

Jurys

ADC Wettbewerb 2021

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BRAND BUILDING + ACTIVATION: 01
Integrated

**BRAND BUILDING > BRAND COMMUNICATION
ACTIVATION > ADVERTISING**

Integrated

- Crossmediale Kampagne

Sonstiges

INNOVATION / CREATIVE TECHNOLOGY
Innovative Use of Media

TALENT AWARD
Ganzheitliche Kommunikation

BRAND BUILDING + ACTIVATION: 02
Print

**BRAND BUILDING > BRAND COMMUNICATION
ACTIVATION > ADVERTISING**

Print Media

- Anzeige (einzeln)
- Anzeige (Serie)
- Plakat (einzeln)
- Plakat (Serie)
- Broschüre (einzeln)
- Broschüre (Serie)
- Sonstiges

TALENT AWARD
Anzeige

BRAND BUILDING + ACTIVATION: 03
Out-of-Home/Ambient

**BRAND BUILDING > BRAND COMMUNICATION
ACTIVATION > ADVERTISING**

Out-of-Home/Ambient

- Out-of-Home/Ambient Media (einzeln)
- Out-of-Home/Ambient Media (Serie)
- Digital Out-of-Home
- Out-of-Home/Ambient Interactive Media
- Sonstiges

TALENT AWARD
Plakat

BRAND BUILDING + ACTIVATION: 04
Mobile/Online

**BRAND BUILDING > BRAND COMMUNICATION
ACTIVATION > ADVERTISING**

Integrated Online Only

- Crossmediale Online-/Social-Media-Kampagne

Mobile/Online Media

- Web-/Microsite
- App
- Portal
- Plattform
- Display
- Terminal
- Sonstiges

ACTIVATION > ADVERTISING
Mobile/Online Media

- Targeting/Real-time Advertising

TALENT AWARD
Social Media

BRAND BUILDING + ACTIVATION: 05
Audio

**BRAND BUILDING > BRAND COMMUNICATION
ACTIVATION > ADVERTISING**

Audio Media

- Radiospot (einzeln)
- Radiospot (Serie)
- Pre-, Mid- und Post-roll Ads
- Podcast/Webcast (Ausgabe)
- Podcast/Webcast (Serie)
- Sonstiges

BRAND BUILDING + ACTIVATION: 06
Film

**BRAND BUILDING > BRAND COMMUNICATION
ACTIVATION > ADVERTISING**

TV/Cinema Media

- TV-/Kinospot (Einzelspot bis 30 Sekunden)
- TV-/Kinospot (Einzelspot ab 30 Sekunden)
- TV-/Kinospot (Serie)
- Digital Mobile Only (einzeln)
- Digital Mobile Only (Serie)
- Digital Pre-roll Ads (einzeln)
- Digital Pre-roll Ads (Serie)
- Online-Film (einzeln)
- Online-Film (Serie)
- Point-of-Sale-Film
- Kurzfilm/Sonderformat
- Public-Service-Film
- Film für Unternehmensdarstellung
- Filmische Dokumentation
- Taktischer Film
- Sonstiges

BRAND BUILDING + ACTIVATION: 07
Promotion

ACTIVATION > PROMOTION

B2C / B2B Aktionen

- B2C Aktion (einzeln)
- B2C Aktion (Serie)
- B2B Aktion (einzeln)
- B2B Aktion (Serie)

B2C / B2B Werbemittel

- B2C Werbemittel
- B2B Werbemittel

User Generated Content
Sonstiges

TALENT AWARD
Promotion

BRAND BUILDING + ACTIVATION: 08
Dialog

**BRAND BUILDING > BRAND DIALOG
ACTIVATION > DIALOG ACTIVATION**

B2C / B2B

- Mailing/Postsendung
- E-Mail
- Printanzeige
- Crossmediale Kampagne
- Mobile/Online
- Social Media
- Content Marketing
- Broadcast
- Sonstiges

TALENT AWARD
Dialogmarketing

BRAND BUILDING + ACTIVATION: 09
PR

BRAND BUILDING > BRAND PR

Influencer Marketing

- Influencer Marketing (Einzelaktion)
- Influencer Marketing (Serie)

Crisis Communication

- Crisis Communication (Einzelaktion)
- Crisis Communication (Serie)

Brand Partnership / Sponsoring

- Brand Partnership/Sponsoring (einzeln)
- Brand Partnership/Sponsoring (Serie)

Employer Branding

- Employer Branding (Einzelaktion)
- Employer Branding (Serie)

Branded Content/Entertainment

- Publikation
- Event / Live Experience
- Video / Film
- Audio
- Game
- Social Media Activation
- Sonstiges

