1 INDEPENDENT PHOTOGRAPHY

4 Al-Assisted Creative Processes in

2 INDEPENDENT FILM & VIDEO

3 INDEPENDENT ANIMATION &

4 INDEPENDENT ILLUSTRATON &

1 Fine Art Photography

Photography

2 Documentary Film

3 Experimental Film

1 2D Animation

2 3D Animation

3 Motion Design

1 Illustration

2 Poster Art

MOTION DESIGN

GRAPHIC DESIGN

1 Interactive Narratives

2 Web Experiments

3 VR/AR Experiences

4 Digital Arts

PROJECTS

2 Music Composition

INTERVENTION

1 Installation Art

2 Public Art Projects

1 Sound Art

3 Podcast

5 INDEPENDENT DIGITAL &

INTERACTIVE PROJECTS

6 INDEPENDENT AUDIO & MUSIC

7 FREE SPATIAL INSTALLATION &

3 Temporary Spatial Installations

1 Short Film

2 Documentary Phtography

3 Conceptual Photography

BRAND IDENTITY / BRAND DESIGN 1 BRAND ID FOR COMPANIES, ORGANIZATIONS, INSTITUTIONS

2 Redesign

2 BRAND IDENTITY FOR FOR

1 New 2 Redesign 3 BRAND ID FÜR BROADCASTING &

PRODUCTS, SERVICES, EVENTS

STREAMING 1 New 2 Redesign

4 BRAND IDENTITY / BRAND DESIGN **FOR GOOD**

2 BRAND COMMUNICATIONS

1 ADVERTISING BRAND &

AWARENESS 1 Integrated Media

1 Cross-Media Campaign 2 Cross-Media Campaign Online / Social Media Campaign

2 Digital Media 1 Web/Microsite 2 App

3 Platform 4 Display Ads

5 Digital Interactive Media 3 Social Media 1 In-Feed Video Ad (Single)

2 In-Feed Video Ad (Series) 3 Stories Ad (Single) 4 Stories Ad (Series)

5 Reels/TikTok Ad (Single) 6 Reels/TikTok Ad (Series) 7 Influencer Collaboration 4 Print Media

1 Print Ad (Single) 2 Print Ad (Series) 3 Poster (Single) 4 Poster (Series)

5 Brochure, Flyer etc 5 Digital Out of Home (DOOH)/ **Ambient Media** 1 DOOH (Single)

2 DOOH (Series) 3 Digital Out-of-Home 4 Ambient Media

6 Audio Media 1 Radio Spot (Single) 2 Radio Spot (Series)

3 Podcast Pre-,Mid- and Post Roll Ads (Single) 4 Podcast Pre-,Mid- and Post Roll Ads (Series)

7 Film Media

1 Cinema Spot 2 TV Spot (Single up to 30 seconds) 3 TV Spot (Series up to 30 seconds)

4 TV Spot (Single over 30 seconds) 5 TV Spot (Series over 30 seconds) 6 In-Feed Video (Single) 7 In-Feed Video (Series) 8 Stories Video (Single)

9 Stories Video (Series) 10 Reels (Single) 11 Reels (Series)

12 Pre-, Mid- and Post-Roll Ads (Single) 13 Pre-, Mid- and Post-Roll Ads (Series) 8 Corporate Media

 Corporate Film 2 Documentary Film 3 Public-Service Film

4 Event Film

5 E-Learning Video 6 Reactive Campaign Film

2 ADVERTISING ACTIVATION 8 **SALES**

1 Direct Response Media 1 Direct Mail

2 TV Direct Response 3 Online Direct Response 2 Promotional Media

1 Seasonal Promotions 2 Flash Sales

FOR GOOD

3 Loyalty Programs 3 Point-of-Sale (POS) Media 1 In-Store Promotions

2 Product Demonstrations 4 Digital Sales Media 1 E-Mail Marketing

2 Social Media Sales Promotions

3 Shopable Ads 5 Retail Media

2 Hospitality 3 Retail/Shop 3 BRAND COMMUNICATIONS

> 2 Park/Landscape **5 SPATIAL SERVICE DESIGN**

 Magazines 3 Corporate Social Responsibility (CSR)

