1 CONCEPT

BRAND IDENTITY / BRAND DESIGN

- 1 BRAND ID FOR COMPANIES, ORGANIZATIONS, INSTITUTIONS
- 1 New
- 2 Redesign
- **2 BRAND IDENTITY FOR FOR**
- **PRODUCTS, SERVICES, EVENTS**
- 1 New 2 Redesign
- 3 BRAND ID FÜR BROADCASTING & STREAMING
- 1 New
- 2 Redesign
- **4 BRAND IDENTITY / BRAND DESIGN** FOR GOOD

2 BRAND COMMUNICATIONS

- **1 ADVERTISING BRAND & AWARENESS**
- 1 Integrated Media
- 2 Digital Media
- 3 Social Media 4 Print Media
- 5 Digital Out of Home (DOOH) / Ambient
- 6 Audio Media
- 7 Film Media
- 8 Corporate Media

2 ADVERTISING ACTIVATION & SALES

- 1 Direct Response Media
- 2 Promotional Media 3 Point-of-Sale (POS) Media
- 4 Digital Sales Media
- 5 Retail Media
- **3 BRAND COMMUNICATIONS** FOR GOOD

3 BRAND RELATIONS

- **1 PUBLIC RELATIONS**
- 1 Media Relations
- 2 Crisis Communication
- 3 Corporate Social Responsibility (CSR)
- 4 Internal Communication 5 Influencer Relations

2 AGENDA SURFING

- 1 Trend-Based Campaigns
- 2 Topical Engagement

3 EMPLOYER BRANDING

- 1 Talent Attraction Campaigns 2 RecruitmentCampaigns
- 3 Loyalty Campaigns
- **4 CAUSE RELATED MARKETING**
- 1 Partnership Campaigns
- 2 Fundraising Campaigns
- 3 Community Engagement Campaigns
- **5 INFLUENCER MARKETING**
- 1 Creative Influencer Content 2 Disruptive Influencer Campaigns
- 3 Creative Influencer Collaborations
- 6 BRAND RELATIONS FOR GOOD

4 DIGITAL EXPERIENCES

- **1 WEBSITES/MICROSITES**
- 1 Brand Websites
- 2 Corporate Websites 3 Microsites
- 4 E-Commerce
- 2 MOBILE APPS
- 1 Brand Apps
- 2 Corporate Apps

3 Progressive Web App

- **3 PLATFORMS & SERVICES**
- 1 Web Platform/Service
- 2 Mobile Platform/Service
- 3 Conversational/Service 4 Content Platform/Service

4 GAMING

- 1 Gaming Experiences
- 2 Mobile Game 3 Browser Game

5 EMERGING TECHNOLOGIES

- 1 Spatial Computing
- 2 Immersive Web
- 3 Al Products/Solutions
- 4 AI Driven Experience
- 5 Blockchain Solutions 6 Internet of Things (IoT)
- **6 DIGITAL TRANSFORMATION**
- 1 Business Model
- 2 Digital Tools & Applications
- 7 DIGITAL EXPERIENCES FOR GOOD