ACTIVATION > PR ACTIVATION

Product PR

- Product PR (Einzelaktion)
- Product PR (Serie)

Cause Related Marketing

- Cause Related Marketing (Einzelaktion)
- Cause Related Marketing (Serie)

Agenda Surfing
Public Affairs
Sonstiges

DIGITAL EXPERIENCE: 10
Digital Products/Services

DIGITAL PRODUCT/SERVICE

Applications

- Web-/Microsite
- App
- Portal
- Plattform
- Digitaler Bericht
- Interactive Out-of-Home
- Terminal
- Real-time Advertising
- Sonstiges

Game

Virtual Reality Experience

Augmented Reality

- AR Effect
- AR Experience

Digitale Installationen

E-Commerce

Content Management

Voice/Conversational Experience

Internet of Things Solution

Service Design: Customer Experience

Online

Sonstiges

HARDWARE/SOFTWARE SYSTEMS

Digital Consumer Product

Digital Industrial Product

Sonstiges

TALENT AWARD

Website/Microsite

Mobile Anwendungen

App

Game Design

DIGITAL EXPERIENCE: 11
Creative Technology + Craft

DIGITAL EXPERIENCE > DIGITAL CRAFT

Creative Use of UX

Creative Use of Code

Creative Use of Data

Creative Use of Technology

Creative Use of AI/Machine Learning

Creative Use of Voice

Sonstiges

INNOVATION / CREATIVE TECHNOLOGY

Concept

Prototype

TALENT AWARD

Digitale Medienkunst

SPATIAL EXPERIENCE: 12
Exhibition

SPATIAL EXPERIENCE > EXHIBITION

Exhibition for Brand / for Subject

- Museum/Pavillon
- Ausstellung
- Messeauftritt
- Exponat/Installation
- Räumliche Intervention
- Immersive Welt
- Sonstiges

Hybrid Exhibition for Brand / for Subject

- Museum/Pavillon
- Ausstellung
- Messeauftritt
- Exponat/Installation
- Räumliche Intervention
- Immersive Welt
- Sonstiges

Exhibition Craft

- Art Direction / Dramaturgie
- Architektur
- Rauminszenierung
- Mediennutzung
- Licht
- Partizipation des Publikums
- Sonstiges

CORONA CANCELLED PROJECTS

Exhibition

TALENT AWARD

Räumliche Inszenierung

SPATIAL EXPERIENCE: 13
Event

SPATIAL EXPERIENCE > EVENT

Event / Hybrid Event / Online Event

- Corporate
- Employee
- Consumer
- Public
- PR
- Promotion
- Charity
- Bühnenshow
- Sponsorenauftritt
- Guerilla-Aktion
- Sonstiges

Event Craft

- Art Direction / Dramaturgie
- Regie
- Rauminszenierung
- Mediennutzung
- Licht
- Partizipation des Publikums
- Sonstiges

CORONA CANCELLED PROJECTS

Event

TALENT AWARD

Event

SPATIAL EXPERIENCE: 14
Public Space

SPATIAL EXPERIENCE > PUBLIC SPACE

Interior

- Corporate
- Hospitality
- Retail/Shop Space
- Sonstiges

Urban Design

- Outdoor Space
- Park/Landscape
- Sonstiges

Service Design

- Customer Experience
- Sonstiges

CORONA CANCELLED PROJECTS

Public Space

TALENT AWARD

Kommunikation im Raum

PUBLISHING:
Editorial

15

PUBLISHING > EDITORIAL

Magazin

- Heft (einzeln)
- Jahrgang (Serie)
- Redesign
- Independent
- Newcomer
- Sonderausgabe
- Cover (einzeln)
- Cover (Serie)
- Strecke (Spread)/Beitrag
- Beilage/Supplement
- Sonstiges

Zeitung

- Ausgabe (einzeln)
- Jahrgang (Serie)
- Titelseite/Cover (einzeln)
- Titelseite/Cover (Serie)
- Redesign
- Beitrag
- Bericht
- Sonderausgabe
- Sonstiges

Buch

- Buch (fiktional)
- Buch (nicht-fiktional)
- Cover (einzeln)
- Cover (Serie)
- Schutzumschlag
- Katalog
- Sonstiges

Mobile/Online Media

- Portal / Webmagazin / Social Media Magazin
- Plattform
- Podcast (Ausgabe)
- Podcast (Serie)
- Vlog/Webcast (Ausgabe)
- Vlog/Webcast (Serie)
- Dokumentation
- Blog
- Newsletter
- Sonstiges

Crossmedia / Special Uses

- Crossmedia Publications
- Sonstiges

Sonstiges

TALENT AWARD

- Magazin**
- Zeitung**
- Beitrag**
- Artikel**
- Blog**

PUBLISHING: Corporate Publishing /
Content Marketing

16

CORPORATE PUBLISHING / CONTENT MKT.

