02.11.2026

Guidelines

Creative Impact of Europe ADC Award

2027

Submission period:
3rd of November 2026 – 4th of March 2027



© designed by Sarah Köster & Etienne Wagner

Art Directors Club

Dear *creatives, agencies, clients, members and friends,*

Entries are now open for the ADC Award 2027, the largest and most prestigious creative competition in the German-speaking world!

Europe faces major challenges, and simply maintaining the status quo will not be enough. Creativity is needed now more than ever. We can play our part by bringing outstanding creative work into the spotlight: not only to celebrate it, but also to inspire others and encourage fresh thinking about how new approaches can lead to new successes.

Creative Impact was successfully introduced as a new category last year. Especially in the age of artificial intelligence, our task is not only to identify outstanding creative work, but also to demonstrate its impact. Creative professionals can and must make an important contribution.

With last year's winners, we showed that creative excellence can outperform the market. We need this evidence to convince decision-makers that creative professionals must have a seat at the table when the future is being discussed. That is why we are expanding the Creative Impact category: we are dividing it into "Business" and "For Good" and opening it up to work from across Europe.

How does the Creative Impact category work? Eligible work must have won an award in 2025 or 2026 at ADC Germany, ADC of Europe, Cannes Lions, D&AD, LIA or The One Show.

The jury is made up of equal numbers of ADC members and leading client-side professionals from marketing and finance. For the German categories, jury members come from Germany; for the European categories, they come from across Europe.

We are looking for work that stands out for its originality, clarity, outstanding craftsmanship and functionality, and that also makes an impact. It is about ideas that captivate people, exceed expectations and inspire our industry.

Together, let's show how creativity shapes the future.

We look forward to receiving your entries!



Burkhard Müller
Spokesperson for the ADC Board

Hamburg

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GUIDELINES – ADC AWARD 2027

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General *Information*

ADC Manifesto

Excellent *Creative* Communication

has an idea.

is clear.

is compelling.

is perfectly crafted.

brings joy.

serves a purpose.

is neither racist nor discriminatory.

View the ADC Manifesto.

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Participation & Awards

Participation & Awards

All entrants benefit from

- an assessment of their entry by a **distinguished jury of ADC members.**
- for Silver and Gold winners, presentation of the awarded work in the ADC App, including all submitted materials, credits and jury comments.

Award-winning entries also receive:

- a personalised **certificate** for each award and, from Bronze onwards, an **ADC Nail** (award levels: Distinction, Bronze, Silver, Gold, Creative Impact, Sustainability, Grand Prix).
- a **digital winner kit** corresponding to the respective award level.
- media exposure for all winners.

No additional fees apply to awarded entries.

The Nails

Grand Prix Nail	For a groundbreaking work that stands out among the Gold winning entries.
Gold Nail	For outstanding work that redefines its category.
Silver Nail	For work that sets new standards in its category.
Bronze Nail	For exceptionally creative work within its category.
Distinction	For work that meets the ADC criteria.

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Evaluation

Ranking

ADC Creative Ranking

The ADC Creative Ranking takes into account six of the most important national and international creative competitions: **ADC Germany, ADC of Europe, Cannes Lions, D&AD, LIA and The One Show.**

Award-winning work from these competitions contributes to the ADC Ranking based on a points system.

Grand Prix / Black Pencil / Best of Show	10 points
Gold	6 points
Silver	4 points
Bronze	2 points

The points are multiplied by a **factor of 10.**
Example: Gold = 6 points × 10 = 60 points

Note: Ranking points are awarded exclusively to the lead agency (full points). All other credits are listed on the certificate as well as in the ADC App and ADC Gallery, but do not receive ranking points.

Lead agency: The lead agency is the agency responsible for coordinating the work across the relevant areas of marketing and communication.

In exceptional cases where the lead is shared, multiple lead agencies may be registered following consultation with the ADC Competition Office. Each registered lead agency will receive the full number of ranking points.

Jury

The Creative Impact of Europe jury brings together a high-calibre panel of experts from across Europe, combining perspectives from creativity, marketing, brand leadership and business.

In 2026, the German Creative Impact jury included, among others, **Susan Schramm** (CMO, Motel One Group), **Antje Hundhausen** (Vice President Brand Experience, Deutsche Telekom), **Marc Sasserath** (Group CEO, Sasserath 1871), **Mathias Kiep** (CFO, TUI Group) and **Iskra Velichkova** (Senior Marketing Director / Head of Brand, PayPal). For the 2027 European edition, this expertise will be expanded internationally, with jury members from across the European creative and business community.

Find out more about the ADC Jury

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Evaluation

Judging Criteria

Originality	Is the work original and distinctive?
Clarity	Does the work communicate its content clearly?
Impact	Does the work create a meaningful shift in awareness or perception?
Craft	Is the work convincing in terms of execution and craftsmanship?
Joy	Does the work delight, move or enrich its audience?

Note: In addition to the general evaluation criteria, category-specific criteria are listed alongside each individual category.

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Key Dates

Key Dates

Period	Deadline
Submission Start	03 November 2026 adc-wettbewerb.de
Early Bird (10% discount)	26 November 2026
Regular Deadline	04 March 2027
Late fee (+20%)	18 March 2027

Creative Impact follows the submission deadlines for work published between 1st January and 15th February 2027. The regular deadline is 4th March 2027. Entries submitted after this date are subject to a 20% late fee and will be accepted until 18th March 2027.

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Entry Fees & Additional Services

Entry Fees

Entry fees are charged **per submission.** All Creative Impact categories allow up to 5 components and therefore have the same entry fee.

All entry fees are stated in euros and exclude VAT. As the service provided by the ADC will take place in 2027, the VAT rate applicable at that time will be charged.

No additional fees apply if an entry receives an award.

Category	Cost per submission
Creative Impact category with up to 5 components	€ 765,–

For each submission, you have the option to increase the number of components specified by the ADC to a maximum of 15 components.