> 3 Redesign 4 Independent 5 Newcomer 6 Special Edition

7 Cover (Single) 8 Cover (Series) 9 Spread/Article 10 Supplement

2 Newspapers

4 CAUSE RELATED MARKETING 1 Partnership Campaigns 5 Redesign 2 Fundraising Campaigns 6 Article 3 Community Engagement Campaigns

7 Format 8 Series

3 Creative Influencer Collaborations 6 BRAND RELATIONS FOR GOOD

4 DIGITAL EXPERIENCES

1 WEBSITES/MICROSITES

3 BRAND RELATIONS

PUBLIC RELATIONS

2 Crisis Communication

4 Internal Communication

1 Trend-Based Campaigns

3 EMPLOYER BRANDING

2 RecruitmentCampaigns

3 Loyalty Campaigns

1 Talent Attraction Campaigns

5 INFLUENCER MARKETING

1 Creative Influencer Content

2 Disruptive Influencer Campaigns

5 Influencer Relations

2 AGENDA SURFING

2 Topical Engagement

1 Media Relations

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 Al 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

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

4 PUBLIC & URBAN DESIGN

1 Urban Space

6 SPATIAL EXPERIENCES FOR GOOD

6 PUBLISHING

1 EDITORIAL 1 Single Issue 2 Series/Volume

1 Single Issue 2 Series/Volume

3 Front Page (Single) 4 Front Page (Series)

9 Special Edition 3 Books

1 Fiction 2 Non-Fiction 3 Cover Design

4 Catalogue 4 Mobile & Online Content 1 Portal/Webmagazine/Social Media 2 Platform

4 Blog 5 Newsletter

3 Documentation

2 CORPORATE PUBLISHING / **CONTENT MARKETING** l Corporate Magazines

1 Single Issue 2 Series/Volume 3 Redesign 4 Self-Promotion 5 Newcomer 6 Special Edition

7 Cover (Single)

8 Cover (Series)

9 Spread/Article

2 Corporate Newspapers

10 Supplement

1 Single Issue

2 Series/Volume 3 Front Page (Single) 4 Front Page (Series)

5 Redesign 6 Article 7 Format 8 Series

9 Special Edition 3 Corporate Books

2 Non-Fiction 3 Catalogue 4 Annual Report

4 Corporate Mobile & Online Content 1 Portal/Webmagazine/Social Media

Magazine 2 Platform 3 Documentation

4 Blog

5 Newsletter

3 CROSSMEDIA & SPECIAL USES

4 PUBLISHING FOR GOOD

8 CRAFT FOR BRAND DESIGN

1 ART DIRECTION FOR BRAND DESIGN

1 Print Media 2 Digital Media 3 Social Media 4 Audio Media 5 TV/Film Media 6 Integrated Media

7 other 2 PHOTOGRAPHY FOR BRAND DESIGN

 Print Media 2 Digital Media 3 Social Media 4 other

3 ILLUSTRATION FOR BRAND DESIGN 1 Print Media 2 Digital Media 3 Social Media

4 other 4 VIDEOGRAPHY FOR BRAND DESIGN 1 Digital Media 2 Social Media

3 TV/Film Media 4 Integrated Media 5 other

5 ANIMATION 1 Digital Media 2 Social Media 3 TV/Film Media

4 Integrated Media 5 other **6 MOTION DESIGN** Digital Media 2 Social Media

3 TV/Film Media 4 Integrated Media 5 other 7 GRAPHIC DESIGN

2 Packaging 3 other **8 TYPOGRAPHY** Digital Media 2 Social Media

3 TV/Film Media 4 Integrated Media 5 other

9 PRINTING TECHNIQUES FOR **BRAND DESIGN**

 Digital Media 2 Social Media 3 Audio Media

4 TV/Film Media 5 other

COMMUNICATION 1 ART DIRECTION 1 Print Media

2 Digital Media 3 Social Media 4 Audio Media 5 TV/Film Media 6 Integrated Media

7 other

2 COPYWRITING & STORYTELLING Print Media 2 Digital Media 3 Social Media 4 Audio Media

