

# ADC Jury 2023

Jury 01 BRAND BUILDING: Brand Identity/Design \*

Jury 02 BRAND BUILDING: Integrated + Mobile/Online \*

Jury 03 BRAND BUILDING: Print + Out-of-Home

Jury 04 BRAND BUILDING: Audio + Video

Jury 05 BRAND BUILDING: PR

Jury 06 ACTIVATION: Integrated + Mobile/Online

Jury 07 ACTIVATION: Print + Out-of-Home \*

Jury 08 ACTIVATION: Audio + Video

Jury 09 ACTIVATION: Promotion

Jury 10 ACTIVATION: PR \*

Jury 11 BRAND BUILDING + ACTIVATION: Dialog

Jury 12 DIGITAL EXPERIENCE: Web 1.0 + Web 2.0 \*

Jury 13 DIGITAL EXPERIENCE: Web 3 + Creative Technology \*

Jury 14 SPATIAL EXPERIENCE: Exhibition \*

Jury 15 SPATIAL EXPERIENCE: Event \*

Jury 16 SPATIAL EXPERIENCE: Public Space \*

Jury 17 PUBLISHING: Editorial

Jury 18 PUBLISHING: Corporate Publishing + Content Marketing \*

Jury 19 COPY \*

Jury 20 DESIGN: Graphic + Product + Packaging \*

Jury 21 DESIGN: Interface + Motion \*

Jury 22 IMAGERY: Photography \*

Jury 23 IMAGERY: Illustration \*

Jury 24 AUDIO: Radio + Online + Publishing + Skills \*

Jury 25 AUDIO: Audio Design + Music \*

Jury 26 FILM: TV/Cinema \*

Jury 27 FILM: Mobile/Online

Jury 28 FILM: Publishing + Special Formats \*

Jury 29 FILM: Skills \*

Jury 30 FILM: Animation \*

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME	
1	BRAND BUILDING Brand Identity/Design	1.1.1.1	Brand Identity / Brand Design > Unternehmen / Organisation / Institution > <b>Crossmediale Konzeption</b>
		1.1.1.2	Brand Identity / Brand Design > Unternehmen / Organisation / Institution > <b>Crossmediale Konzeption (Redesign)</b>
		1.1.2.1	Brand Identity / Brand Design > Produkt / Dienstleistung / Event > <b>Crossmediale Konzeption</b>
		1.1.2.2	Brand Identity / Brand Design > Produkt / Dienstleistung / Event > <b>Crossmediale Konzeption (Redesign)</b>
		1.1.3.1	Brand Identity / Brand Design > Franchise > <b>Crossmediale Konzeption</b>
		1.1.3.2	Brand Identity / Brand Design > Franchise > <b>Crossmediale Konzeption (Redesign)</b>
		1.1.4.1	Brand Identity / Brand Design > Broadcasting > <b>Crossmediale Konzeption</b>
		1.1.4.2	Brand Identity / Brand Design > Broadcasting > <b>Crossmediale Konzeption (Redesign)</b>
		7.1.3.1	Graphic Design > Special Media > <b>Orientierungssystem/Signaletik</b>
		7.1.3.2	Graphic Design > Special Media > <b>Logo</b>
		7.1.3.3	Graphic Design > Special Media > <b>Key Visual</b>
		7.1.3.4	Graphic Design > Special Media > <b>Pictogram/Icon</b>
		7.1.3.5	Graphic Design > Special Media > <b>Infografik/Datensvisualisierung</b>
		7.1.3.6	Graphic Design > Special Media > <b>Schrift/Typografie</b>
		7.1.3.7	Graphic Design > Special Media > <b>Merchandise</b>
		11.1.1.1	Experiment / Communication Arts > Mandate > <b>Mandate &gt; Projekt</b>
		11.2.1.1	Experiment / Communication Arts > Independent > <b>Independent &gt; Projekt</b>
		11.3.1.1	Experiment / Communication Arts > Out of any category > <b>Out of any category &gt; Projekt</b>
		Talent Award	Concept > Brand Experience / Brand Communication > <b>Brand Identity / Brand Design &gt; All Kinds of Media</b> Art > Experiment / Communication Arts > Experimentelle künstlerische Gestaltung > <b>Experiment</b>
		2	BRAND BUILDING Integrated + Mobile/Online
1.2.2.1	Brand Communication > Integrated Online Only > <b>Crossmediale Online-/Social-Media-Kampagne</b>		
1.2.3.1	Brand Communication > Mobile/Online Media > <b>Web-/Microsite</b>		
1.2.3.2	Brand Communication > Mobile/Online Media > <b>App</b>		
1.2.3.3	Brand Communication > Mobile/Online Media > <b>Portal</b>		
1.2.3.4	Brand Communication > Mobile/Online Media > <b>Plattform</b>		
1.2.3.5	Brand Communication > Mobile/Online Media > <b>Display</b>		
1.2.3.6	Brand Communication > Mobile/Online Media > <b>Terminal</b>		
Talent Award	Concept > Brand Experience / Brand Communication > Advertising / Brand Communication > <b>Integrated Brand Communication/Advertising</b>		
3	BRAND BUILDING Print + Out-of Home		
		1.2.4.2	Brand Communication > Print Media > <b>Anzeige (Serie)</b>
		1.2.4.3	Brand Communication > Print Media > <b>Plakat (einzel)</b>
		1.2.4.4	Brand Communication > Print Media > <b>Plakat (Serie)</b>
		1.2.4.5	Brand Communication > Print Media > <b>Broschüre (einzel)</b>
		1.2.4.6	Brand Communication > Print Media > <b>Broschüre (Serie)</b>
		1.2.5.1	Brand Communication > Out-of-Home/Ambient Media > <b>Out-of-Home/Ambient Media (einzel)</b>
		1.2.5.2	Brand Communication > Out-of-Home/Ambient Media > <b>Out-of-Home/Ambient Media (Serie)</b>
		1.2.5.3	Brand Communication > Out-of-Home/Ambient Media > <b>Digital Out-of-Home</b>
		1.2.5.4	Brand Communication > Out-of-Home/Ambient Media > <b>Out-of-Home/Ambient Interactive Media</b>