Each additional component costs	€ 395,–

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Entry Fees & Additional Services

Additional Fees

Return Service

Service	Details	Fee
Return Shipping	Returned shipments will only be resent by prior arrangement and at the entrant's expense. Additional costs may apply for bulky goods or parcels weighing more than 10 kg.	€ 70,–

Please note: Any costs arising from changes or corrections requested after an entry has been submitted will be charged to the entrant.

Changes

Service	Details	Fee
Minor Changes	– Replacement of JPG / URL / board / physical item – Replacement of the short description – Change of the account email address	€ 95,– per category
Major Changes	– Change of category – Replacement per film / case film / audio file – Invoice amendment	€ 190,– per category

Digital Approval

Entries must first be created on the submission platform and formally submitted by the entrant. Once submitted, the ADC team reviews each entry for compliance with the competition rules.

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Entry Fees & Additional Services

Physical Submission

If a submission contains physical components such as books, magazines or posters, these must first be registered as part of the online entry. After approval by the ADC team, the physical materials must be sent to the ADC office. Entrants will receive barcodes and shipping labels once the submission has been approved.

Barcode	Print out the barcode and attach it directly to the physical item or to separate protective packaging, such as an envelope or transparent sleeve.
Address labels	Print out the address labels and attach them to the outer shipping packaging. The exhibits must arrive at the ADC office within 7 working days after receipt of the barcodes and address labels (see Submission Process).
Physical item dimensions	max. 70 cm x 70 cm x 70 cm

Important: Oversized or special-format exhibits can only be accepted after prior consultation with the ADC office. Please do not send any data carriers such as CD-ROMs or USB drives.

Submission Eligibility

An entry is officially admitted to the competition once it has been **approved by the ADC Competition Office** by email and all applicable fees have been paid.

If a submission includes physical items such as books, magazines or posters, these must also be sent to the ADC office. Physical materials may arrive after the submission deadline.

The official submission date is the date on which the entrant formally submits the entry via the submission platform.

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Rules

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Rules

Eligibility

Work is eligible for Creative Impact if it received an award in **2025** or **2026** at **ADC Germany, ADC of Europe, Cannes Lions, D&AD, LIA or The One Show.**

Projects awarded in 2025 are eligible for the final time, while projects awarded in 2026 can be entered for the first time.

The work must have been developed and published in a European country outside the DACH region. As an exception, work developed outside the EU is also eligible if it was published within the EU.

Published means that the project, or at least one substantial component of it, was made publicly available in a European market. For all other ADC categories, the work must have been developed or published in the DACH region

Developed means that the core idea or a substantial part of the creative execution originated in Europe.

The prior award establishes the project's creative credentials. The Creative Impact jury does not reassess creative excellence; instead, it evaluates the **demonstrable impact** of the creative idea based on the **evidence and KPIs submitted**.

Anonymity

All entries and supporting materials must be anonymised for the jury.

The following are not permitted

Naming the lead agency or any other agency involved
Images or references that identify ambassadors or other contributors
Visible creators/authors (e.g. the photographer in the Photography category)

Exceptions to the anonymity requirement:

In the case of **self-promotion**, where the lead agency and the client are the same entity and the work was created for the agency's or company's own brand, the creators may be named.

For **books, journals and magazines**, creators may be named on the cover and in the imprint. In this case, creators may also be named in the Photography and Illustration categories.

Note: Entries that are not fully anonymised when presented to the jury will be excluded from the competition. The ADC's digital review and approval of an entry does not constitute a guarantee that all submitted content meets the anonymity requirements.

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Rules

Multiple Entries

Components of a campaign may only be submitted once within an individual entry. However, the same components may be entered in multiple different categories.

Identification

Entrants are asked to use the **“Additional Category”** option when submitting related work in different categories. This makes it clear that the entries belong to the **same project/campaign.**

Entries that are not identified as part of a project/campaign but are clearly related may subsequently be grouped by the ADC into a single project/campaign.

For presentation purposes, the ADC determines the most successful projects/campaigns in the competition. The ADC has final authority to determine what constitutes a project/campaign.

Use of AI Tools

AI-based tools (e.g. for text, images, music or video) may be used as creative aids or to support routine tasks. All entries containing AI-generated content must be clearly disclosed at the time of submission.

The purpose of this rule is to make the use of AI transparent to the jury. Failure to comply with the disclosure requirement will result in exclusion from the competition.

Related Content

Type	Description
Project/Campaign	A project or campaign consists of components submitted across multiple areas of the category system.
Series	A series consists of multiple related components of a project that are submitted together. In categories labelled “Single”, no more than **ONE** component of a project may be submitted. Multiple related components of a project must instead be entered in the corresponding “Series” category. In addition, no more than one component from each series may be submitted in the corresponding “Single” category.

Components from the same project/campaign that are submitted as separate individual entries but are clearly related may subsequently be combined by the ADC and moved into the corresponding “Series” category as a single entry.

Both projects/campaigns and series must be coherent in content. Unrelated work may not be submitted as a project/campaign or series, even if it was created for the same client.

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Submission Process

Registration, Categorisation & Credits

Registration
Register as an entrant at adc-wettbewerb.de and enter the billing address.

Entry Details
Select the appropriate category and enter the client, product name and title of the work. If required, you may also add an internal order number and request the return of physical submission materials.

Publication Details & Description
Enter the publication date and provide a short description covering the task, idea and solution (maximum 1,500 characters in total).

Credits
Enter the names of all contributors in the credits.

Submission Materials
Specify the number of components (board, visual, exhibit, film, spot, audio, URL).

Save, Upload & Finalise

Save your progress
Save the entry before uploading any materials. Once the upload process has started, certain details, including the selected category, can no longer be changed.

Upload the submission material
Upload the components and assign a title to each one.

Where applicable, add any additional work or services that form part of the same campaign.

Finalisation, Review & Physical Material

Finalise and submit
Submit the entry to the competition and accept the ADC Terms and Conditions of Participation. The date of submission constitutes the official entry date.

Multiple entries may be submitted together. Entries submitted as a group will be combined on one invoice; entries submitted individually will receive separate invoices.

Wait for the review of the ADC office
Once the ADC team has reviewed the digital entry for compliance with the competition rules, the entrant will receive confirmation by email together with all relevant documents, including the invoice, address labels and barcodes.

