

1 BRAND BUILDING

1 BRAND IDENTITY / BRAND DESIGN

1 UNTERNEHMEN/ORGANISATION/ INSTITUTION

- Crossmediale Konzeption (neu)
- Crossmediale Konzeption (Redesign)

2 PRODUKT/DIENSTLEISTUNG / EVENT

- Crossmediale Konzeption (neu)
- Crossmediale Konzeption (Redesign)

3 FRANCHISE

- Crossmediale Konzeption (neu)
- Crossmediale Konzeption (Redesign)

4 BROADCASTING (TV-SENDER/ STREAMINGDIENSTE)

- Crossmediale Konzeption (neu)
- Crossmediale Konzeption (Redesign)

2 BRAND ADVERTISING

1 INTEGRATED

- Crossmediale Kampagne

2 INTEGRATED ONLINE ONLY

- Crossmediale Online-/Social-Media-Kampagne

3 MOBILE/ONLINE MEDIA

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

4 PRINT MEDIA

- Anzeige (einzel)
- Anzeige (Serie)
- Plakat (einzel)
- Plakat (Serie)
- Broschüre (einzel)
- Broschüre (Serie)

5 OUT-OF-HOME/AMBIENT MEDIA

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

6 AUDIO MEDIA

- Radiospot (einzel)
- Radiospot (Serie)
- Pre-, Mid- und Post-Roll Ads
- Podcast/Webcast (Ausgabe)
- Podcast/Webcast (Serie)

7 TV/CINEMA MEDIA

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

3 BRAND PR

1 INFLUENCER MARKETING

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

2 CRISIS COMMUNICATION

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

3 BRAND PARTNERSHIP/SPONSORING

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

4 EMPLOYER BRANDING

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

5 BRANDED CONTENT/ENTERTAINMENT

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

4 BRAND DIALOG

1 B2B**

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

2 B2C**

2 ACTIVATION

1 ADVERTISING

- Integrated
- Crossmediale Kampagne

2 INTEGRATED ONLINE ONLY

- Crossmediale Online-/Social-Media-Kampagne

3 MOBILE/ ONLINE MEDIA

- Web-/Microsite
- App
- Portal
- Plattform
- Display
- Terminal
- Targeting / Real-Time Advertising

4 PRINT MEDIA

- Anzeige (einzel)
- Anzeige (Serie)
- Plakat (einzel)
- Plakat (Serie)
- Broschüre (einzel)
- Broschüre (Serie)

5 OUT-OF-HOME/AMBIENT MEDIA

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

6 AUDIO MEDIA

- Radiospot (einzel)
- Radiospot (Serie)
- Pre-, Mid- und Post-Roll Ads
- Podcast/Webcast (Ausgabe)
- Podcast/Webcast (Serie)

7 TV/CINEMA MEDIA

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

2 PROMOTION

1 B2C-AKTIONEN

- B2C-Aktion (einzel)
- B2C-Aktion (Serie)

2 B2C-WERBEMITTEL

- B2C-Werbemittel

3 B2B-AKTIONEN

- B2B-Aktion (einzel)
- B2B-Aktion (Serie)

4 B2B-WERBEMITTEL

- B2B-Werbemittel

5 USER-GENERATED CONTENT

- User-Generated Content

3 PR ACTIVATION

1 PRODUCT PR

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

2 CAUSE-RELATED MARKETING

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

3 AGENDA SURFING

- Agenda Surfing

4 PUBLIC AFFAIRS

- Public Affairs

4 DIALOG ACTIVATION

1 B2B**

- Dialog crossmediale Kampagne
- Dialog Mailing/ Postsendung
- Dialog E-Mail
- Dialog Printanzeige
- Dialog Mobile
- Dialog Online/Social Media
- Dialog Content Marketing

2 B2C**

3 DIGITAL EXPERIENCE

1 DIGITAL PRODUCT / SERVICE

1 APPLICATIONS

- Web-/Microsite
- App
- Portal
- Plattform
- Digitaler Bericht
- Digital Out-of-Home
- Terminal
- Targeting / Real-Time Advertising