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME	
4	BRAND BUILDING Audio + Video	1.2.6.1	Brand Communication > Audio Media > <b>Radiospot (einzeln)</b>
		1.2.6.2	Brand Communication > Audio Media > <b>Radiospot (Serie)</b>
		1.2.6.3	Brand Communication > Audio Media > <b>Pre-, Mid- und Post-Roll Ads</b>
		1.2.6.4	Brand Communication > Audio Media > <b>Podcast/Webcast (einzeln)</b>
		1.2.6.5	Brand Communication > Audio Media > <b>Podcast/Webcast (Serie)</b>
		1.2.7.1	Brand Communication > TV/Cinema Media > <b>TV-/Kinospot (Einzelspot bis 30 Sekunden)</b>
		1.2.7.2	Brand Communication > TV/Cinema Media > <b>TV-/Kinospot (Einzelspot ab 30 Sekunden)</b>
		1.2.7.3	Brand Communication > TV/Cinema Media > <b>TV-/Kinospot (Serie)</b>
		1.2.7.4	Brand Communication > TV/Cinema Media > <b>Digital Mobile Only (einzeln)</b>
		1.2.7.5	Brand Communication > TV/Cinema Media > <b>Digital Mobile Only (Serie)</b>
		1.2.7.6	Brand Communication > TV/Cinema Media > <b>Digital Pre-Roll Ads (einzeln)</b>
		1.2.7.7	Brand Communication > TV/Cinema Media > <b>Digital Pre-Roll Ads (Serie)</b>
		1.2.7.8	Brand Communication > TV/Cinema Media > <b>Online-Film (einzeln)</b>
		1.2.7.9	Brand Communication > TV/Cinema Media > <b>Online-Film (Serie)</b>
		1.2.7.10	Brand Communication > TV/Cinema Media > <b>Point-of-Sale-Film</b>
1.2.7.11	Brand Communication > TV/Cinema Media > <b>Kurzfilm/Sonderformat</b>		
1.2.7.12	Brand Communication > TV/Cinema Media > <b>Public-Service-Film</b>		
1.2.7.13	Brand Communication > TV/Cinema Media > <b>Film für Unternehmensdarstellung</b>		
1.2.7.14	Brand Communication > TV/Cinema Media > <b>Filmische Dokumentation</b>		
1.2.7.15	Brand Communication > TV/Cinema Media > <b>Taktischer Film</b>		
5	BRAND BUILDING PR	1.3.1.1	Brand PR > Influencer Marketing > <b>Influencer Marketing (Einzelaktion)</b>
		1.3.1.2	Brand PR > Influencer Marketing > <b>Influencer Marketing (Serie)</b>
		1.3.2.1	Brand PR > Crisis Communication > <b>Crisis Communication (Einzelaktion)</b>
		1.3.2.2	Brand PR > Crisis Communication > <b>Crisis Communication (Serie)</b>
		1.3.3.1	Brand PR > Brand Partnership / Sponsoring > <b>Brand Partnership/Sponsoring (Einzelaktion)</b>
		1.3.3.2	Brand PR > Brand Partnership / Sponsoring > <b>Brand Partnership/Sponsoring (Serie)</b>
		1.3.4.1	Brand PR > Employer Branding > <b>Employer Branding (Einzelaktion)</b>
		1.3.4.2	Brand PR > Employer Branding > <b>Employer Branding (Serie)</b>
		1.3.5.1	Brand PR > Branded Content/Entertainment > <b>Publikation</b>
		1.3.5.2	Brand PR > Branded Content/Entertainment > <b>Event/Live Experience</b>
		1.3.5.3	Brand PR > Branded Content/Entertainment > <b>Video/Film</b>
		1.3.5.4	Brand PR > Branded Content/Entertainment > <b>Audio</b>
		1.3.5.5	Brand PR > Branded Content/Entertainment > <b>Game</b>
1.3.5.6	Brand PR > Branded Content/Entertainment > <b>Social Media Activation</b>		

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME	
6	ACTIVATION Integrated + Mobile/Online	2.1.1.1 Advertising > Integrated > <b>Crossmediale Kampagne</b>	
		2.1.2.1 Advertising > Integrated Online Only > <b>Crossmediale Online/Social Media Kampagne</b>	
		2.1.3.1 Advertising > Mobile/Online Media > <b>Web-/Microsite</b>	
		2.1.3.2 Advertising > Mobile/Online Media > <b>App</b>	
		2.1.3.3 Advertising > Mobile/Online Media > <b>Portal</b>	
		2.1.3.4 Advertising > Mobile/Online Media > <b>Plattform</b>	
		2.1.3.5 Advertising > Mobile/Online Media > <b>Display</b>	
		2.1.3.6 Advertising > Mobile/Online Media > <b>Terminal</b>	
	2.1.3.7 Advertising > Mobile/Online Media > <b>Targeting / Real-Time Advertising</b>		
7	ACTIVATION Print + Out-of-Home	2.1.4.1 Advertising > Print Media > <b>Anzeige (einzeln)</b>	
		2.1.4.2 Advertising > Print Media > <b>Anzeige (Serie)</b>	
		2.1.4.3 Advertising > Print Media > <b>Plakat (einzeln)</b>	
		2.1.4.4 Advertising > Print Media > <b>Plakat (Serie)</b>	
		2.1.4.5 Advertising > Print Media > <b>Broschüre (einzeln)</b>	
		2.1.4.6 Advertising > Print Media > <b>Broschüre (Serie)</b>	
		2.1.5.1 Advertising > Out-of-Home/Ambient Media > <b>Out-of-Home/Ambient Media (einzeln)</b>	
		2.1.5.2 Advertising > Out-of-Home/Ambient Media > <b>Out-of-Home/Ambient Media (Serie)</b>	
		2.1.5.3 Advertising > Out-of-Home/Ambient Media > <b>Digital Out-of-Home</b>	
		2.1.5.4 Advertising > Out-of-Home/Ambient Media > <b>Out-of-Home/Ambient Interactive Media</b>	
		Talent Award	Concept > Brand Experience / Brand Communication > Advertising / Brand Communication > <b>Single Media Brand Communication/Advertising Serial</b>
			Concept > Brand Experience / Brand Communication > Advertising / Brand Communication > <b>Single Media Brand Communication/Advertising Work</b>
8	ACTIVATION Audio + Video	2.1.6.1 Advertising > Audio Media > <b>Radiospot (einzeln)</b>	
		2.1.6.2 Advertising > Audio Media > <b>Radiospot (Serie)</b>	
		2.1.6.3 Advertising > Audio Media > <b>Pre-, Mid- und Post-Roll Ads</b>	
		2.1.6.4 Advertising > Audio Media > <b>Podcast/Webcast (einzeln)</b>	
		2.1.6.5 Advertising > Audio Media > <b>Podcast/Webcast (Serie)</b>	
		2.1.7.1 Advertising > TV/Cinema Media > <b>TV-/Kinospot (Einzelspot bis 30 Sekunden)</b>	
		2.1.7.2 Advertising > TV/Cinema Media > <b>TV-/Kinospot (Einzelspot ab 30 Sekunden)</b>	
		2.1.7.3 Advertising > TV/Cinema Media > <b>TV-/Kinospot (Serie)</b>	
		2.1.7.4 Advertising > TV/Cinema Media > <b>Digital Mobile Only (einzeln)</b>	
		2.1.7.5 Advertising > TV/Cinema Media > <b>Digital Mobile Only (Serie)</b>	
		2.1.7.6 Advertising > TV/Cinema Media > <b>Digital Pre-Roll Ads (einzeln)</b>	
		2.1.7.7 Advertising > TV/Cinema Media > <b>Digital Pre-Roll Ads (Serie)</b>	
		2.1.7.8 Advertising > TV/Cinema Media > <b>Online-Film (einzeln)</b>	
		2.1.7.9 Advertising > TV/Cinema Media > <b>Online-Film (Serie)</b>	
		2.1.7.10 Advertising > TV/Cinema Media > <b>Point-of-Sale-Film</b>	
2.1.7.11 Advertising > TV/Cinema Media > <b>Kurzfilm/Sonderformat</b>			
2.1.7.12 Advertising > TV/Cinema Media > <b>Public-Service-Film</b>			
2.1.7.13 Advertising > TV/Cinema Media > <b>Film für Unternehmensdarstellung</b>			
2.1.7.14 Advertising > TV/Cinema Media > <b>Filmische Dokumentation</b>			
2.1.7.15 Advertising > TV/Cinema Media > <b>Taktischer Film</b>			

