

Grand Prix	Fachbereich	Projektname	Auftraggeber	Leadagentur
Grand Prix	Film & Ton	Reporters Without Borders "The First Speech"	Reporter Ohne Grenzen	INNOCEAN
Grand Prix	Werbung	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Grand Prix	Spatial Experience	AM I? "A Robotic Out-Of-Body Experience"	Elastique. GmbH	Elastique. GmbH
Grand Prix	Editorial	Solomiya Magazine "Solomiya No.3"	NGO Solomiya Collective, UA	Kollektiv Scrollan
Grand Prix	Design	FC Sans Pauli "FC Sans Pauli. Die erste Schrift mit Haltung"	FC St. Pauli von 1910 e.V.	Karl Anders - Contemporary Branding
Sustainability		Projektname	Auftraggeber	Leadagentur
Sustainability		Reporters Without Borders "The First Speech"	Reporter Ohne Grenzen	INNOCEAN
Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Gold				
Gold	CONCEPT > Brand Communications > Advertising Brand & Awareness > Integrated Media > Cross-Media Campaign	Montblanc Meisterstück "100 Jahre Meisterstück Kampagne"	Montblanc	Montblanc
Gold	CONCEPT > Brand Relations > Public Relations > Media Relations	Kadernominierung zur Fußball Europa Meisterschaft 2024 "Der große DFB Kader-Leak"	DFB - Deutscher Fussball Bund	röffen GmbH & goodthoughts GmbH
Gold	CRAFT > Craft for Film & Video > Music > Digital Media	Charity organistaion "If I could fly"	Alexander Wolf David	Alexander Wolf David
Gold	CRAFT > Craft for Brand Design > Art Direction for Brand Design > Print Media	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Gold	CRAFT > Craft for Brand Design > Illustration for Brand Design > Print Media	Deutsches Schauspielhaus Hamburg "Spielzeit 23/24/25"	Neue Schauspielhaus GmbH	Rocket & Wink GmbH
Gold	CONCEPT > Brand Communications > Advertising Activation & Sales > Promotional Media > Seasonal Promotions	OREO "SQUARE COOKIE"	Mondeléz International	Saatchi & Saatchi
Gold	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Cinema Spot	Russia"	Reporter Ohne Grenzen	INNOCEAN Berlin
Gold	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Cinema Spot	Reporters Without Borders "The First Speech: Venezuela"	Reporter Ohne Grenzen	INNOCEAN Berlin
Gold	CRAFT > Craft for Brand Communication > Graphic Design > Print Media	Reporters Without Borders "The Loss of Freedom is Never Obvious at First"	Reporter Ohne Grenzen	INNOCEAN Berlin
Gold	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Print Media	Reporters Without Borders "The Loss of Freedom is Never Obvious at First"	Reporter Ohne Grenzen	INNOCEAN Berlin
Gold	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > New	Tiroler Festspiele Erl "Tiroler Festspiele Erl Brand Design"	Tiroler Festspiele Erl	Scholz & Friends
Gold	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Subject	Archäologische Staatssammlung München "Neue Dauerausstellung"	Archäologische Staatssammlung München	ATELIER BRÜCKNER
Gold	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Subject	Museum Roter Haubarg "Neugestaltung der Dauerausstellung"	Stiftung Nordfriesland	TAUCHER Sound Scenography
Gold	CRAFT > Craft for Brand Communication > Graphic Design > Packaging	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Gold	CRAFT > Craft for Broadcasting & Streaming > Cinematography > Streaming	Reporters Without Borders "The First Speech"	Reporter Ohne Grenzen	INNOCEAN Berlin
Gold	CRAFT > Craft for Film & Video > Direction > TV/Film Media	Montblanc Meisterstück "100 Jahre Meisterstück Kampagne"	Montblanc	Montblanc
Gold	CRAFT > Craft for Film & Video > Set & Production Design > TV/Film Media	Montblanc Meisterstück "100 Jahre Meisterstück Kampagne"	Montblanc	Montblanc
Gold	CRAFT > Craft for Brand Design > Illustration for Brand Design > Social Media	UPON YOU RECORDS "ANIMATED GIFS"	UPON YOU RECORDS	Eat, Sleep + Design
Gold	CRAFT > Craft for Film & Video > Direction > TV/Film Media	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Gold	CRAFT > Craft for Film & Video > Acting > TV/Film Media	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Gold	CRAFT > Craft for Digital Experiences > Data	Space Trash Signs "Space Trash Signs"	Privateer Space	SERVICEPLAN