Send physical items to the ADC office
If applicable, attach the barcodes to the physical materials/exhibits and send them to the ADC office (see Physical Items).

ADC Support

Use our entry consultation service if you have questions about your submission. We are happy to assist you by phone, email or a digital consultation appointment. We look forward to hearing from you!

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Definitions, Submission Materials & Fees

Components

- Film / Spot
- Audio
- URL
- JPG / board
- Physical item (JPG + physical submission)

Number of Components

Each entry must include at least one component uploaded to the submission platform. Creative Impact categories allow between one and five components per entry.

For each submission, entrants have the option to increase the number of components specified by the ADC up to a maximum of 15 components.

Cost: €395,– per additional component

Additional Presentation Formats

- Casefilm
- Project Description
- Thumbnail

These formats do NOT count as components and only need to be submitted digitally.

Categories

- 1. ADVERTISING
- 2. DIGITAL MEDIA
- 3. SPATIAL EXPERIENCE
- 4. EDITORIAL
- 5. FILM & AUDIO
- 6. DESIGN
- 7. SOCIAL MEDIA

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RULES

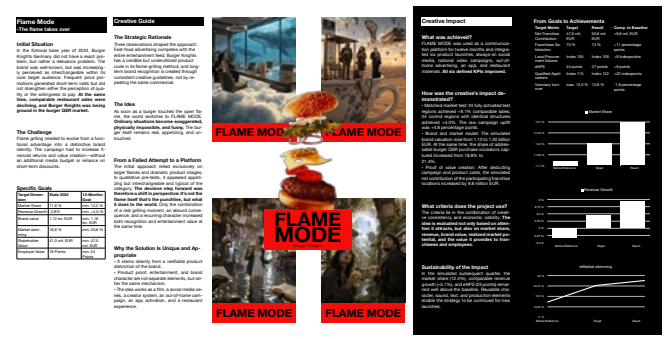
Submission Materials

Digital Creative Impact Board

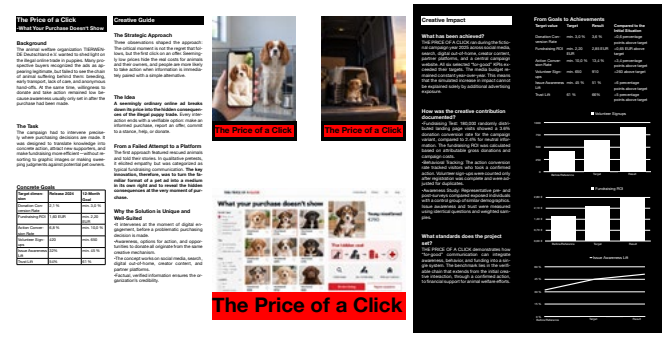
The Creative Impact Board is a **compact visual summary** of the project, its objectives and its measurable impact. It combines images and concise text to explain the task, idea, solution and results.

A **dedicated Creative Impact Board template** is available on the submission platform and on the ADC website. The template includes defined sections for presenting the relevant KPIs, results and supporting evidence.

The completed board must clearly demonstrate the relationship between the creative work and its measurable impact and must be uploaded to the submission platform as a JPG.



CREATIVE IMPACT BOARD MOCK-UP CI – For Business



CREATIVE IMPACT BOARD MOCK-UP CI – For Good

Technical Requirements

max. 2048 Pixel

JPG

min. 1024 Pixel

Description	Requirement
File format	JPG
Orientation	Landscape
Colour mode	RGB
Quality	Maximum quality
Image dimensions	min. 1024 px | max. 2048 px per image edge
Additional requirements	No blank areas

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Submission Materials

Visual

A visual is a **single image created as part of, or used to represent, the project**. Each file must contain one visual only. Examples include a film still, a photograph of a poster or installation, a mock-up or another visual representation of the work. The visual must be uploaded digitally as a JPG.



@ Imagine Sonicare / HeimatTWBA / ADC Wettbewerb 2026

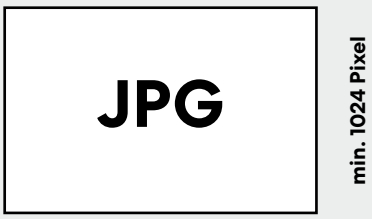


@ Freiluftkino frankfurt 2025 / Luzia Hein / ADC Wettbewerb 2026



@ Ernst Deutsch Theater Rebrand / The Studios / ADC Wettbewerb 2026

Technical Requirements



Description	Requirement
File format	JPG
Orientation	Portrait or Landscape
Colour mode	RGB
Quality	Maximum quality
Image dimensions	min. 1024 px | max. 2048 px per image edge
Additional requirements	No blank areas

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Submission Materials

Physical Item

An exhibit or a physical item is an **object or product** created as part of the project, such as a magazine, book, calendar, packaging or mailing.

A digital image (JPG) of the exhibit must be uploaded to the submission platform. In addition, the physical exhibit must be sent to the ADC office. **Physical submission is mandatory for judging.**

Note: For exhibits, the submission platform also provides an “Upload Inside Pages (PDF)” section. For publishing products such as books, magazines and newspapers, **the content, meaning the individual pages, must be uploaded as one PDF per product**. This material is used by the jury during the digital pre-selection.

For other exhibits, uploading the inside pages is not mandatory. However, it may help the jury assess the submission more effectively during the digital pre-selection or in the case of a digital jury session. The ADC team does not review the additional upload. It is presented to the ADC jury as submitted and must therefore be FULLY ANONYMISED by the entrant before upload. Components that are not prepared anonymously may lead to exclusion from the competition.



@ DIN – Das Magazin in allen Formaten / RYSM / ADC Wettbewerb 2026

Technical Requirements

max. 2048 Pixel

JPG

min. 1024 Pixel

Description	Requirement
File format	JPG
Orientation	Portrait or Landscape
Colour mode	RGB
Quality	Maximum quality
Image dimensions	min. 1024 px | max. 2048 px per image edge
Additional requirements	No blank areas

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Submission Materials

Film / Spot

A **film or spot** created as part of the project (not a case film).