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME	
9	ACTIVATION Promotion	2.2.1.1	Promotion > B2C Aktionen > <b>B2C-Aktion (einzeln)</b>
		2.2.1.2	Promotion > B2C Aktionen > <b>B2C-Aktion (Serie)</b>
		2.2.2.1	Promotion > B2C Werbemittel > <b>B2C-Werbemittel</b>
		2.2.3.1	Promotion > B2B Aktionen > <b>B2B-Aktion (einzeln)</b>
		2.2.3.2	Promotion > B2B Aktionen > <b>B2B-Aktion (Serie)</b>
		2.2.4.1	Promotion > B2B Werbemittel > <b>B2B-Werbemittel</b>
		2.2.5.1	Promotion > User Generated Content > <b>User-Generated Content</b>
10	ACTIVATION PR	2.3.1.1	PR Activation > Product PR > <b>Product PR (Einzelaktion)</b>
		2.3.1.2	PR Activation > Product PR > <b>Product PR (Serie)</b>
		2.3.2.1	PR Activation > Cause Related Marketing > <b>Cause-Related (Einzelaktion)</b>
		2.3.2.2	PR Activation > Cause Related Marketing > <b>Cause-Related (Serie)</b>
		2.3.3.1	PR Activation > Agenda Surfing > <b>Agenda Surfing</b>
		2.3.4.1	PR Activation > Public Affairs > <b>Public Affairs</b>
		<b>Talent Award</b>	Concept > Brand Experience / Brand Communication > Advertising / Brand Communication > <b>Alternative Brand Communication/Advertising Work</b>
11	BRAND BUILDING + ACTIVATION Dialog	1.4.1.1	Brand Dialog > B2B > <b>Mailing/Postsendung</b>
		1.4.1.2	Brand Dialog > B2B > <b>E-Mail</b>
		1.4.1.3	Brand Dialog > B2B > <b>Printanzeige</b>
		1.4.1.4	Brand Dialog > B2B > <b>Crossmediale Kampagne</b>
		1.4.1.5	Brand Dialog > B2B > <b>Mobile/Online</b>
		1.4.1.6	Brand Dialog > B2B > <b>Social Media</b>
		1.4.1.7	Brand Dialog > B2B > <b>Content Marketing</b>
		1.4.1.8	Brand Dialog > B2B > <b>Broadcast</b>
		1.4.2.1	Brand Dialog > B2C > <b>Mailing/Postsendung</b>
		1.4.2.2	Brand Dialog > B2C > <b>E-Mail</b>
		1.4.2.3	Brand Dialog > B2C > <b>Printanzeige</b>
		1.4.2.4	Brand Dialog > B2C > <b>Crossmediale Kampagne</b>
		1.4.2.5	Brand Dialog > B2C > <b>Mobile/Online Media</b>
		1.4.2.6	Brand Dialog > B2C > <b>Social Media</b>
		1.4.2.7	Brand Dialog > B2C > <b>Content Marketing</b>
		1.4.2.8	Brand Dialog > B2C > <b>Broadcast</b>
		2.4.1.1	Dialog Activation > B2B > <b>Dialog Crossmediale Kampagne</b>
		2.4.1.2	Dialog Activation > B2B > <b>Dialog Mailing/Postsendung</b>
		2.4.1.3	Dialog Activation > B2B > <b>Dialog E-Mail</b>
		2.4.1.4	Dialog Activation > B2B > <b>Dialog Printanzeige</b>
		2.4.1.5	Dialog Activation > B2B > <b>Dialog Mobile</b>
		2.4.1.6	Dialog Activation > B2B > <b>Dialog Online/Social Media</b>
		2.4.1.7	Dialog Activation > B2B > <b>Dialog Content Marketing</b>
		2.4.1.8	Dialog Activation > B2B > <b>Dialog Broadcast</b>
		2.4.2.1	Dialog Activation > B2C > <b>Dialog Crossmediale Kampagne</b>
		2.4.2.2	Dialog Activation > B2C > <b>Dialog Mailing/Postsendung</b>
		2.4.2.3	Dialog Activation > B2C > <b>Dialog E-Mail</b>
		2.4.2.4	Dialog Activation > B2C > <b>Dialog Printanzeige</b>
		2.4.2.5	Dialog Activation > B2C > <b>Dialog Mobile</b>
		2.4.2.6	Dialog Activation > B2C > <b>Dialog Online/Social Media</b>
		2.4.2.7	Dialog Activation > B2C > <b>Dialog Content Marketing</b>
		2.4.2.8	Dialog Activation > B2C > <b>Dialog Broadcast</b>

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME	
12	<b>DIGITAL EXPERIENCE Web 1.0 + Web 2.0</b>	3.1.1.1	Web 1.0 > Web-/Microsite > <b>Website</b>
		3.1.1.2	Web 1.0 > Web-/Microsite > <b>Microsite</b>
		3.1.2.1	Web 1.0 > E-Commerce > <b>Shop</b>
		3.1.2.2	Web 1.0 > E-Commerce > <b>E-Commerce Experience</b>
		3.1.2.3	Web 1.0 > E-Commerce > <b>Service Design</b>
		3.1.2.4	Web 1.0 > E-Commerce > <b>Innovation</b>
		3.1.3.1	Web 1.0 > Advertising > <b>Targeting/ Real Time Advertising</b>
		3.1.3.2	Web 1.0 > Advertising > <b>Innovation</b>
		3.2.1.1	Web 2.0 > App > <b>Smartphone App</b>
		3.2.1.2	Web 2.0 > App > <b>Tablet App</b>
		3.2.1.3	Web 2.0 > App > <b>Desktop App</b>
		3.2.1.4	Web 2.0 > App > <b>Progressive Web App</b>
		3.2.1.5	Web 2.0 > App > <b>Service Design</b>
		3.2.1.6	Web 2.0 > App > <b>Innovation</b>
		3.2.2.1	Web 2.0 > Web Plattform/Service > <b>Web Plattform/Service</b>
		3.2.2.2	Web 2.0 > Web Plattform/Service > <b>Conversational Service</b>
		3.2.2.3	Web 2.0 > Web Plattform/Service > <b>Voice Service</b>
		3.2.2.4	Web 2.0 > Web Plattform/Service > <b>Service Design</b>
		3.2.2.5	Web 2.0 > Web Plattform/Service > <b>Innovation</b>
		3.2.3.1	Web 2.0 > Social > <b>Advertising</b>
		3.2.3.2	Web 2.0 > Social > <b>Community Building</b>
		3.2.3.3	Web 2.0 > Social > <b>Innovation</b>
		3.2.4.1	Web 2.0 > Gaming > <b>Mobile Game</b>
		3.2.4.2	Web 2.0 > Gaming > <b>Browser Game</b>
		3.2.4.3	Web 2.0 > Gaming > <b>Innovation</b>
		3.4.1.1	Internet of Things > Consumer Product > <b>Consumer Product</b>
		3.4.2.1	Internet of Things > Industrial Product > <b>Industrial Product</b>
		3.5.1.1	Digital Skills > Creative use of... > <b>User Experience</b>
		3.5.1.2	Digital Skills > Creative use of... > <b>User Interface</b>
		3.5.1.3	Digital Skills > Creative use of... > <b>Service Design</b>
		3.5.1.4	Digital Skills > Creative use of... > <b>UI Animation</b>
		3.5.1.5	Digital Skills > Creative use of... > <b>Content</b>
		<b>Talent Award</b>	Concept > Digital Products / User Experience > Konzeption & Design von Digitalen Produkten/Services > <b>All Kinds Of Applications</b>
			Concept > Digital Products / User Experience > Konzeption & Design von Digitalen Produkten/Services > <b>Games</b>
			Concept > Digital Products / User Experience > Konzeption & Design von Digitalen Produkten/Services > <b>Hardware/Software Systems</b>