Gold	CRAFT > Craft for Film & Video > Script & Story > TV/Film Media	Reporters Without Borders "The First Speech"	Reporter Ohne Grenzen	INNOCEAN Berlin

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Gold	CRAFT > Craft for Film & Video > Direction > TV/Film Media	Reporters Without Borders "The First Speech"	Reporter Ohne Grenzen	INNOCEAN Berlin
Gold	CONCEPT > Brand Communications > Brand Communications For Good	Reporters Without Borders "The First Speech"	Reporter Ohne Grenzen	INNOCEAN Berlin
Gold	CONCEPT > Publishing > Crossmedia & Special Uses	Digitales Köchel-Verzeichnis "The Mozart Drop"	Internationale Stiftung Mozarteum	Fork Unstable Media GmbH
Gold	CONCEPT > Brand Communications > Brand Communications For Good	ottobock. "The Unofficial Discipline"	Ottobock	PRESENCE
Gold	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Series)	Freie Demokraten (FDP) "Europawahl Kampagne"	Freie Demokraten (FDP)	HeimatTBWA\
Gold	CRAFT > Craft for Brand Design > Typography > Integrated Media	FC Sans Pauli "FC Sans Pauli. Die erste Schrift mit Haltung"	FC St. Pauli von 1910 e.V.	Karl Anders - Contemporary Branding
Gold	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > TV Spot (Single over 30 seconds)	HORNBACH Baumarkt AG "Jedes Frühjahr ein neuer Anfang."	HORNBACH Baumarkt AG	HeimatTBWA\
Gold	INDEPENDENT & EXPERIMENT > Communication Arts > Independent Photography > AI-Assisted Creative Processes in Photography	Namae Koi "Namae Koi"	Namae Koi	loved
Gold	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Series)	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Gold	CONCEPT > Publishing > Editorial > Magazines > Independent	Solomiya Magazine "Solomiya No.3"	NGO Solomiya Collective, UA	Kollektiv Scrollan
Gold	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Series)	Berliner Philharmoniker "The Philharmonic Prints"	Berliner Philharmonie	Scholz & Friends
Gold	CRAFT > Craft for Brand Communication > Art Direction > TV/Film Media	Montblanc Meisterstück "100 Jahre Meisterstück Kampagne"	Montblanc	Montblanc
Gold	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > TV/Film Media	Montblanc Meisterstück "100 Jahre Meisterstück Kampagne"	Montblanc	Montblanc
Gold	CRAFT > Craft for Publishing > Graphic Design	Stiftung Buchkunst "Die Schönsten Deutschen Bücher 2024"	Stiftung Buchkunst	Neue Gestaltung GmbH
Gold	CONCEPT > Brand Communications > Advertising Activation & Sales > Retail Media	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Gold	CONCEPT > Brand Communications > Advertising Brand & Awareness > Digital Media > Digital Interactive Media	OREO "SQUARE COOKIE"	Mondeléz International	Saatchi & Saatchi
Gold	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > TV/Film Media	Reporters Without Borders "The First Speech"	Reporter Ohne Grenzen	INNOCEAN Berlin
Gold	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > In-Feed Video (Single)	Montblanc Meisterstück "100 Jahre Meisterstück Kampagne"	Montblanc	Montblanc
Gold	CONCEPT > Spatial Experiences > Spatial Experiences For Good	ZEISS Earth Day "Benches of Hope"	Carl Zeiss AG	fischerAppelt, relations
Gold	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Reels/TikTok Ad (Series)	BVG "Die BVG TikTok Puppenkiste"	Berliner Verkehrsbetriebe (BVG) - AöR	GUD.berlin GmbH
Gold	CONCEPT > Publishing > Editorial > Magazines > Cover (Single)	DER SPIEGEL Verlag Rudolf Augstein GmbH&Co KG Cover Männer "Cover "Männer!"	DER SPIEGEL Verlag Rudolf Augstein GmbH&Co KG	DER SPIEGEL
Gold	CRAFT > Craft for Spatial Experiences > Audience participation	AM I? "A Robotic Out-Of-Body Experience"	Elastique. GmbH	Elastique. GmbH
Gold	CRAFT > Craft for Spatial Experiences > Audience participation	Deutsch / Nicht Deutsch "Deutsch / Nicht Deutsch"	Mots	Mots
Gold	CRAFT > Craft for Brand Design > Printing Techniques	Launch Lufthansa Allegris First Class "Allegris First Class x Sho Shibuya"	Lufthansa	SERVICEPLAN
Gold	CRAFT > Craft for Digital Experiences > AI-Assisted Creative Processes in Digital	Pandora Hub "Das A.I. Multitool für Brand Sound"	MediaMarktSaturn	German Wahnsinn GmbH