Technical Requirements

Format	Resolution	Level	Max. Bitrate
Film SD 4:3	768 x 576 px	3/3.1/3.2/4/4.1	7500 kBit/s
Film SD 16:9	1024 x 576 px	3/3.1/3.2/4/4.1	7500 kBit/s
Film HD	1280 x 720 px	3/3.1/3.2/4/4.1	15 000 kBit/s
Film Full HD	1920 x 1080 px	4/4.1	15 000 kBit/s

Specifications	Requirement
Container Format	MPEG-4/ Quicktime
Codec	H.264
Frame Rate	25 fps
PAR/Aspect Ratio	Square pixels/ 1:1
Profile	Base/Main/High
Channels	Stereo
Audio Codec	AAC
Sample Rate	48 kHz
Bitrate	max. 384 kBit/s
Duration	max. 600 sec.

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Submission Materials

Audio

An **audio file** created as part of the project, such as a radio spot, sound design, music or a podcast.

Technical Requirements

Specifications	Requirement
Channels	Stereo
Container Format	MP3
Sample Rate	44,1 or 48 kHz
Duration	max. 600 sec.

URL

A **URL** may either form part of the original project or provide additional context for the entry. Accepted links include websites, social media pages, downloads such as apps, films or spots, and landing pages presenting the case study.

Important: All linked content must be anonymised for the jury.

The URL must remain active until the end of May 2027.
Please include the full URL, including “http://” or “https://”.

For password-protected content, use the following credentials:	
Username	adcwettbewerb
Password	adc2027

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Additional Presentation Formats

RULES

Thumbnail

Every submission requires a thumbnail (presentation image) that is representative of the work. It may be identical to an image submitted as a visual.

Technical Requirements

max. 2048 Pixel

JPG

min. 1024 Pixel

Description	Requirement
File format	JPG
Orientation	Portrait or Landscape
Colour mode	RGB
Quality	Maximum quality
Image dimensions	min. 1024 px | max. 2048 px per image edge
Additional requirements	No blank areas

Project Description

Every submission requires a description text, divided into task, idea and solution. The description provides the jury and the ADC Competition Team with the essential context required to understand the entry.

Maximum 500 characters including spaces for each section: task, idea and solution (1,500 characters in total).

Casefilm

The **Case Film** provides an audiovisual overview of the project. Depending on the category, it may be optional or mandatory. Please refer to the overview of submission materials and fees.

It is particularly useful for showing how the project worked in context, how different components interacted, and how the results and KPIs were achieved. A well-structured case film can make complex projects easier to assess and provide additional context that may not be fully conveyed through static submission materials alone.

Technical Requirements

Description	Requirement
File format	See specifications under Film / Spot
Duration	max. 180 sec.

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Categories

Categories
Creative Impact of Europe ADC Award
2027

1 ADVERTISING

3 SPECIALS

3 CREATIVE IMPACT EUROPE

1 For Good
2 Business

2 DIGITAL MEDIA

3 SPECIALS

3 CREATIVE IMPACT EUROPE

1 For Good
2 Business

3 SPATIAL EXPERIENCE

3 SPECIALS

3 CREATIVE IMPACT EUROPE

1 For Good
2 Business

4 EDITORIAL

3 SPECIALS

3 CREATIVE IMPACT EUROPE

1 For Good
2 Business

5 FILM & AUDIO

3 SPECIALS

3 CREATIVE IMPACT EUROPE

1 For Good
2 Business

6 DESIGN

3 SPECIALS

3 CREATIVE IMPACT EUROPE

1 For Good
2 Business

7 SOCIAL MEDIA

3 SPECIALS

3 CREATIVE IMPACT EUROPE

1 For Good
2 Business

How to choose a Creative Impact category

Creative Discipline	The first level of the category system defines the creative discipline your project belongs to. For example, if your project is a film, you would select Film & Media. If it is a classic advertising campaign, you would select Advertising.
Special-Category	All Creative Impact categories are listed as Special Categories within the creative disciplines.
Business and For Good	Within the selected discipline, choose between For Good and Business. This distinction is based primarily on the objective and intended impact of your project, as well as the evidence and KPIs you can provide to demonstrate that impact.

Two paths to Creative Impact

Creative Impact for Business	For work where the creative idea has demonstrably contributed to business or commercial success. This could include increased brand value, higher sales, reaching new audiences, stronger customer loyalty or improved employer branding.
Creative Impact for Good	For work that has achieved measurable social, societal or environmental impact through creativity. Here, success is not defined by financial metrics, but could include increased awareness, behavioural change, greater participation, increased donations or a tangible improvement for people, society or the environment.

1. ADVERTISING

✔ Mandatory
✔ Optional

			Components								Additional Presentation Formats (do not count as components)			
			Film max. 600 sec.	**Audio** max. 600 sec.	**URL** Link	**Visual** JPG	**Creative Impact Board** JPG	**Physical Item** JPG + physical item must be sent to the ADC	**Min. Amount of Components**	**Max. Amount of Components**	**Casefilm max. Length**	**Description Text** max. 1.500 Characters	**Thumbnail**	**FLAT SUBMISSION FEE**
3	**SPECIALS**	This overarching category recognises outstanding work in marketing communication that goes beyond conventional advertising through its social relevance or lasting impact. It includes projects that either make a positive social or environmental contribution (For Good) or stand out through demonstrable effectiveness and cultural impact (Creative Impact).												
3	**CREATIVE IMPACT EUROPE**	This category recognizes work with exceptional impact – regardless of whether it pursues commercial, cultural, or social goals. To be eligible for submission, an entry must have received an award in 2025 or 2026 at ADC Germany, ADC of Europe, Cannes Lions, D&AD, LIA or The One Show. The focus here is on demonstrable impact that goes beyond traditional: **KPIs:** Work that sets new standards, sparks discussions, changes perceptions, or shapes trends. **Distinction from other categories:** Effectiveness Awards (e.g., GWA Effie) → Primarily evaluate ROI based on hard business metrics. **Examples:** · A campaign that transforms a product from a niche offering into a global phenomenon. · An activation that sparks broad societal discussions. · A disruptive idea that breaks with media conventions and sets new standards												
1	For Good	This category recognizes projects that generate demonstrable social, cultural or environmental value through their creative execution. The focus is on outcomes such as education, awareness, participation and changes in attitudes or behaviour. Entries are assessed on the measurable impact generated by the creative idea.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-
2	Business	This category recognizes projects, campaigns and advertising that generate demonstrable commercial value through their creative execution. Relevant measures may include market share, revenue growth, brand value, market penetration, stakeholder value and employer value.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-

2. DIGITAL MEDIA

Mandatory
Optional

3 SPECIALS

These Special Categories recognise outstanding creative work that uses digital media in meaningful, effective or artistically compelling ways, including independent work. They assess the value generated by creativity – socially, economically or culturally.