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME	
13 <b>DIGITAL EXPERIENCE</b> <b>Web 3 + Creative Technology</b>	3.3.1.1	Web 3 / Metaverse > NFT / Tokens > <b>NFT Website</b>	
	3.3.1.2	Web 3 / Metaverse > NFT / Tokens > <b>NFT Project</b>	
	3.3.1.3	Web 3 / Metaverse > NFT / Tokens > <b>DeFi &amp; Tokenization</b>	
	3.3.1.4	Web 3 / Metaverse > NFT / Tokens > <b>Service Design</b>	
	3.3.1.5	Web 3 / Metaverse > NFT / Tokens > <b>Innovation</b>	
	3.3.2.1	Web 3 / Metaverse > Immersive Web > <b>Immersive Web Experience</b>	
	3.3.2.1	Web 3 / Metaverse > Immersive Web > <b>Innovation</b>	
	3.3.3.1	Web 3 / Metaverse > Virtual Reality > <b>Virtual Reality Experience</b>	
	3.3.3.2	Web 3 / Metaverse > Virtual Reality > <b>Innovation</b>	
	3.3.4.1	Web 3 / Metaverse > Augmented Reality > <b>AR Experience</b>	
	3.3.4.2	Web 3 / Metaverse > Augmented Reality > <b>AR Effect</b>	
	3.3.4.3	Web 3 / Metaverse > Augmented Reality > <b>Innovation</b>	
	3.5.1.6	Digital Skills > Creative use of... > <b>Code</b>	
	3.5.1.7	Digital Skills > Creative use of... > <b>Data</b>	
	3.5.1.8	Digital Skills > Creative use of... > <b>Voice/Conversation</b>	
	3.5.1.9	Digital Skills > Creative use of... > <b>Internet of Things</b>	
	3.5.1.10	Digital Skills > Creative use of... > <b>AI/Machine Learning</b>	
	3.5.1.11	Digital Skills > Creative use of... > <b>Immersion (AR, VR, Web)</b>	
	12.1.1.1	Innovation / Creative Technology > Concept > Concepts > <b>Projekt</b>	
	12.2.1.1	Innovation / Creative Technology > Prototype > Prototypes > <b>Projekt</b>	
	12.3.1.1	Innovation / Creative Technology > Innovative Use of Media > Innovative Use of Media > <b>Projekt</b>	
	<b>Talent Award</b>		Concept > Spatial Experience / Extended Reality > Konzeption & Design von Raumerlebnissen > <b>Virtual Reality + Augmented/Mixed Reality</b>
			Craft > Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > <b>Code</b>
			Craft > Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > <b>Data</b>
			Craft > Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > <b>AI / Machine Learning</b>
			Craft > Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > <b>Voice</b>
		Craft > Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > <b>Recent Technology</b>	

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME		
14	SPATIAL EXPERIENCE Exhibition	4.1.1.1	Exhibition > Exhibition for Brand > <b>Museum/Pavillon</b>	
		4.1.1.2	Exhibition > Exhibition for Brand > <b>Ausstellung</b>	
		4.1.1.3	Exhibition > Exhibition for Brand > <b>Messeauftritt</b>	
		4.1.1.4	Exhibition > Exhibition for Brand > <b>Exponat/Installation</b>	
		4.1.1.5	Exhibition > Exhibition for Brand > <b>Räumliche Intervention</b>	
		4.1.1.6	Exhibition > Exhibition for Brand > <b>Immersive Welt</b>	
		4.1.2.1	Exhibition > Exhibition for Subject > <b>Museum/Pavillon</b>	
		4.1.2.2	Exhibition > Exhibition for Subject > <b>Ausstellung</b>	
		4.1.2.3	Exhibition > Exhibition for Subject > <b>Messeauftritt</b>	
		4.1.2.4	Exhibition > Exhibition for Subject > <b>Exponat/Installation</b>	
		4.1.2.5	Exhibition > Exhibition for Subject > <b>Räumliche Intervention</b>	
		4.1.2.6	Exhibition > Exhibition for Subject > <b>Immersive Welt</b>	
		4.1.3.1	Exhibition > Hybrid Exhibition for Brand > <b>Museum/Pavillon</b>	
		4.1.3.2	Exhibition > Hybrid Exhibition for Brand > <b>Ausstellung</b>	
		4.1.3.3	Exhibition > Hybrid Exhibition for Brand > <b>Messeauftritt</b>	
		4.1.3.4	Exhibition > Hybrid Exhibition for Brand > <b>Exponat/Installation</b>	
		4.1.3.5	Exhibition > Hybrid Exhibition for Brand > <b>Räumliche Intervention</b>	
		4.1.3.6	Exhibition > Hybrid Exhibition for Brand > <b>Immersive Welt</b>	
		4.1.4.1	Exhibition > Hybrid Exhibition for Subject > <b>Museum/Pavillon</b>	
		4.1.4.2	Exhibition > Hybrid Exhibition for Subject > <b>Ausstellung</b>	
		4.1.4.3	Exhibition > Hybrid Exhibition for Subject > <b>Messeauftritt</b>	
		4.1.4.4	Exhibition > Hybrid Exhibition for Subject > <b>Exponat/Installation</b>	
		4.1.4.5	Exhibition > Hybrid Exhibition for Subject > <b>Räumliche Intervention</b>	
		4.1.4.6	Exhibition > Hybrid Exhibition for Subject > <b>Immersive Welt</b>	
		4.1.5.1	Exhibition > Exhibition Craft > <b>Art Direction / Dramaturgie</b>	
		4.1.5.2	Exhibition > Exhibition Craft > <b>Architektur</b>	
		4.1.5.3	Exhibition > Exhibition Craft > <b>Rauminszenierung</b>	
		4.1.5.4	Exhibition > Exhibition Craft > <b>Mediennutzung</b>	
		4.1.5.5	Exhibition > Exhibition Craft > <b>Licht</b>	
		4.1.5.6	Exhibition > Exhibition Craft > <b>Partizipation des Publikums</b>	
			<b>Talent Award</b>	Concept > Spatial Experience / Extended Reality > Konzeption & Design von Raumerlebnissen > <b>Exhibition</b>