5 TV/Film Media 6 Integrated Media 7 other

3 FILM & VIDEOGRAPHY 1 Print Media 2 Digital Media 3 Social Media 4 Audio Media 5 TV/Film Media

7 other **4 PHOTOGRAPHY** Print Media 2 Digital Media 3 Social Media

6 Integrated Media

4 other

9 CRAFT FOR BRAND COMMUNICATION

5 MOTION DESIGN 1 Digital Media 2 Social Media 3 TV/Film Media 4 Integrated Media 5 other

6 ANIMATION 1 Digital Media 2 Social Media 3 TV/Film Media 4 Integrated Media

5 other 7 GRAPHIC DESIGN 1 Print Media 2 Packaging

8 PRINTING TECHNIQUES FOR BRAND COMMUNICATION 9 AUDIO DESIGN & MUSIC Digital Media

5 other **10MEDIA PLANNING & BUYING**

14 AI-ASSISTED CREATIVE PROCESSES

IN BRAND COMMUNICATION

OCRAFT FOR DIGITAL

1 USER INTERFACE (UI) DESIGN

EXPERIENCES

1 Website/Microsite

2 CREATIVE CODING

Website/Microsite

4 CONTENT MANAGEMENT

5 COPYWRITING & STORYTELLING

2 App

4 other

2 App

4 other

3 DATA

2 App

3 Plattform

3 Plattform

11 CREATIVE CODING 1 Website/Microsite 2 App 3 Plattform

3 Plattform

4 other

13 AR/VR

2 Social Media

3 Audio Media

4 TV/Film Media

3 other

4 other 12 INTERACTIVE DESIGN Website/Microsite 2 App

1 Print

10 AUDIO BRANDING & MUSIC

11 INTERFACE DESIGN

12 AI-ASSISTED CREATIVE PROCESSES IN BRAND DESIGN

3 Plattform 4 other 9 CRAFT FOR BRAND

6 PHOTOGRAPHY Website/Microsite 2 App

Website/Microsite

3 Plattform 4 other 7 VIDEOGRAPHY 1 Website/Microsite 2 App

3 Plattform 4 other

8 MOTION DESIGN

1 Website/Microsite 2 App 3 Plattform 4 other

9 AUDIO & MUSIC Website/Microsite 2 App 3 Plattform

4 other 10 IMMERSION (AR/VR/WEB) 1 AR 2 VR

3 Web

4 other

11 BLOCKCHAIN TECHNOLOGY 12 AI-ASSISTED CREATIVE PROCESSES IN DIGITAL

13 CRAFT FOR BROADCASTING &

STREAMING 1 DIRECTION 1 Broadcasting

1 Broadcasting

2 Streaming

2 Streaming 2 SET & PRODUCTION DESIGN 1 Broadcasting 2 Streaming

3 CINEMATOGRAPHY l Broadcasting 7 MUSIC, AUDIO & SOUND DESIGN 2 Streaming 8 AUDIENCE PARTICIPATION **4 SCRIPT & STORY**

5 EDITING l Broadcasting 11 CREATIVE CODING 2 Streaming

12 CRAFT FOR PUBLISHING

1 ART DIRECTION FOR PUBLISHING 1 Print Media 2 Digital Media 3 Social Media

4 Integrated Media 5 other

11 CRAFT FOR SPATIAL

1 ART DIRECTION / DRAMATURGY

9 MOTION DESIGN & INTERACTIVE

12 AI-ASSISTED CREATIVE PROCESSES

IN SPATIAL EXPERIENCES

EXPERIENCES

2 DIRECTION

3 MEDIA USAGE

4 PHOTOGRAPHY

5 VIDEOGRAPHY

6 LIGHTING DESIGN

INSTALLATION

10AR/VR

2 WRITING & STORYTELLING 1 Print Media 2 Digital Media 3 Social Media 4 Integrated Media

3 PHOTOGRAPHY 1 Print Media

5 other

4 other

5 App

7 other

6 Plattform

PRODUCTS

2 Digital Media 3 Social Media 4 other 4 ILLUSTRATION

 Print Media 2 Digital Media 3 Social Media

5 GRAPHIC DESIGN

6 TYPOGRAPHY

1 Digital Media 2 Social Media 3 TV/Film Media 4 Integrated Media

7 PRINTING TECHNIQUES FOR **BRAND DESIGN**

8 DIGITAL PUBLISHING 1 E-Books 2 E-Magazin 3 E-Newspaper 4 Website/Microsite

9 AI-ASSISTED CREATIVE

PROCESSES IN PUBLISHING

4 other **4 CINEMATOGRAPHY** 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