3 CREATIVE IMPACT EUROPE

This category recognizes digital projects that have demonstrably made an impact – whether in the market, on user behaviour, or for the brand. The focus is on measurable results attributable to creative communication. To be eligible for submission, an entry must have received an award at the ADC of Europe, the Cannes Lions, D&AD, LIA, or The One Show.

The following criteria are evaluated:
clarity of objectives, creative concept, measurable impact, and transparency of performance.

Examples:
- Campaigns that have demonstrably increased brand value, revenue, or engagement.
- Platforms or services that have changed user behaviour
- Creative solutions with clearly documented goals and results
- Business impact through creative digital design

			Components								Additional Presentation Formats (do not count as components)			
			Film max. 600 sec.	**Audio** max. 600 sec.	**URL** Link	**Visual** JPG	**Creative Impact Board** JPG	**Physical Item** JPG + physical item must be sent to the ADC	**Min. Amount of Components**	**Max. Amount of Components**	**Casefilm max. Length**	**Description Text** max. 1.500 Characters	**Thumbnail**	**FLAT SUBMISSION FEE**
1	For Good	The category recognizes digital applications, platforms, services, and interactive formats that create social, cultural, or environmental value through their creative implementation. The focus is on, for example, improved access to information and services, community engagement, social participation, or sustainable behavioural change. Entries are evaluated based on the measurable impact that the creative use of digital technologies has had.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-
2	Business	The category recognizes digital applications, platforms, services, and interactive formats that generate demonstrable economic value through their creative implementation. The focus is on the positive contribution to market share, revenue growth, brand value, market penetration, stakeholder value, or employer value. The evaluation is based on the measurable business impact that the creative digital solution has achieved.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-

3. SPATIAL EXPERIENCE

Mandatory
Optional

3 SPECIALS

The Special Categories in Spatial Experience recognise exceptional spatial work that goes beyond the traditional assessment of idea and craft. The focus is on impact, relevance and artistic ambition. They recognise projects that initiate social change, shape cultural narratives or set new standards as works of art.

Focus:
- Projects that go beyond a functional or promotional purpose
- Work with meaningful social, cultural or economic relevance
- Spatial concepts with a strong emphasis on emotion, participation and staging
- Installations and experiences that stand out through their artistic or transformative quality

Distinction from Concept & Craft:
Concept for Spatial Experience → assesses the idea and its strategic objective.

Craft for Spatial Experience → assesses the quality of execution.

Special Categories → assess overarching achievements such as social relevance, impact and artistic quality.

3 CREATIVE IMPACT EUROPE

This category recognizes spatial projects that have achieved a demonstrable, significant impact – whether economic, social, cultural, or media-related. The focus is on the effectiveness of the creative idea beyond the experience itself. To be eligible for submission, an entry must have received an award at the ADC of Europe, the Cannes Lions, D&AD, LIA, or The One Show.

Focus:
- Long-term changes in perception, behaviour, or brand relationships
- Projects that have shaped public debates or altered cultural narratives
- Economic impact through measurable successes: visitor numbers, increased revenue, earned media, or viral reach
- Social influence, e.g., in urban development or cultural transformation

Examples:
- An immersive brand experience that generates global media coverage and sets visitor records
- A public pavilion that redefines an entire region as a cultural symbol
- An interactive spatial concept that becomes a viral phenomenon and changes public perception of a brand or movement

			Components								Additional Presentation Formats (do not count as components)			
			Film max. 600 sec.	**Audio** max. 600 sec.	**URL** Link	**Visual** JPG	**Creative Impact Board** JPG	**Physical Item** JPG + physical item must be sent to the ADC	**Min. Amount of Components**	**Max. Amount of Components**	**Casefilm max. Length**	**Description Text** max. 1.500 Characters	**Thumbnail**	**FLAT SUBMISSION FEE**
1	For Good	The award recognizes spatial presentations, exhibitions, installations, events, and brand experiences that create social, cultural, or environmental value through their creative execution. The focus is on aspects such as participation, interaction, knowledge transfer, accessibility, or changes in attitudes and behaviour within and through the space. Entries are evaluated based on the measurable impact that the creative spatial experience has had.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-
2	Business	The award recognizes spatial designs, exhibitions, installations, events, and brand experiences that generate demonstrable economic value. The focus is on the positive contribution to market share, revenue growth, brand value, market penetration, stakeholder value, or employer value. The evaluation is based on the measurable business impact resulting from the creative design of the space and the experience.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-