# ADC Jury 2023

JURY		KAT.NR.	KATEGORIENAME		
15	SPATIAL EXPERIENCE Event	4.2.1.1	Event > Event > <b>Corporate</b>		
		4.2.1.2	Event > Event > <b>Employee</b>		
		4.2.1.3	Event > Event > <b>Consumer</b>		
		4.2.1.4	Event > Event > <b>Public</b>		
		4.2.1.5	Event > Event > <b>PR</b>		
		4.2.1.6	Event > Event > <b>Promotion</b>		
		4.2.1.7	Event > Event > <b>Charity</b>		
		4.2.1.8	Event > Event > <b>Bühnenshow</b>		
		4.2.1.9	Event > Event > <b>Sponsorenauftritt</b>		
		4.2.1.10	Event > Event > <b>Guerilla-Aktion</b>		
		4.2.2.1	Event > Hybrid Event > <b>Corporate</b>		
		4.2.2.2	Event > Hybrid Event > <b>Employee</b>		
		4.2.2.3	Event > Hybrid Event > <b>Consumer</b>		
		4.2.2.4	Event > Hybrid Event > <b>Public</b>		
		4.2.2.5	Event > Hybrid Event > <b>PR</b>		
		4.2.2.6	Event > Hybrid Event > <b>Promotion</b>		
		4.2.2.7	Event > Hybrid Event > <b>Charity</b>		
		4.2.2.8	Event > Hybrid Event > <b>Bühnenshow</b>		
		4.2.2.9	Event > Hybrid Event > <b>Sponsorenauftritt</b>		
		4.2.2.10	Event > Hybrid Event > <b>Guerilla-Aktion</b>		
		4.2.3.1	Event > Online Event > <b>Corporate</b>		
		4.2.3.2	Event > Online Event > <b>Employee</b>		
		4.2.3.3	Event > Online Event > <b>Consumer</b>		
		4.2.3.4	Event > Online Event > <b>Public</b>		
		4.2.3.5	Event > Online Event > <b>PR</b>		
		4.2.3.6	Event > Online Event > <b>Promotion</b>		
		4.2.3.7	Event > Online Event > <b>Charity</b>		
		4.2.3.8	Event > Online Event > <b>Bühnenshow</b>		
		4.2.3.9	Event > Online Event > <b>Sponsorenauftritt</b>		
		4.2.3.10	Event > Online Event > <b>Guerilla-Aktion</b>		
		4.2.4.1	Event > Event Craft > <b>Art Direction / Dramaturgie</b>		
		4.2.4.2	Event > Event Craft > <b>Regie</b>		
		4.2.4.3	Event > Event Craft > <b>Rauminszenierung</b>		
		4.2.4.4	Event > Event Craft > <b>Mediennutzung</b>		
		4.2.4.5	Event > Event Craft > <b>Licht</b>		
		4.2.4.6	Event > Event Craft > <b>Partizipation des Publikums</b>		
			<b>Talent Award</b>	Concept > Spatial Experience / Extended Reality > Konzeption & Design von Raumerlebnissen > <b>Event</b>	
		16	SPATIAL EXPERIENCE Public Space	4.3.1.1	Public Space > Interior > <b>Corporate</b>
				4.3.1.2	Public Space > Interior > <b>Hospitality</b>
				4.3.1.3	Public Space > Interior > <b>Retail/Shop Space</b>
				4.3.2.1	Public Space > Urban Design > <b>Outdoor Space</b>
				4.3.2.2	Public Space > Urban Design > <b>Park/Landscape</b>
4.3.3.1	Public Space > Service Design > <b>Customer Experience</b>				
<b>Talent Award</b>	Concept > Spatial Experience / Extended Reality > Konzeption & Design von Raumerlebnissen > <b>Public Space</b>				

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME
17 PUBLISHING Editorial	5.1.1.1	Editorial > Magazin > <b>Heft (einzeln)</b>
	5.1.1.2	Editorial > Magazin > <b>Jahrgang (Serie)</b>
	5.1.1.3	Editorial > Magazin > <b>Redesign</b>
	5.1.1.4	Editorial > Magazin > <b>Independent</b>
	5.1.1.5	Editorial > Magazin > <b>Newcomer</b>
	5.1.1.6	Editorial > Magazin > <b>Sonderausgabe</b>
	5.1.1.7	Editorial > Magazin > <b>Cover (einzeln)</b>
	5.1.1.8	Editorial > Magazin > <b>Cover (Serie)</b>
	5.1.1.9	Editorial > Magazin > <b>Strecke (Spread) / Beitrag</b>
	5.1.1.10	Editorial > Magazin > <b>Beilage/Supplement</b>
	5.1.1.11	Editorial > Magazin > <b>Sonstiges</b>
	5.1.2.1	Editorial > Zeitung > <b>Ausgabe (einzeln)</b>
	5.1.2.2	Editorial > Zeitung > <b>Jahrgang (Serie)</b>
	5.1.2.3	Editorial > Zeitung > <b>Titelseite/Cover (einzeln)</b>
	5.1.2.4	Editorial > Zeitung > <b>Titelseite/Cover (Serie)</b>
	5.1.2.5	Editorial > Zeitung > <b>Redesign</b>
	5.1.2.6	Editorial > Zeitung > <b>Beitrag</b>
	5.1.2.7	Editorial > Zeitung > <b>Format</b>
	5.1.2.8	Editorial > Zeitung > <b>Serie</b>
	5.1.2.9	Editorial > Zeitung > <b>Sonderausgabe</b>
	5.1.2.10	Editorial > Zeitung > <b>Sonstiges</b>
	5.1.3.1	Editorial > Buch > <b>Buch (fiktional)</b>
	5.1.3.2	Editorial > Buch > <b>Buch (nicht fiktional)</b>
	5.1.3.3	Editorial > Buch > <b>Schutzumschlag</b>
	5.1.3.4	Editorial > Buch > <b>Katalog</b>
	5.1.3.5	Editorial > Buch > <b>Sonstiges</b>
	5.1.4.1	Editorial > Mobile/Online Media > <b>Portal / Webmagazin / Social-Media-Magazin</b>
	5.1.4.2	Editorial > Mobile/Online Media > <b>Plattform</b>
	5.1.4.3	Editorial > Mobile/Online Media > <b>Podcast (Ausgabe)</b>
	5.1.4.4	Editorial > Mobile/Online Media > <b>Podcast (Serie)</b>
	5.1.4.5	Editorial > Mobile/Online Media > <b>Vlog/Webcast (Ausgabe)</b>
	5.1.4.6	Editorial > Mobile/Online Media > <b>Vlog/Webcast (Serie)</b>
	5.1.4.7	Editorial > Mobile/Online Media > <b>Dokumentation</b>
	5.1.4.8	Editorial > Mobile/Online Media > <b>Blog</b>
5.1.4.9	Editorial > Mobile/Online Media > <b>Newsletter</b>	
5.1.4.10	Editorial > Mobile/Online Media > <b>Sonstiges</b>	
5.1.5.1	Editorial > Crossmedia / Special Uses > <b>Crossmedia Publications</b>	