Magazin

- Heft (einzeln)
- Jahrgang (Serie)
- Redesign
- Independent
- Newcomer
- Sonderausgabe
- Cover (einzeln)
- Cover (Serie)
- Strecke (Spread)/Beitrag
- Beilage/Supplement
- Sonstiges

Zeitung

- Ausgabe (einzeln)
- Jahrgang (Serie)
- Titelseite/Cover (einzeln)
- Titelseite/Cover (Serie)
- Redesign
- Beitrag
- Bericht
- Sonderausgabe
- Sonstiges

Buch

- Buch (fiktional)
- Buch (nicht-fiktional)
- Cover (einzeln)
- Schutzumschlag
- Katalog
- Geschäftsbericht
- Sonstiges

Mobile/Online Media

- Portal / Webmagazin / Social Media Magazin
- Plattform
- Podcast (Ausgabe)
- Podcast (Serie)
- Vlog/Webcast (Ausgabe)
- Vlog/Webcast (Serie)
- Dokumentation
- Blog
- Newsletter
- Sonstiges

Crossmedia / Special Uses

- Crossmedia Publications
- Sonstiges

Sonstiges

COPY

17

COPY > COMMERCIAL

- Integrated/Crossmedia**
- Print Media**
- Online/Social Media**
- Packaging**
- Terminal**
- Digital Out of Home**
- Sonstiges**

COPY > EDITORIAL

COPY > CORPORATE PUBLISHING

- Reportage**
- Interview**
- Essay**
- Kolumne/Kommentar**
- Porträt**
- Bericht**
- Buch**
- Blog/Vlog**
- Sonstiges**

COPY > STORYTELLING

- Film (Script/Drehbuch)**
- Audio (Script)**
- Spatial Experience**
- User Experience**
- Game**
- Sonstiges**

TALENT AWARD

- Text**

DESIGN: Brand Identity/Design + Communication Arts 18

BRAND BUILDING > BRAND IDENTITY/DESIGN

Unternehmen / Organisation / Institution

- Crossmediale Konzeption (Neu)
- Crossmediale Konzeption (Redesign)

Produkt / Dienstleistung / Event

- Crossmediale Konzeption (Neu)
- Crossmediale Konzeption (Redesign)

Franchise

- Crossmediale Konzeption (Neu)
- Crossmediale Konzeption (Redesign)

Sonstiges

DESIGN > GRAPHIC DESIGN

Crossmedia / Special Uses

- Orientierungssystem/Signaletik
- Logo
- Key Visual
- Pictogramm/Icon
- Infografik/Datenvisualisierung
- Schrift/Typografie
- Merchandise
- Sonstiges

EXPERIMENT / COMMUNICATION ARTS

Mandate

Independent

TALENT AWARD

Corporate Design/Identity

Schriftgestaltung

Experimentelles Gestalten: Design

DESIGN: Graphic + Product + Packaging 19

DESIGN > GRAPHIC DESIGN

Print Media

- Plakat Anzeige
- Bericht
- Buch
- Buchcover
- Kalender
- Collaterals
- Broschüre
- Print-Produktion
- Sonstiges

Public Space Media

- Spatial Experience
- Media
- POS/POP
- Shop Window
- Sonstiges

DESIGN > PACKAGING DESIGN

Packages

- Verpackung
- Promotion-Verpackung/Sonderform
- Werbemittel
- Sonstiges

DESIGN > PRODUCT DESIGN

Products

- Consumer Goods
- Industrial Goods
- Werbemittel
- Sonstiges

TALENT AWARD

Buch

Broschüre

Kalender

Produkt / Service

DESIGN: Interface + Motion 20

DESIGN > INTERFACE DESIGN

Mobile Interactive Media

- Web-/Microsite
- App
- Portal
- Plattform
- Device Display
- Sonstiges
- Stationary Interactive Media
- Terminal
- Digital Out-of-Home
- Product Display
- Sonstiges

DESIGN > MOTION DESIGN

Motion Design for

- Corporate Design
- Advertising
- TV/Cinema
- App
- Web-/Microsite
- Online/Social Media
- Game
- Data Visualisation
- Digital Out of Home
- Spatial Experience
- Sonstiges

