

1 CONCEPT

1 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
 - 1 Cross-Media Campaign
 - 2 Social-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

- 1 Corporate Film
- 2 Documentary Film
- 3 Public-Service Film
- 4 Event Film
- 5 E-Learning Video
- 6 Reactive Campaign Film

2 ADVERTISING ACTIVATION & 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
- 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

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 Recruitment Campaigns
- 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 AI 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

1 EXHIBITION

- 1 Exhibition for Brand
- 2 Exhibition for Subject
- 3 Online/Hybrid Exhibition for Brand
- 4 Online/Hybrid Exhibition 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

4 PUBLIC & URBAN DESIGN

- 1 Urban Space
- 2 Park/Landscape

5 SPATIAL SERVICE DESIGN

6 SPATIAL EXPERIENCES FOR GOOD

2 CRAFT

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

- 1 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

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

7 GRAPHIC DESIGN

- 1 Print
- 2 Packaging
- 3 other

8 TYPOGRAPHY

- 1 Digital Media
- 2 Article
- 3 TV/Film Media
- 4 Integrated Media
- 5 other

9 PRINTING TECHNIQUES FOR BRAND DESIGN

10AUDIO BRANDING & MUSIC

- 1 Digital Media
- 2 Social Media
- 3 Audio Media
- 4 TV/Film Media
- 5 other

11 INTERFACE DESIGN

12 AI-ASSISTED CREATIVE PROCESSES IN BRAND DESIGN

9 CRAFT FOR BRAND 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

- 1 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
- 6 Integrated Media
- 7 other

4 PHOTOGRAPHY

- 1 Print Media
- 2 Digital Media
- 3 Social 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
- 3 other

8 PRINTING TECHNIQUES FOR BRAND COMMUNICATION

- 1 Digital Media
- 2 Social Media
- 3 Audio Media
- 4 TV/Film Media
- 5 other

10MEDIA PLANNING & BUYING

- 1 Website/Microsite
- 2 App
- 3 Plattform
- 4 other

11 CREATIVE CODING

- 1 Website/Microsite
- 2 App
- 3 Plattform
- 4 other

12 INTERACTIVE DESIGN

- 1 Website/Microsite
- 2 App
- 3 Plattform
- 4 other

13 AR/VR

14 AI-ASSISTED CREATIVE PROCESSES IN BRAND COMMUNICATION

10 CRAFT FOR DIGITAL EXPERIENCES

1 USER INTERFACE (UI) DESIGN

- 1 Website/Microsite
- 2 App
- 3 Plattform
- 4 other

2 CREATIVE CODING

- 1 Website/Microsite
- 2 App
- 3 Plattform
- 4 other

3 DATA

4 CONTENT MANAGEMENT

5 COPYWRITING & STORYTELLING

- 1 Website/Microsite
- 2 App
- 3 Plattform
- 4 other

6 PHOTOGRAPHY

- 1 Website/Microsite
- 2 App
- 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

- 1 Website/Microsite
- 2 App
- 3 Plattform
- 4 other

10IMMERSION (AR/VR/WEB)

- 1 AR
- 2 VR
- 3 Web
- 4 other

11 BLOCKCHAIN TECHNOLOGY

12 AI-ASSISTED CREATIVE PROCESSES IN DIGITAL

11 CRAFT FOR SPATIAL EXPERIENCES

1 ART DIRECTION / DRAMATURGY

2 DIRECTION

3 MEDIA USAGE

4 PHOTOGRAPHY

5 VIDEOGRAPHY

6 LIGHTING DESIGN

7 MUSIC, AUDIO & SOUND DESIGN

8 AUDIENCE PARTICIPATION

9 MOTION DESIGN & INTERACTIVE INSTALLATION

10AR/VR

11 ASSISTED CODING

12 AI-ASSISTED CREATIVE PROCESSES IN SPATIAL EXPERIENCES

12 CRAFT FOR PUBLISHING

1 ART DIRECTION FOR PUBLISHING

- 1 Print Media
- 2 Digital Media
- 3 Social Media
- 4 Integrated Media
- 5 other

2 WRITING & STORYTELLING

- 1 Print Media
- 2 Digital Media
- 3 Social Media
- 4 Integrated Media
- 5 other

3 PHOTOGRAPHY

- 1 Print Media
- 2 Digital Media
- 3 Social Media
- 4 Integrated Media
- 5 other

4 ILLUSTRATION

- 1 Print Media
- 2 Digital Media
- 3 Social Media
- 4 Integrated Media
- 5 other

5 GRAPHIC DESIGN

- 1 Print Media
- 2 Digital Media
- 3 Social Media
- 4 other

6 TYPOGRAPHY

- 1 Digital Media
- 2 Social Media
- 3 TV/Film Media
- 4 other

7 PRINTING TECHNIQUES FOR BRAND DESIGN

- 1 Digital Media
- 2 Social Media
- 3 TV/Film Media
- 4 other

8 DIGITAL PUBLISHING

- 1 E-Books
- 2 E-Magazin
- 3 E-Newspaper
- 4 Website/Microsite
- 5 App
- 6 Plattform
- 7 other

9 AI-ASSISTED CREATIVE PROCESSES IN PUBLISHING PRODUCTS

13 CRAFT FOR BROADCASTING & STREAMING

1 DIRECTION

- 1 Broadcasting
- 2 Streaming

2 SET & PRODUCTION DESIGN

- 1 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)

- 1 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

- 1 Broadcasting
- 2 Streaming

12 AI-ASSISTED CREATIVE PROCESSES IN FILM AND VIDEO

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

13 AI-ASSISTED CREATIVE PROCESSES IN AUDIO

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

14 AI-ASSISTED CREATIVE PROCESSES IN DIGITAL

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

15 AI-ASSISTED CREATIVE PROCESSES IN SPATIAL EXPERIENCES

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

16 AI-ASSISTED CREATIVE PROCESSES IN INTERACTIVE PROJECTS

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

17 AI-ASSISTED CREATIVE PROCESSES IN ILLUSTRATION

- 1 Illustration
- 2 Poster Art

18 AI-ASSISTED CREATIVE PROCESSES IN POSTER DESIGN

- 1 Illustration
- 2 Poster Art

19 AI-ASSISTED CREATIVE PROCESSES IN SOCIAL MEDIA

- 1 Social Media
- 2 Social Media
- 3 Social Media
- 4 Social Media
- 5 Social Media

20 AI-ASSISTED CREATIVE PROCESSES IN VIDEO

- 1 Video
- 2 Video
- 3 Video
- 4 Video
- 5 Video

21 AI-ASSISTED CREATIVE PROCESSES IN AUDIO

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

22 AI-ASSISTED CREATIVE PROCESSES IN FILM

- 1 Short Film
- 2 Documentary Film
- 3 Experimental Film

23 AI-ASSISTED CREATIVE PROCESSES IN PHOTOGRAPHY

- 1 Fine Art Photography
- 2 Documentary Photography
- 3 Conceptual Photography
- 4 AI-Assisted Creative Processes in Photography

24 AI-ASSISTED CREATIVE PROCESSES IN VIDEO

- 1 Short Film
- 2 Documentary Film
- 3 Experimental Film

25 AI-ASSISTED CREATIVE PROCESSES IN PHOTOGRAPHY

- 1 Fine Art Photography
- 2 Documentary Photography
- 3 Conceptual Photography
- 4 AI-Assisted Creative Processes in Photography

26 AI-ASSISTED CREATIVE PROCESSES IN VIDEO

- 1 Short Film
- 2 Documentary Film
- 3 Experimental Film