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME	
18	PUBLISHING Corporate Publishing + Content Marketing	5.2.1.1 Corporate Publishing / Content Marketing > Magazin > <b>Heft (einzeln)</b>	
		5.2.1.2 Corporate Publishing / Content Marketing > Magazin > <b>Jahrgang (Serie)</b>	
		5.2.1.3 Corporate Publishing / Content Marketing > Magazin > <b>Redesign</b>	
		5.2.1.4 Corporate Publishing / Content Marketing > Magazin > <b>Independent</b>	
		5.2.1.5 Corporate Publishing / Content Marketing > Magazin > <b>Newcomer</b>	
		5.2.1.6 Corporate Publishing / Content Marketing > Magazin > <b>Sonderausgabe</b>	
		5.2.1.7 Corporate Publishing / Content Marketing > Magazin > <b>Cover (einzeln)</b>	
		5.2.1.8 Corporate Publishing / Content Marketing > Magazin > <b>Cover (Serie)</b>	
		5.2.1.9 Corporate Publishing / Content Marketing > Magazin > <b>Strecke (Spread)/Beitrag</b>	
		5.2.1.10 Corporate Publishing / Content Marketing > Magazin > <b>Beilage/Supplement</b>	
		5.2.1.11 Corporate Publishing / Content Marketing > Magazin > <b>Sonstiges</b>	
		5.2.2.1 Corporate Publishing / Content Marketing > Zeitung > <b>Ausgabe (einzeln)</b>	
		5.2.2.2 Corporate Publishing / Content Marketing > Zeitung > <b>Jahrgang (Serie)</b>	
		5.2.2.3 Corporate Publishing / Content Marketing > Zeitung > <b>Titelseite/Einzelcover</b>	
		5.2.2.4 Corporate Publishing / Content Marketing > Zeitung > <b>Cover (Serie)</b>	
		5.2.2.5 Corporate Publishing / Content Marketing > Zeitung > <b>Redesign</b>	
		5.2.2.6 Corporate Publishing / Content Marketing > Zeitung > <b>Beitrag</b>	
		5.2.2.7 Corporate Publishing / Content Marketing > Zeitung > <b>Format</b>	
		5.2.2.8 Corporate Publishing / Content Marketing > Zeitung > <b>Serie</b>	
		5.2.2.9 Corporate Publishing / Content Marketing > Zeitung > <b>Sonderausgabe</b>	
		5.2.2.10 Corporate Publishing / Content Marketing > Zeitung > <b>Sonstiges</b>	
		5.2.3.1 Corporate Publishing / Content Marketing > Buch > <b>Buch (fiktional)</b>	
		5.2.3.2 Corporate Publishing / Content Marketing > Buch > <b>Buch (nicht-fiktional)</b>	
		5.2.3.3 Corporate Publishing / Content Marketing > Buch > <b>Katalog</b>	
		5.2.3.4 Corporate Publishing / Content Marketing > Buch > <b>Geschäftsbericht</b>	
		5.2.3.5 Corporate Publishing / Content Marketing > Buch > <b>Sonstiges</b>	
		5.2.4.1 Corporate Publishing / Content Marketing > Online Media > Portal / Webmagazin / <b>Social Media Magazin</b>	
		5.2.4.2 Corporate Publishing / Content Marketing > Online Media > <b>Plattform</b>	
		5.2.4.3 Corporate Publishing / Content Marketing > Online Media > <b>Podcast (Ausgabe)</b>	
		5.2.4.4 Corporate Publishing / Content Marketing > Online Media > <b>Podcast (Serie)</b>	
		5.2.4.5 Corporate Publishing / Content Marketing > Online Media > <b>Vlog/Webcast (Ausgabe)</b>	
		5.2.4.6 Corporate Publishing / Content Marketing > Online Media > <b>Vlog/Webcast (Serie)</b>	
		5.2.4.7 Corporate Publishing / Content Marketing > Online Media > <b>Dokumentation</b>	
		5.2.4.8 Corporate Publishing / Content Marketing > Online Media > <b>Blog</b>	
		5.2.4.9 Corporate Publishing / Content Marketing > Online Media > <b>Newsletter</b>	
		5.2.4.10 Corporate Publishing / Content Marketing > Online Media > <b>Sonstiges</b>	
		5.2.5.1 Corporate Publishing / Content Marketing > Crossmedia / Special Uses > <b>Crossmedia Publications</b>	
		Talent Award	Concept > Editorial Products / Corporate Publishing Products > Konzeption und Design von unabhängigen Verlagsprodukten > <b>Print Products</b>
			Concept > Editorial Products / Corporate Publishing Products > Konzeption und Design von unabhängigen Verlagsprodukten > <b>Online/Mobile Products</b>
			Concept > Editorial Products / Corporate Publishing Products > Konzeption und Design von unabhängigen Verlagsprodukten > <b>Audio</b>
			Concept > Editorial Products / Corporate Publishing Products > Konzeption und Design von unabhängigen Verlagsprodukten > <b>Crossmedia Products</b>
			Concept > Editorial Products / Corporate Publishing Products > Konzeption und Entwurf von Corporate Publishing / Content Marketing Produkten > <b>Print Products</b>
Concept > Editorial Products / Corporate Publishing Products > Konzeption und Entwurf von Corporate Publishing / Content Marketing Produkten > <b>Online/Mobile Products</b>			
Concept > Editorial Products / Corporate Publishing Products > Konzeption und Entwurf von Corporate Publishing / Content Marketing Produkten > <b>Audio</b>			
Concept > Editorial Products / Corporate Publishing Products > Konzeption und Entwurf von Corporate Publishing / Content Marketing Produkten > <b>Crossmedia Products</b>			

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME	
19 COPY	6.1.1.1	Commercial > Copy for > <b>Integrated/Crossmedia</b>	
	6.1.1.2	Commercial > Copy for > <b>Print Media</b>	
	6.1.1.3	Commercial > Copy for > <b>Online/Social Media</b>	
	6.1.1.4	Commercial > Copy for > <b>Packaging</b>	
	6.1.1.5	Commercial > Copy for > <b>Terminal</b>	
	6.1.1.6	Commercial > Copy for > <b>Digital Out-of-Home</b>	
	6.2.1.1	Editorial > Copy for > <b>Reportage</b>	
	6.2.1.2	Editorial > Copy for > <b>Interview</b>	
	6.2.1.3	Editorial > Copy for > <b>Essay</b>	
	6.2.1.4	Editorial > Copy for > <b>Kolumne/Kommentar</b>	
	6.2.1.5	Editorial > Copy for > <b>Porträt</b>	
	6.2.1.6	Editorial > Copy for > <b>Bericht</b>	
	6.2.1.7	Editorial > Copy for > <b>Buch</b>	
	6.2.1.8	Editorial > Copy for > <b>Blog/Vlog</b>	
	6.3.1.1	Corporate Publishing / Content Marketing > Copy for > <b>Reportage</b>	
	6.3.1.2	Corporate Publishing / Content Marketing > Copy for > <b>Interview</b>	
	6.3.1.3	Corporate Publishing / Content Marketing > Copy for > <b>Essay</b>	
	6.3.1.4	Corporate Publishing / Content Marketing > Copy for > <b>Kolumne/Kommentar</b>	
	6.3.1.5	Corporate Publishing / Content Marketing > Copy for > <b>Porträt</b>	
	6.3.1.6	Corporate Publishing / Content Marketing > Copy for > <b>Bericht</b>	
	6.3.1.7	Corporate Publishing / Content Marketing > Copy for > <b>Buch</b>	
	6.3.1.8	Corporate Publishing / Content Marketing > Copy for > <b>Blog/Vlog</b>	
	6.4.1.1	Storytelling > Storytelling for > <b>Film (Script/Drehbuch)</b>	
	6.4.1.2	Storytelling > Storytelling for > <b>Audio (Script)</b>	
	6.4.1.3	Storytelling > Storytelling for > <b>Spatial Experience</b>	
	6.4.1.4	Storytelling > Storytelling for > <b>User Experience</b>	
	6.4.1.5	Storytelling > Storytelling for > <b>Game</b>	
	<b>Talent Award</b>		Craft > Copywritten/Storytelling > Copywritten > <b>Commercial</b>
			Craft > Copywritten/Storytelling > Copywritten > <b>Editorial</b>
			Craft > Copywritten/Storytelling > <b>Corporate Publishing &gt; All Kinds Of Media</b>
			Craft > Copywritten/Storytelling > <b>Storytelling &gt; All Kinds Of Media</b>