TALENT AWARD

Interface Design

IMAGERY: Photography 21

IMAGERY > PHOTOGRAPHY

Photography for

- Brand Building
- Activation
- Spatial Experience
- Online/Social Media
- Editorial
- Corporate Publishing
- Freie Arbeit/Eigenwerbung
- Sonstiges

IMAGERY > POST-PRODUCTION / CGI

Post-production / CGI for Photography

Hybrid Post-production / CGI

TALENT AWARD

Fotografie

IMAGERY: Illustration 22

IMAGERY > ILLUSTRATION

Illustration for

- Brand Building
- Activation
- Spatial Experience
- Online/Social Media
- Editorial
- Corporate Publishing
- Freie Arbeit/Eigenwerbung
- Sonstiges

IMAGERY > POST-PRODUCTION / CGI

Post-production / CGI for Illustration

TALENT AWARD

Illustration

AUDIO: 23
Radio + Online + Publishing + Craft

AUDIO > RADIO/ONLINE

Radio/Online Media

- Radiospot (einzeln)
- Radiospot (Serie)
- Pre-, Mid- und Post-roll Ads
- Sonstiges

AUDIO > PUBLISHING

Publishing Media

- Podcast/Webcast (Ausgabe)
- Podcast/Webcast (Serie)
- Hörbuch
- Sonstiges

Podcast/Webcast Ads

- Audio Ad
- Sponsorship
- Branded Content
- Sonstiges

AUDIO > AUDIO CRAFT

Craft

- Regie
- Audio Engineering
- Casting
- Sonstiges

TALENT AWARD

Audio

AUDIO: 24
Audio Design + Music

AUDIO > AUDIO DESIGN

Audio Design

- Audio Design for Film
- Audio Design for User Experience
- Audio Design for Spatial Experience
- Audio Design for Online/Social Media
- Audio Design for Motion Design
- Audio Design for Brands / Corporate Sound Concept
- Audio Logo
- Sonstiges

AUDIO > MUSIC

Music

- Composition
- Adaption
- Pick
- Brand Partnership
- Music for User Experience
- Music for Spatial Experience
- Music for Online/Social Media
- Music for Motion Design
- Sonstiges

AUDIO > AUDIO DESIGN AND MUSIC

Overall Audio Piece

FILM: 25
TV/Cinema

FILM > LIVE ACTION FILM

Film for TV/Cinema

- TV-Kinospot (Einzelspot bis 30 Sekunden)
- TV/Kinospot (Einzelspot ab 30 Sekunden)
- TV/Kinospot (Serie)

FILM: 26
Mobile/Online

FILM > LIVE ACTION FILM

Film for Mobile/Online Media

- Digital Mobile Only (einzeln)
- Digital Mobile Only (Serie)
- Digital Pre-roll Ad (einzeln)
- Digital Pre-roll Ad (Serie)
- Online-Film (einzeln)
- Online-Film (Serie)

FILM: 27
Publishing + Spatial Experience

FILM > LIVE ACTION FILM

Music Video

- Film for Publishing
- Film für Unternehmensdarstellung
- Dokumentation
- Public-Service-Film
- Vlog/Webcast (Ausgabe)
- Vlog/Webcast (Serie)

Sonstiges

- Kurzfilm/Sonderformat
- Taktischer Film
- Film für Spatial Experience
- Film für Point-of-Sale
- Sonstiges

TALENT AWARD

Film

FILM: 28
Craft

FILM > LIVE ACTION FILM

Film Craft

- Regie
- Kamera
- Schnitt
- Casting
- Postproduction/CGI/VFX
- Set/Production Design
- Sonstiges

FILM: 29
Animation

FILM > ANIMATED FILM

Animation for TV/Cinema

- TV-Kinospot (Einzelspot bis 30 Sekunden)
- TV/Kinospot (Einzelspot ab 30 Sekunden)
- TV/Kinospot (Serie)

Animation for Mobile/Online Media

- Digital Mobile Only (einzeln)
- Digital Mobile Only (Serie)
- Digital Pre-roll Ad (einzeln)
- Digital Pre-roll Ad (Serie)
- Online-Film (einzeln)
- Online-Film (Serie)

Music Video

Animation for Publishing

- Film für Unternehmensdarstellung
- Dokumentation
- Public-Service-Film
- Vlog/Webcast (Ausgabe)
- Vlog/Webcast (Serie)

Sonstiges

- Kurzfilm/Sonderformat
- Taktischer Film
- Film für Spatial Experience
- Film für Point-of-Sale
- Sonstiges

Animation Craft

- Regie
- Character Development
- Background Design
- Postproduction/CGI/VFX
- Sonstiges

TALENT AWARD

Animation