3 TV/Film Media 4 other 7 MUSIC

2 Social Media

1 Digital Media 2 Social Media 3 TV/Film Media

4 other

14 CRAFT FOR FILM & VIDEO

8 VISUAL EFFECTS (VFX) 1 Digital Media 2 Social Media 3 TV/Film Media

9 ANIMATION 1 Digital Media 2 Social Media 3 TV/Film Media 4 other

4 other

10 MOTION DESIGN 1 Digital Media 2 Social Media 3 TV/Film Media

12 LIGHTING DESIGN

1 Digital Media

2 Social Media

3 TV/Film Media

Digital Media

2 Social Media

3 TV/Film Media

11 COSTUME DESIGN 1 Digital Media 2 Social Media 3 TV/Film Media 6 AUDIO DESIGN & MUSIC

4 other

4 other

4 other

4 other

4 other

14 CASTING

1 Digital Media

2 Social Media

3 TV/Film Media

IN FILM AND VIDEO

15 AI-ASSISTED CREATIVE PROCESSES

13 ACTING

1 Broadcasting 2 Streaming 7 VISUAL EFFECTS (VFX)

l Broadcasting 2 Streaming **8 ON-AIR DESIGN**

1 Broadcasting 2 Streaming 9 TITEL DESIGN

1 Broadcasting

1 DIRECTION

3 TV/Film Media

2 SCRIPT & STORY

1 Digital Media

2 Social Media

3 TV/Film Media

1 Digital Media

3 TV/Film Media

2 Social Media

3 SET & PRODUCTION DESIGN

4 other

4 other

1 Broadcasting 2 Streaming **10LIGHTING DESIGN**

2 Streaming 11 AI-ASSISTED CREATIVE PROCESSES IN BROADCASTING AND STREAMING

15 CRAFT FOR AUDIO

14 CRAFT FOR FILM & VIDEO 1 DIRECTION 1 Broadcasting Digital Media 2 Radio/TV 2 Social Media 3 Streaming

> 2 SCRIPT & STORY 1 Broadcasting 2 Radio/TV 3 Streaming

4 Video

5 other

4 Video 5 other 3 SOUND DESIGN 1 Broadcasting 2 Radio/TV

3 Streaming 4 Video 5 other **4 AUDIO EDITING & MIXING**

4 Video 5 other **5 NEW MUSIC** 1 Broadcasting

2 Radio/TV

3 Streaming

4 Video

5 other

Kategoriensystem

Ebene 1 = Creative Business Area

Ebene 4 = General Media Category

Ebene 5 = Specific Media Category

Ebene 2 = Creative Discipline

Ebene 3 = Creative Sector

1 Broadcasting

2 Radio/TV

3 Streaming

15 CRAFT FOR AUDIO

6 MUSIC ADAPTION

2 Radio/TV 3 Streaming 4 Video 5 other

7 VOICEOVER & NARRATION 1 Broadcasting 2 Radio/TV 3 Streaming

4 Video

1 Broadcasting

5 other 8 PODCAST PRODUCTION 1 Broadcasting 2 Radio/TV

3 Streaming 4 Video 5 other

9 RADIO PRODUCTION

1 Broadcasting 2 Radio/TV 3 Streaming 4 Video

10 AUDIO LOGO 1 Broadcasting 2 Radio/TV 3 Streaming

5 other

4 Video

5 other 11 AUDIO BRANDING/CORPORATE

SOUND DESIGN 1 Broadcasting 2 Radio/TV 3 Streaming 4 Video

5 other 12 INTEGRATED AUDIO PRODUCTION

15 AI-ASSISTED CREATIVE PROCESSES

1 Broadcasting 2 Radio/TV 3 Streaming 4 Video 5 other

13 ARTIST/BRAND PARTNERSHIP 1 Broadcasting 2 Radio/TV 3 Streaming 4 Video

5 other

4 Video

5 other

14 CASTING 2 Radio/TV 3 Streaming

IN AUDIO

16 COMMUNICATION ARTS 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!

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