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME	
20	<b>DESIGN</b> <b>Graphic + Product + Packaging</b>	7.1.1.1	Graphic Design > Print Media > <b>Plakat (Werbung, Veranstaltung, Kunst, Kultur, ...)</b>
		7.1.1.2	Graphic Design > Print Media > <b>Anzeige (Werbung, Veranstaltung, Kunst, Kultur, ...)</b>
		7.1.1.3	Graphic Design > Print Media > <b>Bericht</b>
		7.1.1.4	Graphic Design > Print Media > <b>Buch</b>
		7.1.1.5	Graphic Design > Print Media > <b>Buchcover</b>
		7.1.1.6	Graphic Design > Print Media > <b>Kalender</b>
		7.1.1.7	Graphic Design > Print Media > <b>Collaterals</b>
		7.1.1.8	Graphic Design > Print Media > <b>Broschüre</b>
		7.1.1.9	Graphic Design > Print Media > <b>Print-Produktion</b>
		7.1.2.1	Graphic Design > Public Space Media > <b>Spatial Experience Media</b>
		7.1.2.2	Graphic Design > Public Space Media > <b>POS/POP</b>
		7.1.2.3	Graphic Design > Public Space Media > <b>Shop Window</b>
		7.4.1.1	Packaging Design > Packages > <b>Verpackung</b>
		7.4.1.2	Packaging Design > Packages > <b>Promotion-Verpackung/Sonderform</b>
		7.4.1.3	Packaging Design > Packages > <b>Werbemittel</b>
		7.4.1.4	Packaging Design > Packages > <b>Innovation</b>
		7.5.1.1	Product Design > Products > <b>Consumer Goods</b>
		7.5.1.2	Product Design > Products > <b>Industrial Goods</b>
		7.5.1.3	Product Design > Products > <b>Office</b>
		7.5.1.4	Product Design > Products > <b>Werbemittel</b>
		7.5.1.5	Product Design > Products > <b>Public Design</b>
		7.5.1.6	Product Design > Products > <b>Innovation</b>
		7.5.2.1	Product Design > Service Design > <b>Customer Experience</b>
		<b>Talent Award</b>	Craft > Graphic Design / Motion Design > <b>Graphic Design / Typograohy &gt; All Kinds Of Media</b>
21	<b>DESIGN</b> <b>Interface + Motion</b>	7.2.1.1	Interface Design > User Interface > <b>Web</b>
		7.2.1.2	Interface Design > User Interface > <b>App</b>
		7.2.1.3	Interface Design > User Interface > <b>Sonstiges</b>
		7.2.2.1	Interface Design > Digital Design System > <b>Digital Design System</b>
		7.2.3.1	Interface Design > Creative use of ... > <b>Typography</b>
		7.2.3.2	Interface Design > Creative use of ... > <b>Colors</b>
		7.2.3.3	Interface Design > Creative use of ... > <b>Iconography</b>
		7.2.3.4	Interface Design > Creative use of ... > <b>UI Animation</b>
		7.2.3.5	Interface Design > Creative use of ... > <b>UI Sound &amp; Music</b>
		7.3.1.1	Motion Design > Motion Design for > <b>Corporate Design</b>
		7.3.1.2	Motion Design > Motion Design for > <b>Advertising</b>
		7.3.1.3	Motion Design > Motion Design for > <b>TV/Cinema</b>
		7.3.1.4	Motion Design > Motion Design for > <b>App</b>
		7.3.1.5	Motion Design > Motion Design for > <b>Web-/Microsite</b>
		7.3.1.6	Motion Design > Motion Design for > <b>Online/Social Media</b>
		7.3.1.7	Motion Design > Motion Design for > <b>Game</b>
		7.3.1.8	Motion Design > Motion Design for > <b>Data Visualisation</b>
		7.3.1.9	Motion Design > Motion Design for > <b>Digital Out-of-Home</b>
		7.3.1.10	Motion Design > Motion Design for > <b>Spatial Experience</b>
		<b>Talent Award</b>	Craft > Graphic Design / Motion Design > <b>Interface Design &gt; All Kinds Of Media</b>
		<b>Talent Award</b>	Craft > Graphic Design / Motion Design > <b>Motion Design &gt; All Kinds Of Media</b>
<b>Talent Award</b>	Art > Experiment / Communication Arts > Experimentelle Künstlerische Gestaltung > <b>Communication Arts</b>		

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME
22 IMAGERY Photography	8.1.1.1	Photography > Photography for > <b>Brand an Product Presentation</b>
	8.1.1.2	Photography > Photography for > <b>Online/Social Media</b>
	8.1.1.3	Photography > Photography for > <b>Editorial</b>
	8.1.1.4	Photography > Photography for > <b>Spatial Experience</b>
	8.1.1.5	Photography > Photography for > <b>Corporate Publishing</b>
	8.1.1.6	Photography > Photography for > <b>Photography in Moving Images</b>
	8.1.1.7	Photography > Photography for > <b>Free Works</b>
	8.1.1.8	Photography > Photography for > <b>Post-Production</b>
	8.1.2.1	Photography > <b>Cinemagraphs / Single Image Montage</b>
	8.1.3.1.	Photography > <b>Holistic Photography Objects</b>
	8.3.1.1	Post-production / CGI > Post-production / CGI for Photography > <b>Projekt</b>
	8.3.3.1	Post-production / CGI > Hybrid Post-production / CGI > <b>Projekt</b>
	<b>Talent Award</b>	Craft > Photography/Illustration > <b>Photography &gt; All Kinds Of Media</b> Craft > Photography/Illustration > Photography > <b>Photograohy Objects</b>
	23 IMAGERY Illustration	8.2.1.1
8.2.1.2		Illustration > Illustration for > <b>Activation</b>
8.2.1.3		Illustration > Illustration for > <b>Spatial Experience</b>
8.2.1.4		Illustration > Illustration for > <b>Online/Social Media</b>
8.2.1.5		Illustration > Illustration for > <b>Editorial</b>
8.2.1.6		Illustration > Illustration for > <b>Corporate Publishing</b>
8.2.1.7		Illustration > Illustration for > <b>Freie Arbeit / Eigenwerbung</b>
8.3.2.1		Post-production / CGI > Post-production / CGI for Illustration > <b>Projekt</b>
<b>Talent Award</b>		Craft > Photography/Illustration > Illustration > <b>All Kinds Of Media</b>