Gewinn Silber	Kategorienname	Projektname	Auftraggeber	Leadagentur
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > In-Feed Ad (Single)	Montblanc Meisterstück "100 Jahre Meisterstück Kampagne"	Montblanc	Montblanc
Silber	CRAFT > Craft for Film & Video > Direction > Digital Media	We All Need Someone To Make Us Believe "Basketball"	adidas	TBWA/NEBOKO
Silber	CRAFT > Craft for Publishing > Illustration > Print Media	Daily Drawings Calendar 2025 "Daily Drawings Calendar 2025"	Joni Marriott	Joni Marriott
Silber	CRAFT > Craft for Spatial Experiences > Art Direction / Dramaturgy	Bürokratie-Museum "Das Bürokratie-Museum"	INSM - Initiative Neue Soziale Marktwirtschaft	thjnk
Silber	CRAFT > Craft for Digital Experiences > User Interface (UI) Design > Website/Microsite	Digitales Köchel-Verzeichnis "Digging Mozart"	Internationale Stiftung Mozarteum	Fork Unstable Media GmbH
Silber	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Brand	Yuwell Group Nanjing Showroom "From Hospital to Home"	Yuwell Group	VAVE Studio
Silber	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Print Media	Die Grünen Frankfurt Mitglieder "Jetzt erst recht!"	Die Grünen Frankfurt	Partners
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Integrated Media > Cross-Media Campaign	Stadtmarke Reutlingen "Kampagne für die Vitalisierung der Stadtmarke Reutlingen"	StaRT - Stadtmarketing und Tourismus Reutlingen GmbH	DIE KAVALLERIE GmbH
Silber	CONCEPT > Brand Communications > Advertising Activation & Sales > Point-of-Sale (POS) Media > In-Store Promotions	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Silber	CRAFT > Craft for Brand Communication > Art Direction > Print Media	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Silber	CONCEPT > Publishing > Editorial > Magazines > Single Issue	Science Notes Magazin "Science Notes Magazin, Ausgabe 13, »Klang & Krach«"	Science Notes Magazin	Science Notes
Silber	CRAFT > Craft for Brand Communication > Interactive Design > Website/Microsite	Space Trash Signs "Space Trash Signs"	Privateer Space	SERVICEPLAN
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Integrated Media > Cross-Media Campaign	OREO "SQUARE COOKIE"	Mondeléz International	Saatchi & Saatchi
Silber	CONCEPT > Brand Communications > Advertising Activation & Sales > Point-of-Sale (POS) Media > In-Store Promotions	Oreo "Supermarcade"	Mondeléz International	Saatchi & Saatchi
Silber	CONCEPT > Spatial Experiences > Event > Event	BMW Group at CES 2025 "The first car show inside a car"	BMW GROUP	Elastique. GmbH
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Cinema Spot	Reporters Without Borders "The First Speech: Turkey"	Reporter Ohne Grenzen	INNOCEAN Berlin
Silber	CRAFT > Craft for Brand Communication > Graphic Design > Print Media	Berliner Philharmoniker "The Philharmonic Prints"	Berliner Philharmonie	Scholz & Friends
Silber	INDEPENDENT & EXPERIMENT > Communication Arts > Independent Film & Video > Short Film	The Tyger "The Tyger"	keiner, da pro bono	Simon & Paul
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Integrated Media > Cross-Media Campaign	ottobock. "The Unofficial Discipline"	Ottobock	PRESENCE
Silber	CRAFT > Craft for Brand Design > Graphic Design > Print	Tiroler Festspiele Erl "Tiroler Festspiele Erl Brand Design"	Tiroler Festspiele Erl	Scholz & Friends
Silber	CONCEPT > Digital Experiences > Gaming > Gaming Experiences	AR-App "Trails of Wonder"	Samsung Electronics Deutschland	SHANGHAI.BERLIN & headraft
Silber	INDEPENDENT & EXPERIMENT > Technological Experiment > AI-Assisted Prototypes	Pandora Hub "Das A.I. Multitool für Brand Sound"	MediaMarktSaturn	German Wahnsinn GmbH
Silber	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Subject	Klimaerlebniswelt "Dauerausstellung"	Kreis Lippe	BOK + Gärtner GmbH
Silber	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Subject	EGGER Messestand BAU 2025 "EGGER EcoBox - Making the invisible unmissable"	Fritz EGGER GmbH & Co. OG	WOU GmbH