4. EDITORIAL

✔ Mandatory
✔ Optional

			Components								Additional Presentation Formats (do not count as components)			
			Film max. 600 sec.	**Audio** max. 600 sec.	**URL** Link	**Visual** JPG	**Creative Impact Board** JPG	**Physical Item** JPG + physical item must be sent to the ADC	**Min. Amount of Components**	**Max. Amount of Components**	**Casefilm max. Length**	**Description Text** max. 1.500 Characters	**Thumbnail**	**FLAT SUBMISSION FEE**
3	**SPECIALS**	These Special Categories recognise editorial projects that stand out through their contribution to society, cultural relevance or lasting influence. The primary focus is not on formal design, but on the effectiveness and significance of the work beyond conventional communication objectives.												
3	**CREATIVE IMPACT EUROPE**	The category recognizes editorial work that has demonstrably had a particularly significant impact on brands, society, target audiences, or public discourse. Entries are evaluated based on reach, resonance, innovation, creative excellence, and the ability to bring about measurable change or a lasting impact. To be eligible for submission, an entry must have received an award at the ADC of Europe, the Cannes Lions, D&AD, LIA, or The One Show. **Focus:** · Long-term changes in perception, behaviour, or brand relationships · Projects that have shaped public debates or altered cultural narratives · Economic impact through measurable successes: visitor numbers, increased revenue, earned media, or viral reach · Social influence, e.g., in urban development or cultural transformation **Examples:** · Launch of a platform that shapes social debates · Publications that generate attention for new social issues · Digital specials that trigger significant economic or political effects												
1	For Good	The category recognizes editorial formats, publications, and journalistic offerings that create social, cultural, or environmental value through their creative conception and design. The focus is on, for example, education, knowledge transfer, guidance, public debate, or changing attitudes and behaviour. Entries are evaluated based on the measurable impact that the creative editorial work has had.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-
2	Business	The category recognizes editorial formats, publications, and content offerings that generate demonstrable economic value through their creative conception and design. The focus is on the positive contribution to market share, revenue growth, brand value, market penetration, stakeholder value, or employer value of a brand, product, or company. The evaluation is based on the measurable business impact that the creative editorial work has generated.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-

5. FILM & AUDIO

✔ Mandatory
✔ Optional

3 SPECIALS

The Special Categories in Film & Audio recognise outstanding audiovisual work that goes beyond conventional communication objectives. The focus is on social relevance, cultural impact, artistic expression or lasting change. Entries may come from any area of film and audio production – from commercial spots and documentaries to immersive sound projects. What matters is that the work is particularly compelling, inspiring or contributes to social development.

3 CREATIVE IMPACT EUROPE

This category recognizes film and audio productions that creatively and effectively address social, environmental, or societal issues. The works should spur positive change – whether through education, raising awareness, or mobilization.

Relevant projects may include, for example, NGOs, government initiatives, social movements, or brand-driven campaigns. To be eligible for submission, an entry must have received an award at the ADC of Europe, the Cannes Lions, D&AD, LIA, or The One Show.

The following criteria are evaluated:
- Societal relevance of the topic
- Creativity in execution
- Measurable impact (e.g., awareness, donations, engagement)
- Emotional and aesthetic quality

Examples:
- Documentary films about social justice or climate change
- Audio campaigns for NGOs or nonprofit organizations
- Branded content that offers societal value
- Innovative storytelling formats that shed light on taboo topics

			Components						Additional Presentation Formats (do not count as components)					
			Film max. 600 sec.	**Audio** max. 600 sec.	**URL** Link	**Visual** JPG	**Creative Impact Board** JPG	**Physical Item** JPG + physical item must be sent to the ADC	**Min. Amount of Components**	**Max. Amount of Components**	**Casefilm max. Length**	**Description Text** max. 1.500 Characters	**Thumbnail**	**FLAT SUBMISSION FEE**
1	For Good	The category recognizes cinematic, audio, and audiovisual works that create social, cultural, or environmental value through their creative execution. The focus is on, for example, education, emotional engagement, cultural visibility, and changes in attitudes or behaviour. Entries are evaluated based on the measurable impact resulting from the creative combination of content, dramaturgy, imagery, language, music, or sound.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-
2	Business	The category recognizes cinematic, audio, and audiovisual works that generate demonstrable economic value through their creative execution. The focus is on the positive contribution to market share, revenue growth, brand value, market penetration, stakeholder value, or employer value of a brand, product, or company. The evaluation is based on the measurable business impact resulting from the creative combination of content, narrative structure, visuals, language, music, or sound.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-

6. DESIGN

Mandatory
Optional

			Components								Additional Presentation Formats (do not count as components)			
			Film max. 600 sec.	**Audio** max. 600 sec.	**URL** Link	**Visual** JPG	**Creative Impact Board** JPG	**Physical Item** JPG + physical item must be sent to the ADC	**Min. Amount of Components**	**Max. Amount of Components**	**Casefilm max. Length**	**Description Text** max. 1.500 Characters	**Thumbnail**	**FLAT SUBMISSION FEE**
3	**SPECIALS**	The Special Categories in Design recognise work that stands out not only through outstanding design, but also through particular cultural, social or artistic significance. They honour projects that combine design excellence with impact, a clear point of view or innovation – including work that was not primarily created for commercial purposes.												
3	**CREATIVE IMPACT EUROPE**	This category recognizes design work that has had a tangible cultural or economic impact. The focus is on projects that have set new standards through their design or have permanently changed perceptions of brands, markets, or social issues. To be eligible for submission, an entry must have received an award at the ADC of Europe, the Cannes Lions, D&AD, LIA, or The One Show. **Focus:** · Design that has sparked a debate, a trend, or a new perspective · Strong visual ideas that have an impact beyond the industry **Typical Submissions:** · Rebranding projects that redefine entire markets · Packaging designs that measurably change sales figures · Campaign designs that spark intense cultural discussions												
1	For Good	The award recognizes design solutions that create social, cultural, or environmental value through their creative design. The focus is on areas such as inclusion, accessibility, wayfinding, resource conservation, cultural participation, or changes in usage and behaviour. The evaluation is based on the measurable impact that the design has had as a functional and creative component of the solution.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-
2	Business	The award recognizes design solutions that generate demonstrable economic value through their creative design. The focus is on the positive contribution to market share, revenue growth, brand value, market penetration, stakeholder value, or employer value of a brand, product, or company. The evaluation is based on the measurable business impact that the design has had as a functional and creative component of the solution.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-