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME
24 <b>AUDIO</b> Radio + Online + Publishing + Skills	9.1.1.1	Radio / Online > Radio/Online Media > <b>Radiospot (einzeln)</b>
	9.1.1.2	Radio / Online > Radio/Online Media > <b>Radiospot (Serie)</b>
	9.1.1.3	Radio / Online > Radio/Online Media > <b>Pre-, Mid- und Post-Roll Ads</b>
	9.2.1.1	Publishing > Publishing Media > <b>Podcast/Webcast (Ausgabe)</b>
	9.2.1.2	Publishing > Publishing Media > <b>Podcast/Webcast (Serie)</b>
	9.2.1.3	Publishing > Publishing Media > <b>Hörbuch</b>
	9.2.2.1	Publishing > Podcast/Webcast Ads > <b>Audio Ad</b>
	9.2.2.2	Publishing > Podcast/Webcast Ads > <b>Sponsorship</b>
	9.2.2.3	Publishing > Podcast/Webcast Ads > <b>Branded Content</b>
	9.6.1.1	Audio Craft > Audio Craft > <b>Regie</b>
	9.6.1.2	Audio Craft > Audio Craft > <b>Audio Engineering</b>
	9.6.1.3	Audio Craft > Audio Craft > <b>Casting</b>
	<b>Talent Award</b>	Craft > Audio / Sound Design / Music > Ton Gestaltung > <b>Audio Media</b>
	25 <b>AUDIO</b> Audio Design + Music	9.3.1.1
9.3.1.2		Audio Design > Audio Design > <b>for Digital Experience</b>
9.3.1.3		Audio Design > Audio Design > <b>for Spatial Experience</b>
9.3.1.4		Audio Design > Audio Design > <b>for Online/Social Media</b>
9.3.1.5		Audio Design > Audio Design > <b>for Motion Design</b>
9.3.1.6		Audio Design > Audio Design > Brand/Corporate Design
9.3.1.7		Audio Design > Audio Design > <b>Audio Logo</b>
9.4.1.1.		Music > <b>New Composition for Advertising</b>
9.4.1.2.		Music > <b>New Music Composition for the Record Industry</b>
9.4.1.3.		Music > <b>Use of existing Music (Pick)</b>
9.4.1.4.		Music > <b>Brand Partnership Music</b>
9.4.1.5.		Music > <b>Brand Experience Music</b>
9.5.1.1		Music > Audio Design and Music > Overall Audio Piece > <b>Projekt</b>
<b>Talent Award</b>		Craft > Audio / Sound Design / Music > Ton Gestaltung > <b>Sound Design</b>
		Craft > Audio / Sound Design / Music > Ton Gestaltung > <b>Music</b>

# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME
26 FILM TV/Cinema	10.1.1.1	Live Action Film > Film for TV/Cinema > <b>TV-/Kinospot (Einzelspot bis 30 Sekunden)</b>
	10.1.1.2	Live Action Film > Film for TV/Cinema > <b>TV-/Kinospot (Einzelspot ab 30 Sekunden)</b>
	10.1.1.3	Live Action Film > Film for TV/Cinema > <b>TV-/Kinospot (Serie)</b>
	<b>Talent Award</b>	Craft > Film / Animation > Bewegbild Gestaltung > <b>Live Action Film</b>
27 FILM Mobile/Online	10.1.2.1	Live Action Film > Film for Mobile/Online Media > <b>Online-Film (einzeln)</b>
	10.1.2.2	Live Action Film > Film for Mobile/Online Media > <b>Online-Film (Serie)</b>
	10.1.2.3	Live Action Film > Film for Mobile/Online Media > <b>Digital Pre-Roll Ad (einzeln)</b>
	10.1.2.4	Live Action Film > Film for Mobile/Online Media > <b>Digital Pre-Roll Ad (Serie)</b>
28 FILM Publishing + Special Formats	10.1.3.1	Live Action Film > Music Video > <b>Music Video</b>
	10.1.4.1	Live Action Film > Film for Publishing > <b>Film für Unternehmensdarstellung</b>
	10.1.4.2	Live Action Film > Film for Publishing > <b>Dokumentation</b>
	10.1.4.3	Live Action Film > Film for Publishing > <b>Public-Service-Film</b>
	10.1.4.4	Live Action Film > Film for Publishing > <b>Vlog/Webcast (Ausgabe)</b>
	10.1.4.5	Live Action Film > Film for Publishing > <b>Vlog/Webcast (Serie)</b>
	10.1.5.1	Live Action Film > Sonstiges > <b>Kurzfilm/Sonderformat</b>
	10.1.5.2	Live Action Film > Sonstiges > <b>Taktischer Film</b>
	10.1.5.3	Live Action Film > Sonstiges > <b>Film für Spatial Experience</b>
	10.1.5.4	Live Action Film > Sonstiges > <b>Film für Point-of-Sale</b>
<b>Talent Award</b>	Spatial Experience / Extended Reality > Konzeption & Design von Raumerlebnissen > <b>Virtual Reality, Augment/Mixed Reality</b>	
29 FILM Skills	10.1.6.1	Live Action Film > Film Craft > <b>Regie</b>
	10.1.6.2	Live Action Film > Film Craft > <b>Kamera</b>
	10.1.6.3	Live Action Film > Film Craft > <b>Schnitt</b>
	10.1.6.4	Live Action Film > Film Craft > <b>Casting</b>
	10.1.6.5	Live Action Film > Film Craft > <b>Post-Production</b>
	10.1.6.6	Live Action Film > Film Craft > <b>CGI</b>
	10.1.6.7	Live Action Film > Film Craft > <b>VFX</b>
	10.1.6.8	Live Action Film > Film Craft > <b>Set/Production Design</b>
	10.1.6.9	Live Action Film > Film Craft > <b>Styling/Costume Design</b>
	<b>Talent Award</b>	Craft > Film / Animation > Bewegbild Gestaltung > <b>Post-Production/CGI/VFX</b>



# ADC Jury 2023

JURY	KAT.NR.	KATEGORIENAME
30 FILM Animation	10.2.1.1	Animated Film > Animation for TV/Cinema > <b>TV-Kinospot (Einzelspot bis 30 Sekunden)</b>
	10.2.1.2	Animated Film > Animation for TV/Cinema > <b>TV/Kinospot (Einzelspot ab 30 Sekunden)</b>
	10.2.1.3	Animated Film > Animation for TV/Cinema > <b>TV/Kinospot (Serie)</b>
	10.2.2.1	Animated Film > Animation for Mobile/Online Media > <b>Digital Mobile Only (einzeln)</b>
	10.2.2.2	Animated Film > Animation for Mobile/Online Media > <b>Digital Mobile Only (Serie)</b>
	10.2.2.3	Animated Film > Animation for Mobile/Online Media > <b>Digital Pre-Roll Ad (einzeln)</b>
	10.2.2.4	Animated Film > Animation for Mobile/Online Media > <b>Digital Pre-Roll Ad (Serie)</b>
	10.2.2.5	Animated Film > Animation for Mobile/Online Media > <b>Online-Film (einzeln)</b>
	10.2.2.6	Animated Film > Animation for Mobile/Online Media > <b>Online-Film (Serie)</b>
	10.2.3.1	Animated Film > Music Video > <b>Music Video</b>
	10.2.4.1	Animated Film > Animation for Publishing > <b>Film für Unternehmensdarstellung</b>
	10.2.4.2	Animated Film > Animation for Publishing > <b>Dokumentation</b>
	10.2.4.3	Animated Film > Animation for Publishing > <b>Public-Service-Film</b>
	10.2.4.4	Animated Film > Animation for Publishing > <b>Vlog/Webcast (Ausgabe)</b>
	10.2.4.5	Animated Film > Animation for Publishing > <b>Vlog/Webcast (Serie)</b>
	10.2.5.1	Animated Film > Sonstiges > <b>Kurzfilm/Sonderformat</b>
	10.2.5.2	Animated Film > Sonstiges > <b>Taktischer Film</b>
	10.2.5.3	Animated Film > Sonstiges > <b>Film für Spatial Experience</b>
	10.2.5.4	Animated Film > Sonstiges > <b>Film für Point-of-Sale</b>
	10.2.6.1	Animated Film > Animation Craft > <b>Regie</b>
	10.2.6.2	Animated Film > Animation Craft > <b>Character Development</b>
	10.2.6.3	Animated Film > Animation Craft > <b>Post-Production/CGI/VFX</b>
	10.2.6.4	Animated Film > Animation Craft > <b>Animation</b>
	<b>Talent Award</b>	Craft > Film / Animation > Bewegbild Gestaltung > <b>Animation</b>