

## 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 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 Ad (Single)
- 2 In-Feed 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 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

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

### 11 INTERFACE DESIGN

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

## 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

### 10 MEDIA PLANNING & BUYING

### 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

### 10 IMMERSION (AR/VR/WEB)

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

### 11 BLOCKCHAIN TECHNOLOGY

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

### 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

### 10 AR/VR

### 11 CREATIVE 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 other

### 4 ILLUSTRATION

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

### 5 GRAPHIC DESIGN

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

### 6 TYPOGRAPHY

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

### 7 PRINTING TECHNIQUES FOR PUBLISHING

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

### 10 LIGHTING DESIGN

- 1 Broadcasting
- 2 Streaming

### 11 AI-ASSISTED CREATIVE PROCESSES IN BROADCASTING AND STREAMING

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

## 14 CRAFT FOR FILM & VIDEO

### 1 DIRECTION

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

### 2 SCRIPT & STORY

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

### 3 SET & PRODUCTION DESIGN

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

### 4 CINEMATOGRAPHY

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

### 7 MUSIC

- 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
- 4 other

### 9 ANIMATION

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

### 10 MOTION DESIGN

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

### 11 COSTUME DESIGN

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

### 12 LIGHTING DESIGN

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

### 13 ACTING

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

### 14 CASTING

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

## 15 CRAFT FOR AUDIO

### 1 DIRECTION

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

### 2 SCRIPT & STORY

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

### 3 SOUND DESIGN

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

### 4 AUDIO EDITING & MIXING

- 1 Broadcasting
- 2 Radio/TV
- 3 Streaming