Silber	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > Redesign	FC Sans Pauli "FC Sans Pauli. Die erste Schrift mit Haltung"	FC St. Pauli von 1910 e.V.	Karl Anders - Contemporary Branding
Silber	CRAFT > Craft for Brand Design > Illustration for Brand Design > Digital Media	Cover Artworks "FENESTRA"	Einmusika Recordings	Eat, Sleep + Design
Silber	CRAFT > Craft for Publishing > Illustration > Digital Media	Grossstadtgeflüster "Huckepack"	The Agencee	Rocket & Wink GmbH

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Silber	CRAFT > Craft for Audio > Script & Story > Radio/TV	Beiersdorf "I hope this email finds you well"	Beiersdorf	Publicis One Touch
	CONCEPT > Brand Communications > Advertising Brand & Awareness > Digital Out of Home (DOOH) / Ambient Media > DOOH (Series)	IKEA "IKEA - Bereit für die EM zu Hause."	IKEA Deutschland	thjnk
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Audio Media > Radio Spot (Series)	Radiozentrale "Ohrwürmer"	Radiozentrale	Grabarz & Partner
Silber	CRAFT > Craft for Brand Design > Graphic Design > Packaging	Omami-Der erste Tofu aus Kichererbsen. "Packaging Design"	Omami GmbH	Studio Oeding GmbH
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > In-Feed Ad (Series)	We All Need Someone To Make Us Believe "series"	adidas	TBWA/NEBOKO
Silber	CONCEPT > Publishing > Editorial > Books > Non-Fiction	Steve, a Framework for AI and Identity Design "Steve, a Framework for AI and Identity Design"	Melani De Luca	Off Office
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Print Ad (Series)	Canon "The Full Picture"	Canon Emirates	INGO Hamburg
Silber	CONCEPT > Brand Communications > Advertising Activation & Sales > Promotional Media > Flash Sales	Muschcraft Beer Company "The Most Illegal Beer"	Muschcraft Beer Company	HeimatTBWA\
Silber	CRAFT > Craft for Film & Video > Script & Story > TV/Film Media	Montblanc Meisterstück "100 Jahre Meisterstück Kampagne"	Montblanc	Montblanc
Silber	CRAFT > Craft for Film & Video > Cinematography > TV/Film Media	Airline "All it takes is a Yes."	Deutsche Lufthansa	SERVICEPLAN
Silber	CRAFT > Craft for Digital Experiences > Data	Digitales Köchel-Verzeichnis "Digging Mozart"	Internationale Stiftung Mozarteum	Fork Unstable Media GmbH
Silber	CONCEPT > Digital Experiences > Emerging Technologies > AI Products/Solutions	One Voice Of Media Markt "Eine Stimme aus 50.000"	MediaMarktSaturn	German Wahnsinn GmbH
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Single)	Freie Demokraten (FDP) "Europawahl Kampagne"	Freie Demokraten (FDP)	HeimatTBWA\
Silber	CRAFT > Craft for Film & Video > Script & Story > TV/Film Media	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Silber	CRAFT > Craft for Film & Video > Cinematography > TV/Film Media	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Silber	CRAFT > Craft for Film & Video > Music > TV/Film Media	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Silber	CRAFT > Craft for Film & Video > Casting > TV/Film Media	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Silber	CRAFT > Craft for Film & Video > Audio & Sound Design > TV/Film Media	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Silber	CONCEPT > Brand Communications > Advertising Activation & Sales > Digital Sales Media > Shopable Ads	Uber Eats "Looking for Schnitzel"	Uber Eats	Scholz & Friends
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Single)	Airline "Lufthansa – A new travel experience – Dirk."	Deutsche Lufthansa	SERVICEPLAN
Silber	CRAFT > Craft for Audio > Artist/Brand Partnership > Streaming	Big Rösti "McDonald's Big Rösti "Fan-Hymne"	McDonald's	Scholz & Friends
Silber	CONCEPT > Brand Communications > Advertising Activation & Sales > Promotional Media > Loyalty Programs	GROW Tarif "o2 Moment Domination"	Telefónica Germany	SERVICEPLAN
Silber	CRAFT > Craft for Film & Video > Audio & Sound Design > TV/Film Media	Food/Non-Food "PENNY - Wonderful World"	PENNY	SERVICEPLAN
Silber	CONCEPT > Publishing > Editorial > Magazines > Redesign	Harper's Bazaar "Redesign"	Harper's Bazaar – Burda Hearst Publishing	Harper's Bazaar