5 SPATIAL EXPERIENCES

2 CRAFT

1 Print Media

2 Digital Media

3 Social Media

4 Audio Media

1 Print Media

2 Digital Media

3 Social Media

1 Print Media

2 Digital Media

3 Social Media

Digital Media

2 Social Media

3 TV/Film Media

5 ANIMATION

1 Digital Media

2 Social Media

3 TV/Film Media

4 Integrated Media

6 MOTION DESIGN

1 Digital Media

2 Social Media

3 TV/Film Media

4 Integrated Media

7 GRAPHIC DESIGN

4 Integrated Media

7 other

4 other

4 other

5 other

5 other

5 other

1 Print

3 other

5 other

2 Packaging

8 TYPOGRAPHY

Digital Media

2 Social Media

3 TV/Film Media

4 Integrated Media

BRAND DESIGN

1 Digital Media

4 TV/Film Media

11 INTERFACE DESIGN

BRAND DESIGN

1 ART DIRECTION

1 Print Media

2 Digital Media

3 Social Media

4 Audio Media

1 Print Media

2 Digital Media

3 Social Media

4 Audio Media

5 TV/Film Media

1 Print Media

2 Digital Media 3 Social Media

4 Audio Media 5 TV/Film Media

7 other

6 Integrated Media

4 PHOTOGRAPHY

5 MOTION DESIGN

4 Integrated Media

1 Digital Media

2 Social Media 3 TV/Film Media

1 Print Media

2 Digital Media

3 Social Media

4 other

5 other

7 other

6 Integrated Media

3 FILM & VIDEOGRAPHY

7 other

5 TV/Film Media

6 Integrated Media

9 CRAFT FOR BRAND

COMMUNICATION

2 COPYWRITING & STORYTELLING

2 Social Media

3 Audio Media

5 other

9 PRINTING TECHNIQUES FOR

10 AUDIO BRANDING & MUSIC

12 AI-ASSISTED CREATIVE PROCESSES IN

5 TV/Film Media

6 Integrated Media

8 CRAFT FOR BRAND DESIGN

1 ART DIRECTION FOR BRAND DESIGN

2 PHOTOGRAPHY FOR BRAND DESIGN

3 ILLUSTRATION FOR BRAND DESIGN

4 VIDEOGRAPHY FOR BRAND DESIGN

6 PHOTOGRAPHY

7 VIDEOGRAPHY

1 Website/Microsite

8 MOTION DESIGN

Website/Microsite

9 AUDIO & MUSIC

1 Website/Microsite

10IMMERSION (AR/VR/WEB)

Website/Microsite

2 App

4 other

2 Арр

4 other

2 App

4 other

2 App

1 AR

2 VR

3 Web

4 other

IN DIGITAL

3 Plattform

4 other

3 Plattform

3 Plattform

3 Plattform

- **1 EXHIBITION**
- 1 Exhbition for Brand
- 2 Exhbition for Subject 3 Online/Hybrid Exhbition for Brand
- 4 Online/Hybrid Exhbition for Subject
- 5 Museum/Pavillon
- 6 Exhibition 7 Trade Show Appearance
- 8 Exhibition/Installation
- 9 Spatial Intervention
- 10 Immersive World
- 2 EVENT
- 1 Event
- 2 Hybrid Event 3 Online Event
- 4 Corporate Event
- 5 Employee Event 6 Consumer Event
- 7 Public Event
- 8 PR Event 9 Promotion Event
- 10 Charity Event
- 11 Stage Show
- 12 Sponsor Appearance 13 Guerilla Action

3 INTERIOR DESIGN

- 1 Corporate
- 2 Hospitality 3 Retail/Shop

6 SPATIAL EXPERIENCES FOR GOOD

2 CORPORATE PUBLISHING / CONTENT

4 Corporate Mobile & Online Content

3 CROSSMEDIA & SPECIAL USES

4 PUBLISHING FOR GOOD

BROADCASTING /

STREAMING

1 TV BROADCASTING

3 TV News & Journalism

2 RADIO BROADCASTING

3 Radio New & Journalism

3 STREAMING SERVICES

1 Streaming Content

3 Live Event Streaming

1 Single Video Content

2 Video Content Series

FOR GOOD

2 Streaming Series

4 Podcast & On Demand Audio

4 ONLINE VIDEO PLATFORM

3 Online Live Event Streaming

5 BROADCASTING / STREAMING

1 TV Show

2 TV Series

1 Radio Show

2 Radio Series

- **4 PUBLIC & URBAN DESIGN**
- 1 Urban Space 2 Park/Landscape
- 5 SPATIAL SERVICE DESIGN

