

How to Get 99 Great Label Designs for the Price of One

Tips, Tricks and Strategies to Accelerate Your Success with 99Designs.com

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New Zealand's Leading Short Run Custom Label Provider

Table of Contents:

Pg. 3 - What is 99Designs?

- Why should you consider 99Designs for your project?

Pg. 3 - The basics

- Create a great proposal or brief
- Be involved in your design competition
- Guarantee your contest to get better designers
- Pick your favorite design.

Pg. 9 – How to ramp up your results with 99Designs

- Keeping your contest “healthy”
- Conducting safety checks
- Upgrading your contest
- Blind contests and how they work
- Guaranteeing your project to get better designers
- 99Designs money back guarantee.

Pg. 11 – Where to next?

What is 99Designs?

99 Designs.com is a contest-based marketplace for graphic design projects. When you use this service you'll have many people competing for your work. *This means that you get to pick the best of the best design for your particular project . . . and you get to do it at an affordable price.*

Why should you consider 99Designs for your project?

When you submit a job to 99Designs' for your label work, business logo, or other graphic needs, the community of talented design professionals each submit unique designs based on your specifications. They compete with their peers to not only win prizes but also to hone their skills.

Each of these design professionals will create a label or logo according to your instructions and you will have the right to choose the best design and pick a winner. Hiring a single designer is no guarantee that the label they create for you is anywhere near the label designs that a contest will generate. **With a 99Designs contest you can have unique label designs created for the fraction of the cost of hiring several designers.**

After a week of hosting a design contest your company will have a new logo or label that will give a good first impression and deliver the message you want to convey. Good labeling can make all the difference to the success of your business.

Colorful and vibrant stickers carrying your company's logo will provide your business increased recognition while unique labels for your products will attract the attention of potential buyers and consumers. Everyone from small drugstore owners, to home-based food manufactures, to huge billion- dollar enterprises take advantage of design contests hosted through 99Designs for their logos, labels and other graphics.

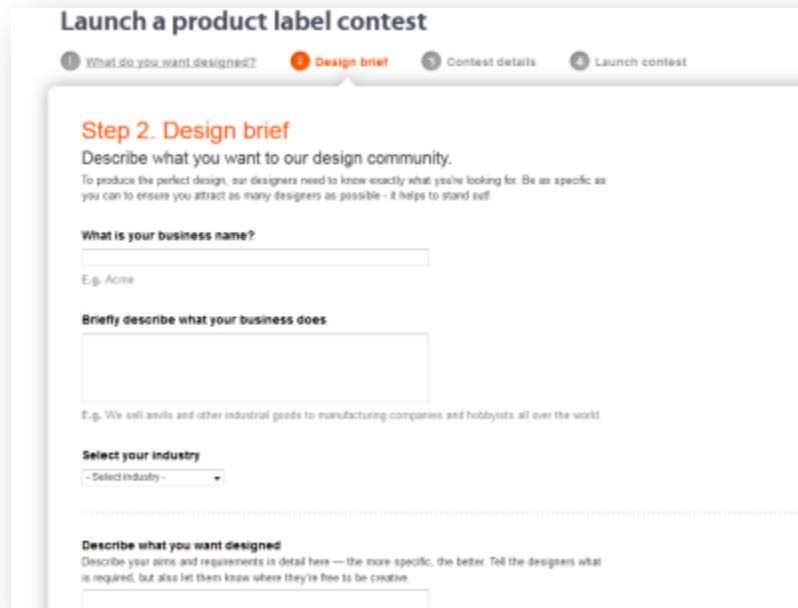
The Basics

There are several parts to creating a successful 99Designs contest. The main things to remember are:

1. Create a great proposal – called a brief - for your design competition.
2. Be involved in your competition.
3. Guarantee your contest to get better designers.
3. Pick your favorite design.

Create a great proposal or brief

This is where it all starts. Creating a compelling brief will attract more designers to your contest. You'll create your brief by filling out a step-by-step form. Here is what the form looks like.



The screenshot shows a web form titled "Launch a product label contest". At the top, there are four steps: 1. What do you want designed?, 2. Design brief (highlighted in orange), 3. Contest details, and 4. Launch contest. The main content area is titled "Step 2. Design brief" and includes the instruction: "Describe what you want to our design community. To produce the perfect design, our designers need to know exactly what you're looking for. Be as specific as you can to ensure you attract as many designers as possible - it helps to stand out!". The form contains several input fields: "What is your business name?" with a text box and "E.g. Acme" below it; "Briefly describe what your business does" with a larger text box and "E.g. We sell avials and other industrial goods to manufacturing companies and hobbyists all over the world." below it; "Select your industry" with a dropdown menu showing "- Select industry -"; and "Describe what you want designed" with a text box and the instruction "Describe your aims and requirements in detail here — the more specific, the better. Tell the designers what is required, but also let them know where they're free to be creative."

As you can see the online form steps you through the process of creating your brief.

You should try to be very explicit in describing what you want for your label or logo.

- Do you want a simple design?
- Should it be in a light or dark background?
- What do you want the logo to achieve or who do you want to attract with your logo?

If you're stuck for ideas a good place to start is to look at some of the best performing contests and see how the description is written.

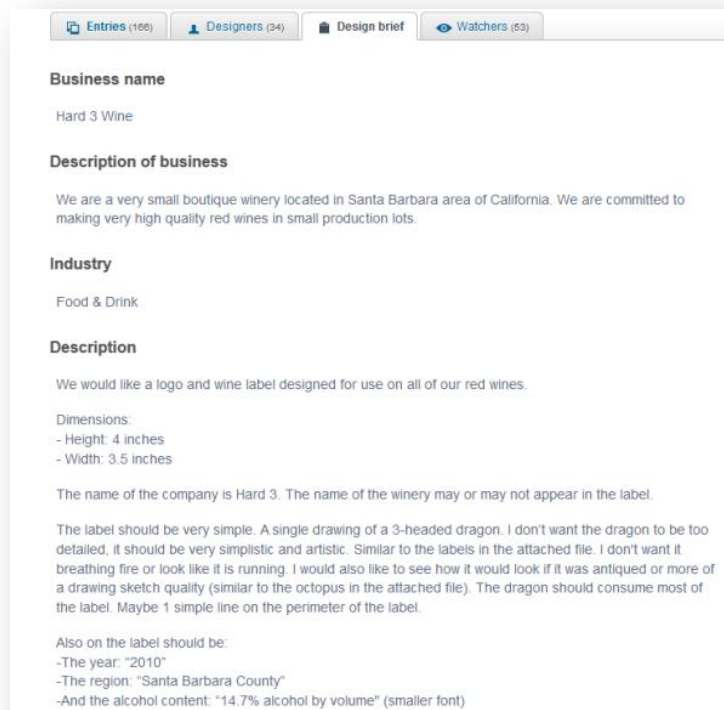
A clear project brief will give the designers a comprehensive idea of what you want and what the deliverables are. It will encourage more designers to submit entries to your contest.

Try to articulate as plainly as possible what you want for your label or logo. Your project brief is your opportunity to sell your contest to the design community. It should inspire and motivate the designers to work on your project. Make the project brief as readable, understandable and exciting as possible.

What the project brief should contain:

- **Titles and sub-titles** – The title is principally the banner that announces your contest. Make it short, sweet and challenging. The sub-title is just an expansion of the title where you can put in more details
- **Brand name** – What or who is the design for
- **Basic information about your business** – A brief description of your organization and the business you're in will stimulate the designers' creativity and will provide insights to the designer.
- **Target audience** – Every logo or label is aimed to a particular target audience or market. Knowledge of who the target market is will help designers a lot in their design concepts.
- **Deliverables** – You should be very clear what exactly it is that you want; a logo, a label, a webpage, etc. You should also be clear on preferences as to color, style, and other elements of a design that you like or don't like.

Here's what a quality brief looks like:



The screenshot shows a web interface for a contest. At the top, there are four tabs: 'Entries (166)', 'Designers (34)', 'Design brief' (which is active), and 'Watchers (53)'. Below the tabs, the form is titled 'Business name' with the text 'Hard 3 Wine'. The next section is 'Description of business' with the text: 'We are a very small boutique winery located in Santa Barbara area of California. We are committed to making very high quality red wines in small production lots.' The 'Industry' section is 'Food & Drink'. The 'Description' section contains the following text: 'We would like a logo and wine label designed for use on all of our red wines. Dimensions: - Height: 4 inches - Width: 3.5 inches. The name of the company is Hard 3. The name of the winery may or may not appear in the label. The label should be very simple. A single drawing of a 3-headed dragon. I don't want the dragon to be too detailed, it should be very simplistic and artistic. Similar to the labels in the attached file. I don't want it breathing fire or look like it is running. I would also like to see how it would look if it was antiqued or more of a drawing sketch quality (similar to the octopus in the attached file). The dragon should consume most of the label. Maybe 1 simple line on the perimeter of the label. Also on the label should be: -The year: "2010" -The region: "Santa Barbara County" -And the alcohol content: "14.7% alcohol by volume" (smaller font)'.

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the designers to work on your project. Make the project brief as readable, understandable and exciting as possible.

You want to be sure to include what elements you want in your design as well as those you don't want. By including exact specifications of what you want you'll get more participation and better designs.

Once you have your brief completed designers can start working on it. To increase your exposure you can also **invite designers to the project**.

Surf other projects similar to your contest and invite designers whose work appeals to you to join your contest. Designers like to get invitations to projects or contests -especially if you let them know that their work interests you and that a submission from them will be appreciated. Inviting designers is easy, simply click into their profile and click "contact" to convey a private message.

Be involved with your design

At 99Designs it's VERY important that you're involved in the competition. Being involved will attract better designers, get you more revisions, and helps give you what is called a "healthy" contest – we'll get into "health" a bit later and why it's important.

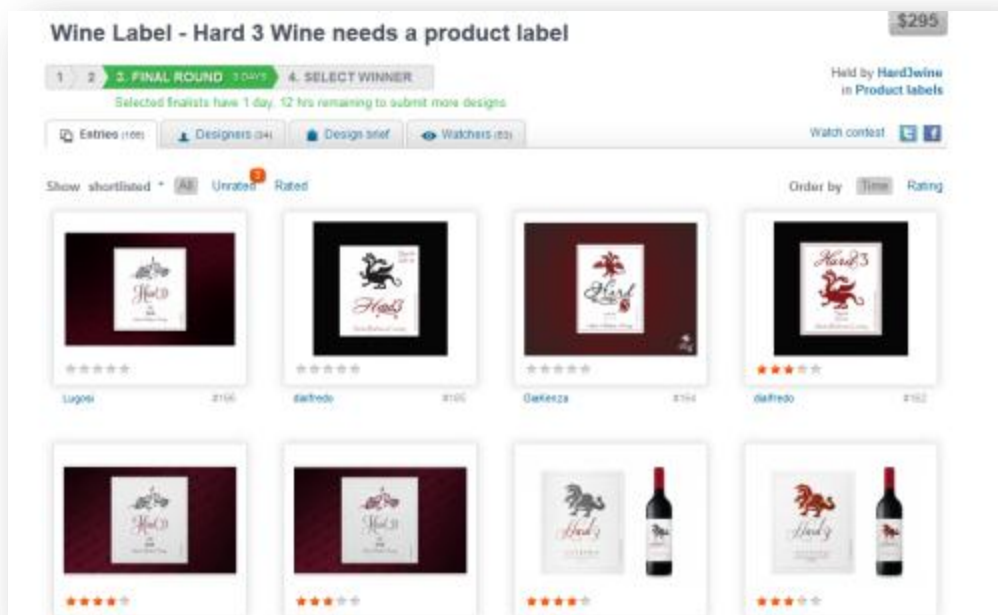
Giving feedback.