7. SOCIAL MEDIA

✔ Mandatory
✔ Optional

			Components								Additional Presentation Formats (do not count as components)			
			Film max. 600 sec.	**Audio** max. 600 sec.	**URL** Link	**Visual** JPG	**Creative Impact Board** JPG	**Physical Item** JPG + physical item must be sent to the ADC	**Min. Amount of Components**	**Max. Amount of Components**	**Casefilm max. Length**	**Description Text** max. 1.500 Characters	**Thumbnail**	**FLAT SUBMISSION FEE**
3	**SPECIALS**	The Special Categories in Social Media recognise work that goes beyond creative platform use and craft through its social, cultural, environmental or economic impact. The focus is on demonstrable impact generated through the creative use of platform mechanics, community dynamics and social culture.												
3	**CREATIVE IMPACT EUROPE**	Awards are given to social media campaigns, content, and activations in which the creative idea has had a demonstrable economic, social, cultural, or environmental impact. The focus is on the effective use of platform-specific formats, features, and community mechanics. The evaluation is based not only on the communicative response but also on the measurable contribution of the creative work. To be eligible for submission, an entry must have received an award at the ADC of Europe, the Cannes Lions, D&AD, LIA, or The One Show.												
1	For Good	The category recognizes social media campaigns, content, and activations that create social, cultural, or environmental value through their creative execution. The focus is on, for example, education, raising awareness, community engagement, social participation, and changing attitudes or behaviour. Entries are evaluated based on the measurable impact resulting from the creative use of social media platforms and their community mechanics.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-
2	Business	The category recognizes social media campaigns, content, and activations that generate demonstrable economic value through their creative execution. The focus is on the positive contribution to market share, revenue growth, brand value, market penetration, stakeholder value, or employer value of a brand, product, or company. The evaluation is based on the measurable business impact resulting from the creative use of social platforms and their community mechanics.	✔	✔	✔	✔	✔	✔	1	5	180	✔	✔	765,-

General Terms
and Conditions

Art Directors Club

Terms and Conditions

The Art Directors Club GmbH, Berlin (hereinafter referred to as the "ADC") organizes the ADC Competition on behalf of the Art Directors Club für Deutschland e. V.. All creators, individuals and companies are eligible to participate with work in which they were involved as copyright holders (for the use of AI, see below). The entrant warrants that no third-party rights conflict with the ADC's intended use of the submitted work and the associated materials, and that all relevant third parties have expressly consented to the work being entered into the ADC Competition.

Only work that was awarded in 2025 or 2026 at one of the eligible creative competitions is eligible for the Creative Impact Award. The work must have been published or developed in Europe. The work must not be identical in content or form to work that has already been published. Furthermore, the work must have been commissioned by a client and subsequently produced and published, except in the case of self-promotion. Work created and published solely for the purpose of entering the ADC Competition is not eligible. The entrant must also have informed the client that the work is being entered into the ADC Competition, and the client must have expressly consented to its participation. In addition to a short description, detailed information about the publication of the work must be provided when submitting the entry, including the date of first publication and the medium or location in which the work was published.

Refunds

Entry fees will not be refunded for submitted work that:

- does not receive an award
- is subsequently withdrawn from the ADC Competition by the entrant
- is not admitted to the ADC Competition
- is subsequently excluded, particularly because it does not comply with the Terms and Conditions of Participation

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Terms and Conditions

Payment Method

The invoice will be issued either to the entrant or to the submitting agency/company. The agency/company's billing address must be provided completely and correctly during registration or sign-up. Subsequent changes to the invoice are not possible.

The invoice will be sent exclusively as a PDF document by email to the entrant. Entry fees are payable immediately upon receipt of the invoice by bank transfer. Payment by credit card or cheque is not permitted.

Without proof of payment, the submission will not be processed and the work will not be admitted to the ADC Competition.

Bank Details

Recipient	Art Directors Club GmbH
Bank	Deutsche Bank
IBAN	DE77 3007 0010 0500 0070 00
BIC (SWIFT)	DEUTEDDXXX

Please state the document number and customer number as the payment reference.

Reservations / Violations

Only work that complies with the general submission requirements and the Terms and Conditions of Participation will be admitted to the ADC Competition and included in the judging process.

This includes, among other things, providing correct submission information as well as obtaining the consent of all authorized parties and rights holders to use the work and the associated materials in accordance with the ADC Terms and Conditions of Participation. The ADC reserves the right to exclude work from the competition and/or from publication if the work and/or associated materials do not comply with the general submission requirements or the Terms and Conditions of Participation, or if the ADC concludes that they could cause harm to the ADC, the ADC Competition or the reputation of ADC publications.

All submissions may be reviewed before and during the jury sessions for compliance with the Terms and Conditions of Participation.

In addition, work may be excluded from the competition by the jury if it violates the general submission requirements or the Terms and Conditions of Participation. Awards that have already been granted may also subsequently be revoked by the ADC.

Grounds for exclusion may include doubts regarding the originality, authorship or commissioned nature of the work, or other competition-related concerns.

In cases of doubt, the ADC is also entitled to verify the information relating to publication and to contact the stated medium and the client(s).

The ADC further reserves the right, without prior consultation with the entrant, to combine individual submissions into campaigns or series, change categories and edit credits for editorial purposes.

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Obligations and Liability of the Entrant

The signatory of the submission documents confirms that they have been authorized and empowered by the entrant to complete the submission documents and is jointly and severally liable with the entrant for any legal consequences resulting from incorrect information.

By signing, the signatory confirms that they have read and accepted the Terms and Conditions of Participation.

By submitting one or more works, each entrant agrees to the Terms and Conditions of Participation and the judging process. The jury's decision is final. Legal recourse is excluded. The judging process, and therefore the ADC Competition, concludes once the Grand Prix selections have been completed.

Any reports concerning plagiarism or duplicate submissions must be directed to the ADC competition team.

The entrant undertakes to remain available via the registered contact details at least until the end of September 2027, or to notify the ADC office immediately by email of any changes.

Following the ADC Competition, the ADC team will contact all winners to clarify the preparation and processing of the relevant data.

When registering on the submission platform, the entrant is also required to state the material value of the submitted materials in case they are to be returned.

The entrant must also inform the ADC of any use of GEMA-licensed material in the submitted work, particularly music compositions or parts thereof, sounds or original audio. For any GEMA-licensed uses taking place as part of the competition, such as performances or other public presentations of GEMA-licensed parts of the work during the ADC Festival, particularly during the judging sessions or exhibition, the ADC will pay the applicable GEMA fees and register the use with GEMA.