6 PUBLISHING

4 Mobile & Online Content

MARKETING

3 Corporate Books

1 Corporate Magazines

2 Corporate Newspapers

1 EDITORIAL

1 Magazines

2 Newspapers

3 Books

9 CRAFT FOR BRAND	11 CRAFT FOR SPATIAL
COMMUNICATION	EXPERIENCES
6 ANIMATION	1 ART DIRECTION / DRAMATURGY
1 Digital Media 2 Social Media	2 DIRECTION
3 TV/Film Media	3 MEDIA USAGE
4 Integrated Media5 other	4 PHOTOGRAPHY
7 GRAPHIC DESIGN	5 VIDEOGRAPHY
1 Print Media 2 Packaging	6 LIGHTING DESIGN
3 other	7 MUSIC, AUDIO & SOUND DESIGN
8 PRINTING TECHNIQUES FOR BRAND COMMUNICATION	8 AUDIENCE PARTICIPATION
9 AUDIO DESIGN & MUSIC	9 MOTION DESIGN & INTERACTIVE INSTALLATION
 Digital Media Social Media 	10AR/VR
3 Audio Media	
4 TV/Film Media 5 other	11 CREATIVE CODING
10 MEDIA PLANNING & BUYING	12 AI-ASSISTED CREATIVE PROCESSES IN SPATIAL EXPERIENCES
11 CREATIVE CODING	
1 Website/Microsite	12 CRAFT FOR PUBLISHING
2 App 3 Plattform	1 ART DIRECTION FOR PUBLISHING
4 other	1 Print Media
12 INTERACTIVE DESIGN	2 Digital Media 3 Social Media
1 Website/Microsite	4 Integrated Media
2 App	5 other
3 Plattform 4 other	2 WRITING & STORYTELLING
	1 Print Media
13 AR/VR	2 Digital Media
14 AI-ASSISTED CREATIVE PROCESSES IN	3 Social Media
BRAND COMMUNICATION	4 Integrated Media 5 other
	3 PHOTOGRAPHY
10 CRAFT FOR DIGITAL	1 Print Media
EXPERIENCES	2 Digital Media
1 USER INTERFACE (UI) DESIGN	3 Social Media 4 other
1 Website/Microsite	
2 App 3 Plattform	4 ILLUSTRATION
4 other	1 Print Media 2 Digital Media
2 CREATIVE CODING	3 Social Media
1 Website/Microsite	4 other
2 Арр	5 GRAPHIC DESIGN
3 Plattform 4 other	6 TYPOGRAPHY
	1 Digital Media
3 DATA	2 Social Media
4 CONTENT MANAGEMENT	3 TV/Film Media 4 Integrated Media
5 COPYWRITING & STORYTELLING	5 other
1 Website/Microsite	7 PRINTING TECHNIQUES FOR
2 App	BRAND DESIGN
3 Plattform 4 other	8 DIGITAL PUBLISHING

1	E-Books	

- 2 E-Magazin
- 3 E-Newspaper 4 Website/Microsite
- 5 Арр
- 6 Plattform
- 7 other
- 9 AI-ASSISTED CREATIVE PROCESSES IN PUBLISHING PRODUCTS

13 CRAFT FOR BROADCASTING & STREAMING

1 DIRECTION

- Broadcasting 2 Streaming
- **2 SET & PRODUCTION DESIGN**
- Broadcasting
- 2 Streaming
- **3 CINEMATOGRAPHY**
- 1 Broadcasting 2 Streaming
- **4 SCRIPT & STORY**
- 1 Broadcasting
- 2 Streaming
- 5 EDITING
- 1 Broadcasting 2 Streaming
- **6 AUDIO DESIGN & MUSIC** 1 Broadcasting
- 2 Streaming
- 7 VISUAL EFFECTS (VFX)
- Broadcasting 2 Streaming

- 8 ON-AIR DESIGN
- 1 Broadcasting
- 2 Streaming
- **9 TITEL DESIGN**
- 1 Broadcasting
- 2 Streaming
- **10LIGHTING DESIGN**
- 1 Broadcasting
- 2 Streaming
- **11 AI-ASSISTED CREATIVE PROCESSES IN BROADCASTING AND STREAMING**

14 CRAFT FOR FILM & VIDEO

- **1 DIRECTION**
- 1 Digital Media
- 2 Social Media 3 TV/Film Media
- 4 other
- 2 SCRIPT & STORY
- 1 Digital Media
- 2 Social Media
- 3 TV/Film Media 4 other
- 3 SET & PRODUCTION DESIGN
- 1 Digital Media
- 2 Social Media
- 3 TV/Film Media
- 4 other
- **4 CINEMATOGRAPHY**
- 1 Digital Media
- 2 Social Media
- 3 TV/Film Media
- 4 other
- 5 EDITING
- 1 Digital Media 2 Social Media
- 3 TV/Film Media
- 4 other
- 6 AUDIO & SOUND DESIGN
- 1 Digital Media
- 2 Social Media 3 TV/Film Media
- 4 other
- 7 MUSIC
- 1 Digital Media 2 Social Media
- 3 TV/Film Media
- 4 other

