reach a targeted global audience and ultimately sell your work.

All verified and complete votes will be processed by design et al magazine and each vote will receive a 3-month complimentary digital subscription to the magazine. This means that any winners featured in the winner's issues following the 3 months after the awards, will be seen by all of the industry professionals who voted.

**design et al**