The entrant furthermore warrants that no other third-party rights conflict with such use.
To reflect the widespread use of AI tools in the creative industry, the ADC has adapted the guidelines for its competitions. The purpose of these rules is to make the use of AI tools transparent to the jurors when assessing submissions and to prevent potential misrepresentation. The following rules apply:

Use of AI, Disclosure Requirement, Exclusion

Work created with the support of AI-based tools, for example for text, images, music or video, is also eligible for submission, provided these tools were used as creative tools, for example as a source of inspiration for ideation, image editing, text enhancement or layout design, and/or to support routine tasks, such as translation or spell-checking. All work and associated materials that were created to a more than insignificant extent with the help of AI must be transparently disclosed as part of the submission.

This applies in particular to work containing AI-generated text, images, music, videos, dialogue, statements or simulations, as well as prompt-based works, for example those created using text-to-image generators such as DALL·E or Midjourney.

If work and/or related materials are submitted in breach of the conditions set out above, this constitutes a violation of the Terms and Conditions of Participation and may result in exclusion from the competition or the subsequent withdrawal of an award.

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This applies in particular if work created using AI is not disclosed and is therefore presented as entirely human-made, and/or if AI is used to falsify reporting, quotations or statements by real individuals (deepfakes, etc.) or to circumvent the submission requirements or Terms and Conditions of Participation.

If the use of AI unintentionally infringes copyright, personality rights or other third-party rights (for example, because AI-generated music is too similar to a copyrighted piece of music), this also constitutes a violation of the Terms and Conditions of Participation and may result in exclusion from the competition or the subsequent withdrawal of an award.

Obligations and Liability of the ADC

Claims for damages arising from breach of duty or tort, claims for reimbursement of wasted expenses, as well as claims for unforeseeable damages and consequential damages are excluded against both the ADC and its agents or representatives.

This does not apply where damage was caused intentionally or through gross negligence. The limitation also does not apply in the event of a breach of material contractual obligations, meaning obligations whose fulfilment is essential for the proper performance of the agreement and on whose fulfilment the entrant may reasonably rely, where a breach would jeopardise the purpose of the agreement.

The limitation of liability also does not apply to damages resulting from injury to life, body or health for which the ADC is responsible, to damages resulting from the absence of a guaranteed characteristic, or where liability is prescribed under the German Product Liability Act.

In the event of errors, printing errors or transmission errors for which the ADC is not responsible and which entitle the ADC to challenge the agreement, the entrant may not claim damages resulting from such challenge.

Except in cases involving culpable injury to life, body or health, product liability, or damage caused intentionally or through gross negligence, the ADC's liability is limited to twice the amount of the respective entry fees paid by the entrant.

In the event of damage to submitted work beyond normal wear and tear resulting from participation in the competition, or in the event of theft or other loss of the submitted work, the ADC is liable only in cases of intent or gross negligence. Otherwise, liability is excluded. Where the ADC is liable, compensation is limited to the material value stated by the entrant when registering on the submission platform. Both the entrant and the ADC retain the right to prove that the actual damage was higher or lower than the stated amount.

In the event of an award, the entrant whose work has been awarded will receive a certificate from the ADC. For this purpose, the entrant's credit information will be standardised and adopted by the ADC in advance. Additional certificates may be purchased by any contributors for a fee.

If an entrant's work is awarded Bronze, Silver, Gold or Grand Prix, the entrant will also receive an ADC Nail. The Nail will be presented during the ADC Award Show to the person designated by the entrant to collect it. Nails that are not collected will be sent once, free of charge, to the entrant's address. Additional Nails may be purchased by any contributors for a fee.

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Warranties and Indemnification

The entrant warrants that they hold all copyrights, rights of use, exploitation rights and other proprietary rights relating to the submitted work, or, where they do not hold such rights themselves, that they have obtained the consent of the respective rights holders and are entitled to use and transfer these rights without limitation as to time or territory.

In addition, the entrant grants the ADC a non-exclusive, unrestricted right of exhibition, reproduction, distribution and presentation, the right of making the work publicly available, the right of editing, and the right of reproduction by means of image or sound carriers in relation to all submitted work, parts thereof and related materials, such as case films (collectively referred to below as “works and materials”), for the purpose of carrying out and presenting the ADC Competition, including its promotion, commercial exploitation and ADC’s own advertising as organizer of the competition.

The entrant also consents to the exercise of these rights and to the licensing or sale of the works and materials, in any media, by the ADC, ADC Verlag, ADC of Europe or by publishers or distributors officially commissioned by the ADC. The ADC is under no obligation to exercise the rights granted.

The entrant agrees that their works and materials may be archived, regardless of the medium, by the ADC or by third parties commissioned by the ADC. No remuneration is owed for the rights granted above.

The entrant further warrants that the transfer of rights does not conflict with any third-party rights, in particular foreign copyrights and related rights, whether belonging to the client, the entrant or other third parties.

An entrant who deliberately provides false information may be excluded from participation in future ADC competitions.

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Publication and Usage Rights

The entrant grants the ADC a non-exclusive, unlimited right of use in terms of time and territory to publish, reproduce, distribute, exhibit, publicly present, broadcast, make publicly accessible on the internet and otherwise use the submitted work and related materials in any physical or non-physical form, across print and digital media.

The ADC may also grant sublicences to third parties. The entrant warrants that, where third-party material is used in the submitted work or materials, the consent of the respective rights holders has been obtained for use by the ADC within the forms of publication described above, and that the entrant is entitled to grant the ADC the corresponding rights. The ADC intends to exhibit and publicly present all submitted work and materials at the ADC Festival in June 2027, and to present selected work and materials on stage during the ADC Award Show.

The ADC also intends to use award-winning work and related materials after the competition for its own promotional purposes as organiser of the competition.

Until return shipments have been processed following the ADC Festival, the ADC will retain possession of the submitted work.

All winning work and related materials may also be published and/or made publicly accessible, particularly in the ADC Gallery, ADC Virtual Gallery and other publications.

For these purposes, the entrant agrees to provide print-ready data or additional copies upon request.

The ADC accepts no liability for wear and tear, damage or loss. The entrant has no influence over the content or manner in which the awarded work is presented.

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