Silber	CRAFT > Craft for Brand Design > Graphic Design > other	F/A/Q Health "Redesigning Aufklärung"	F/A/Q – The Better Health Group.	Ioved
Silber	CRAFT > Craft for Brand Design > Graphic Design > other	Redesign "Seeing Differently"	Restaurierungszentrum Düsseldorf	KMS TEAM
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > TV Spot (Series up to 30 seconds)	We All Need Someone To Make Us Believe "series"	adidas	TBWA/NEBOKO
Silber	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Social Media	BVG "Social Media"	Berliner Verkehrsbetriebe (BVG) - AöR	GUD.berlin GmbH
Silber	CONCEPT > Digital Experiences > Websites/Microsites > Microsites	Space Trash Signs "Space Trash Signs"	Privateer Space	SERVICEPLAN

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Digital Out of Home (DOOH) / Ambient Media > Ambient Media	Oreo "Supermarcade"	Mondeléz International	Saatchi & Saatchi
Silber	CRAFT > Craft for Film & Video > Cinematography > TV/Film Media	Reporters Without Borders "The First Speech"	Reporter Ohne Grenzen	INNOCEAN Berlin
Silber	CRAFT > Craft for Film & Video > Visual Effects (VFX) > TV/Film Media	Warner Bros. Discovery "The Penguin"	Warner Bros. Discovery	Accenture Song
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Digital Out of Home (DOOH) / Ambient Media > Ambient Media	TERRE DES FEMMES "Unsilence the Violence"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Silber	CRAFT > Craft for Audio > Audio Editing & Mixing > Video	Airline "All it takes is a Yes."	Deutsche Lufthansa	SERVICEPLAN
Silber	CRAFT > Craft for Publishing > Photography > other	Bäume "Bäume"	Michael Schnabel	Inhouse
Silber	CONCEPT > Digital Experiences > Emerging Technologies > AI Driven Experience	Deutsch / Nicht Deutsch "Deutsch / Nicht Deutsch"	Mots	Mots
Silber	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Audio Media	TERRE DES FEMMES "Gleichberechtigte Kommunikation"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Silber	CONCEPT > Publishing > Editorial > Magazines > Independent	KORALLE "Koralle Magazin - Gendergerechte Seiten"	will:lesen e.V.	Lisa Eder
Silber	CONCEPT > Spatial Experiences > Exhibition > Online/Hybrid Exhibition for Subject	Space Trash Signs "Space Trash Signs"	Privateer Space	SERVICEPLAN
Silber	CRAFT > Craft for Brand Design > Illustration for Brand Design > other	fritz-kola "toleranzbim"	fritz-kola gmbh	Rocket & Wink GmbH
Silber	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Series)	Trolli "Trolli - Markenkampagne 2.0"	Trolli GmbH	HeimatTBWA\
Silber	CRAFT > Craft for Brand Communication > Film & Videography > TV/Film Media	Montblanc Meisterstück "100 Jahre Meisterstück Kampagne"	Montblanc	Montblanc
Silber	CRAFT > Craft for Brand Communication > Film & Videography > TV/Film Media	ALDI SÜD "Diet of Love"	ALDI SÜD Dienstleistungs-SE & Co. oHG	antoni
Silber	CRAFT > Craft for Brand Design > Typography > other	FC Sans Pauli "FC Sans Pauli. Die erste Schrift mit Haltung"	FC St. Pauli von 1910 e.V.	Karl Anders - Contemporary Branding
Silber	CRAFT > Craft for Brand Communication > Film & Videography > TV/Film Media	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Silber	CRAFT > Craft for Brand Communication > Art Direction > TV/Film Media	HORNBACH Baumarkt AG "Jedes Frühjahr ein neuer Anfang."	HORNBACH Baumarkt AG	HeimatTBWA\
Silber	CRAFT > Craft for Brand Communication > Film & Videography > TV/Film Media	HORNBACH Baumarkt AG "Jedes Frühjahr ein neuer Anfang."	HORNBACH Baumarkt AG	HeimatTBWA\
Silber	CONCEPT > Spatial Experiences > Exhibition > Museum/Pavillon	Samsung Olympics Pavilion "Rendezvous"	Samsung Electronics Co., Ltd.	Cheil Germany GmbH
Silber	CRAFT > Craft for Brand Communication > Art Direction > TV/Film Media	Reporters Without Borders "The First Speech"	Reporter Ohne Grenzen	INNOCEAN Berlin
Silber	CRAFT > Craft for Audio > Artist/Brand Partnership > other	Digitales Köchel-Verzeichnis "The Mozart Drop"	Internationale Stiftung Mozarteum	Fork Unstable Media GmbH
Silber	CONCEPT > