



reddot

award
online
edition
projects

Martin Aubé
L'Unité Créative Inc.
1800 rue Benoit, Saint-Bruno,
Québec J3V 6N5
Canada

23 April 2012

Dear Mr Aubé,

**red dot design ranking 2011 – design concept
design studio**

I am very pleased to inform and congratulate The Creative Unit for being ranked number 7 in the red dot design ranking for design concept. This ranking recognises your organisation as one of the top design studios to continuously and progressively push forward with cutting edge and forward thinking product concepts.

The red dot design ranking, compiled by red dot institute, honours organisations at the forefront of design excellence and innovation. The red dot design ranking for design concepts will serve as a beacon to the world, directing the attention of businesses, media, designers and the public to organisations that will surely define our world tomorrow. The design ranking label issued together with the ranking serves as a marketing tool to effectively communicate your standing amongst the most innovative companies and institutions around the world.

The ranking is computed using a weighted formula considering the cumulative number and classes of awards won over 5 years, and with a strong emphasis on recency. Each red dot award the organisation has won is awarded points and each year is given added points based on the recency of the awards. The formula ensures the ranking's relevance by recognising the most recent year's achievements in full.

The news of the red dot design ranking will be announced to the international press at the end of April.

Once again, congratulations on your accomplishments.

Best Regards,

Ken Koo
President, Asia
red dot design award