11 BLOCKCHAIN TECHNOLOGY

12 AI-ASSISTED CREATIVE PROCESSES

14 CRAFT FOR FILM & VIDEO

15 CRAFT FOR AUDIO

7 VOICEOVER & NARRATION

8 PODCAST PRODUCTION

9 RADIO PRODUCTION

6 MUSIC ADAPTION

1 Broadcasting

1 Broadcasting

1 Broadcasting

1 Broadcasting

10 AUDIO LOGO

SOUND DESIGN

1 Broadcasting

1 Broadcasting

1 Broadcasting

2 Radio/TV

3 Streaming

14 CASTING

1 Broadcastir

2 Radio/TV

3 Streaming

IN AUDIO

Wettbewerb 2025

4 Video

5 other

4 Video

5 other

2 Radio/TV

3 Streaming

4 Video

5 other

2 Radio/TV

3 Streaming

4 Video

5 other

11 AUDIO BRANDING/CORPORATE

12 INTEGRATED AUDIO PRODUCTION

13 ARTIST/BRAND PARTNERSHIP

15 AI-ASSISTED CREATIVE PROCESSES

1 Broadcasting

2 Radio/TV

3 Streaming

4 Video

5 other

- 8 VISUAL EFFECTS (VFX)
- 1 Digital Media 2 Social Media
- 3 TV/Film Media 4 other
- **9 ANIMATION**
- 1 Digital Media
- 2 Social Media 3 TV/Film Media
- 4 other
- **10 MOTION DESIGN**
- 1 Digital Media 2 Social Media
- 3 TV/Film Media
- 4 other
- **11 COSTUME DESIGN** 1 Digital Media
- 2 Social Media
- 3 TV/Film Media 4 other
- **12 LIGHTING DESIGN**
- 1 Digital Media
- 2 Social Media 3 TV/Film Media
- 4 other
- **13 ACTING**
- 1 Digital Media
- 2 Social Media
- 3 TV/Film Media 4 other
- 14 CASTING
- 1 Digital Media
- 2 Social Media
- 3 TV/Film Media
- 4 other

1 DIRECTION

1 Broadcasting

2 SCRIPT & STORY

3 SOUND DESIGN

4 AUDIO EDITING & MIXING

1 Broadcasting

Broadcasting

5 NEW MUSIC

1 Broadcasting

Kategoriensystem

Ebene 1 = Creative Business Segment

Ebene 3 = General Creative Sector

Ebene 4 = Specific Creative Sector

Ebene 2 = Creative Discipline

2 Radio/TV

3 Streaming

4 Video

5 other

2 Radio/TV

3 Streaming

4 Video

5 other

2 Radio/TV

3 Streaming

4 Video

5 other

1 Broadcasting

2 Radio/TV

3 Streaming

4 Video

5 other

2 Radio/TV

3 Streaming

4 Video

5 other

15 AI-ASSISTED CREATIVE PROCESSES IN FILM AND VIDEO

15 CRAFT FOR AUDIO

3 INDEPENDENT & EXPERIMENT

16 COMMUNICATION ARTS

- **1 INDEPENDENT PHOTOGRAPHY**
- 1 Fine Art Photography
- 2 Documentary Phtography 3 Conceptual Photography
- 4 AI-Assisted Creative Processes in
- Photography
- 2 INDEPENDENT FILM & VIDEO
- 1 Short Film
- 2 Documentary Film 3 Experimental Film

3 INDEPENDENT ANIMATION &

- MOTION DESIGN
- 1 2D Animation 2 3D Animation
- 3 Motion Design

4 INDEPENDENT ILLUSTRATON & GRAPHIC DESIGN

- 1 Illustration
- 2 Poster Art

5 INDEPENDENT DIGITAL & INTERACTIVE PROJECTS

- 1 Interactive Narratives 2 Web Experiments
- 3 VR/AR Experiences
- 4 Digital Arts

6 INDEPENDENT AUDIO & MUSIC PROJECTS

- 1 Sound Art
- 2 Music Composition
- 3 Podcast

7 FREE SPATIAL INSTALLATION &

- INTERVENTION
- 1 Installation Art
- 2 Public Art Projects 3 Temporary Spatial Installations

17 TECHNOLOGICAL EXPERIMENT

- **1 DIGITAL MEDIA SOLUTION** PROTOTYPES
- 2 AI-ASSISTED PROTOTYPES
- **3 CREATIVE TECHNOLOGY**
- PROTOTYPES

ADC Support

Per Telefon oder per Mail, wir unterstützen euch gern. Wir freuen uns auf euch!