2 GAMES

- Game

3 VIRTUAL REALITY

- VR Experience

4 AUGMENTED REALITY

- AR Effect
- AR Experience

5 E-COMMERCE

- E-Commerce

6 CONTENT MANAGEMENT

- Content Management System

7 VOICE / CONVERSATIONALS

- Voice/ Conversational Experience

8 INTERNET OF THINGS

- Internet of Things Solution

9 SERVICE DESIGN

- Customer Experience Online

2 HARDWARE / SOFTWARE SYSTEMS

1 CONSUMER PRODUCTS

- Digital Consumer Product

2 INDUSTRIAL PRODUCTS

- Digital Industrial Product

3 DIGITAL SKILLS

1 CREATIVE USE OF UX

- UX

2 CREATIVE USE OF CODE

- Code

3 CREATIVE USE OF DATA

- Data

4 CREATIVE USE OF TECHNOLOGY

- Technology

5 CREATIVE USE OF AI/ MACHINE LEARNING

- AI/ Machine Learning

6 CREATIVE USE OF VOICE

- Voice/ Conversational Experience

7 INTERNET OF THINGS

- Internet of Things Solution

4 SPATIAL EXPERIENCE

1 EXHIBITION

1 EXHIBITION FOR BRAND**

2 EXHIBITION FOR SUBJECT**

3 HYBRID EXHIBITION FOR BRAND**

4 HYBRID EXHIBITION FOR SUBJECT**

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

5 EXHIBITION CRAFT

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

2 EVENT

1 EVENT**

2 HYBRID EVENT**

3 ONLINE EVENT**

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

4 EVENT CRAFT

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

3 PUBLIC SPACE

1 INTERIOR

- Corporate
- Hospitality
- Retail/ Shop Space

2 URBAN DESIGN

- Outdoor Space
- Park/Landscape

3 SERVICE DESIGN

- Customer Experience

5 PUBLISHING

1 EDITORIAL*

2 CORPORATE PUBLISHING / CONTENTMARKETING*

1 MAGAZIN

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

2 ZEITUNG

- Ausgabe (einzel)
- Jahrgang (Serie)
- Titelsete/ Cover (einzel)
- Titelsete/ Cover (Serie)
- Redesign
- Beitrag
- Bericht
- Sonderausgabe
- Sonstiges

3 BUCH

- Buch (fiktional)
- Buch (nicht fiktional)
- Schutzumschlag
- Katalog
- Sonstiges

4 MOBILE/ONLINE MEDIA

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

5 CROSSMEDIA/ SPECIAL USES

- Crossmedia Publications

6 COPY

1 COMMERCIAL

1 COPY FOR

- Integrated/ Crossmedia
- Print Media
- Online/ Social Media
- Packaging
- Terminals
- Digital Out-of-Home

2 EDITORIAL

1 COPY FOR

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

3 CORPORATE PUBLISHING / CONTENT MARKETING

1 COPY FOR

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

4 STORYTELLING

1 STORYTELLING FOR

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

7 DESIGN

1 GRAPHIC DESIGN

1 PRINT MEDIA

- Plakat (Werbung, Veranstaltung, Kunst, Kultur ...)
- Anzeige (Werbung, Veranstaltung, Kunst, Kultur ...)
- Bericht
- Buch
- Buchcover
- Kalender
- Collaterals
- Broschüre
- Print-Produktion

2 PUBLIC SPACE MEDIA

- Spatial Experience Media
- POS/POP
- Shop Window

3 SPECIAL MEDIA

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

2 INTERFACE DESIGN

1 MOBILE INTERACTIVE MEDIA

- Web-/ Microsite
- App
- Portal
- Plattform
- Device Display

2 STATIONARY INTERACTIVE MEDIA

- Terminal
- Digital Out-of-Home
- Product Display

3 MOTION DESIGN

1 MOTION DESIGN FOR

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

4 PACKAGING DESIGN

1 PACKAGES

- Verpackung
- Promotion-Verpackung/Sonderform
- Werbemittel

5 PRODUCT DESIGN

1 PRODUCTS

- Consumer Goods
- Industrial Goods
- Werbemittel



Kategoriensystem

- Ebene 1 = Geschäftsfeld/ Disziplin
- Ebene 2 = Anwendungsbereich allgemein
- Ebene 3 = Anwendungsbereich speziell
- Ebene 4 = Arbeit/ Leistung

9 AUDIO

1 RADIO/ONLINE

- RADIO/ ONLINE MEDIA
- Radiospot (einzel)
- Radiospot (Serie)
- Pre-, Mid- und Post-Roll Ads

2 PUBLISHING

1 PUBLISHING MEDIA

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

2 PODCAST/WEBCAST ADS

- Audio Ad
- Sponsorship
- Branded Content

3 AUDIO DESIGN

1 AUDIO DESIGN

- Film
- Digital Experience
- Spatial Experience
- Online/ Social Media
- Motion Design
- Brand/ Corporate Design
- Audio Logo

4 MUSIC

1 MUSIC

- New Composition for Advertising
- New Music Composition for the Record Industry
- Use of existing Music (Pick)
- Brand Partnership Music
- Brand Experience Music
- Digital Experience Music
- Film/ Animation Music

5 AUDIO DESIGN AND MUSIC

1 OVERALL AUDIO PIECE

- Projekt

6 AUDIO CRAFT

1 AUDIO CRAFT

- Regie
- Audio Engineering
- Casting

10 FILM

1 LIVE ACTION FILM

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

2 FILM FOR MOBILE/ONLINE MEDIA

- Digital Mobile Only (einzel)
- Digital Mobile Only (Serie)
- Digital Pre-Roll Ad (einzel)
- Digital Pre-Roll Ad (Serie)
- Online-Film (einzel)
- Online-Film (Serie)

3 MUSIC VIDEO

- Music Video

4 FILM PUBLISHING

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

5 SPECIAL FORMATS

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

6 FILM SKILLS

- Regie
- Kamera
- Schnitt
- Casting
- Post-Production/CGI/VFX
- Set/Production Design

2 ANIMATED FILM

1 ANIMATION TV/CINEMA

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

2 ANIMATION DIGITAL EXPERIENCE

- Digital Mobile Only (einzel)
- Digital Mobile Only (Serie)
- Digital Pre-Roll Ad (einzel)
- Digital Pre-Roll Ad (Serie)
- Online-Film (einzel)
- Online-Film (Serie)

3 ANIMATION MUSIC VIDEO

- Music Video