As designers submit their design concepts, it is important to provide them with feedback. Log into the site every day and check out the designs or concepts that appeal to you. Those that you feel don't reflect what you want, you can discard. For those that appeal to you, communicate with the designers and give them feedback.

Tip: Write comprehensive comments: A comment such as "good work" or "I like this" is not good enough. Be as detailed and clear as possible. Provide the designers a clear insight on what you like and don't like so that they'll know how to proceed.

Study the logos or labels that appeal to you and try to identify what you like or don't like. Think of how the logo or label makes you feel and what you would like to see in the subsequent version and communicate all this to your favorite designers. You can also rate the other designs by designating stars. This helps the designers to have an idea of what you're looking for and where they stand as far as your contest is concerned.

You can give each design a star rating as well as give written feedback to designers so they can tweak their designs. Star ratings help other designers to know what you're looking for. You can see the star ratings here:



Feedback is very important to the success of your design contest and designers require it. The more involved you are in your project the more enthusiastic and creative the designers will be in creating designs that will perfectly suit your requirements.

The best design for your business will be created out of teamwork between great designers and a totally involved contest holder.

Guaranteeing your contests

The best way to build up your contest result is to guarantee your contest which is a commitment to the design community that you are committed to pick a winner. You can guarantee your contest by clicking the “Contest options” link on the main page of the contest, and then click the “Guarantee prize” option then if you meet the criteria, then you will be able to choose the option to guarantee your competition. For those who’ve never held a contest before your project will need at least 10 submissions and a “healthy” mark before it can qualify as guaranteed.

Once you’ve guaranteed your contest you are in effect assuring the design community that you are committed to pick a winner. This will make you ineligible to the 100% money back guarantee offer of 99Designs. The company reserves the right to refuse request from any client to guarantee the prize on their competition.

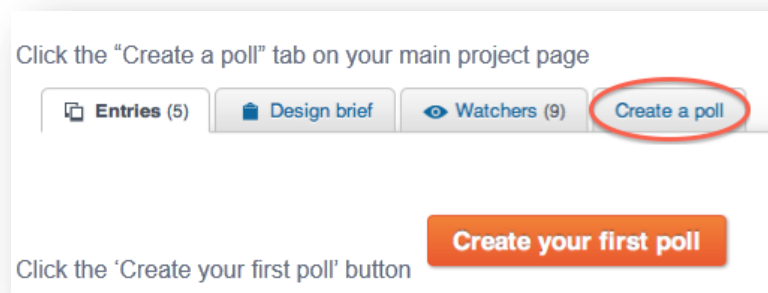
Pick your favorite design

One of the challenges with 99 designs is that it's not always easy to pick your favorite design. One of the ways to accomplish this is by running polls.

How to run a poll and get feedback on designs.

Since 99 Designs is very much aware how of hard it is to make a choice from among really good designs, it has introduced a voting feature in the contests you will hold on their site.

Through a poll, you can invite your friends, family and members of social network sites such as Twitter and Facebook to help you make the decision in choosing the best design for your contest. All you have to do is click the "Create a poll" tab on the main page of your project. Next, you click the "Create your first poll" button and choose a maximum of 8 designs you'd want your friends to vote on then share the poll with your friends, then it's done.



What's good about this poll feature is that you can have as many polls as you'd like; one to share with your friends and workmates via email, another poll where you can invite you Facebook friends to vote on, and so on. You don't even need to wait till the project is completed to run a poll.

Tip: You can have a poll running simultaneously with the contest and can even use them to generate feedback that you can provide to the designers.

At the end of the contest period you can either pick the design you like yourself or use the feedback you've gotten from your polls to help you decide.

Once you've picked the design you like, all you need to do is pay and you're done.

Other important things to know about 99Designs:

99Designs has some unique features that are important to be aware of. Understanding these features will help you get much better results. These include:

- Keeping your contest “healthy”,
- Conducting safety checks
- Upgrading your contest
- Blind contests and how they work
- Guaranteeing your project to get better designers
- 99Designs money back guarantee.

Make certain that the contest remains healthy

Contest health is a gauge that the design competition will be successful. When a contest holder fails to log in everyday or provide feedback to the designers, their contest is marked as “unhealthy” or “caution”. If your contest is marked this way, this could discourage professional designers from entering the contest and make your contest fail.

Here are the vital strategies to avoid getting an “unhealthy” status for your contest:

- Guarantee your design competition – You can guarantee your design competition by going to the main contest page and clicking “Contest options” and selecting the “Guarantee prize” option.

For contest holders who’ve never guaranteed a competition in the past, their contest will require a “healthy” mark and a minimum of 10 designs before it can be guaranteed.

- Regularly checking and logging into the contest
- Ranking or giving a rating to preferred designs and purging out those that do not make the grade
- Leaving comprehensive feedback and comments for preferred designs.

Conduct a safety check on the design entries

When the contest is at its last phase, it is important to conduct a safety check on the entries to your contest to ensure that the designs you are favoring do not infringe on other people’s copyright. A copyright notice usually consists of the copyright symbol © which is the letter C inside a circle, the word “copyright” or the abbreviation “Copr.” followed by the year it was first published and the name of the copyright holder.

If you use a design that infringes on other people's copyright, you will be made liable for it, whether or not you're aware of it.

How to upgrade a contest

Here are several ways to upgrade your contest:

- Register the contest in bold
- Emphasize the project by highlighting it with a silver grade background
- Endorse the contest to Site Point Forum users
- Create a featured contest

Before the launch, you can opt to make the contest private or if you require the results to come in less than seven days, you can have the contest fast-tracked.

You can opt to purchase any of the upgrades when you launch the project or while the project is already running by simply clicking on contest options. Making the project "Private" or Fast Track" can't be done when the project is already running.

Other upgrades that you can do while the project is already running are to increase the offered prize money, extend the deadline for submission and guarantee the contest. Once an upgrade is made they can no longer be reversed.

Blind contests

A blind contest is one where the entries or submission to the contest are not visible except to the contest holder. Other people browsing the site will not be able to see any design while the designers will only be able to view their own designs. This will allow designers to articulate and express their creativity without fear that their ideas or concepts will be copied.

The blind contest option is, at present, only offered to some contest holders, except for web design contests which are blind contest by its very nature.

A blind contest remains to be blind for as long as the contest is running. Once the contest ends, all submissions or entries will be seen by everyone.

For those who want to avail of a blind contest, they should feel free to get in touch with 99 Design so that they can discuss their options with management.

Money back guarantee

99 Designs offers a 100% money back guarantee on all projects within 60 days after payment is made. Once your contest is guaranteed however, meaning prize money is guaranteed or you've awarded the prize money to a winner then you lose the privilege for a money back guarantee.

If you're not happy with any of the designs submitted, 99Designs is flexible enough to help you revise your project brief and re-start your contest so that you'll get good results. They'll even help you choose a winning design.

Once you opt to have a refund then you have no legal right to use any of the designs submitted to your contest.

On the other hand, if you've decided to offer a guaranteed prize, this is an assurance to the design community that you are committed to pick a winner and you lose your eligibility for a refund.

Overall, 99Designs is a great site to use and will save you a ton of money in getting labels, logos and graphics designed.

Where to Next?

Once you your label design is complete and delivered, it's time to get your labels printed.

[Visit our website](#) - get your labels printed in 3 easy steps.

[Watch our video](#) – watch a short video about how to get started with your label printing project.

[Get an online quote](#) – specify your label printing requirements and get a quote instantly!

[Contact us](#) - ask us a question.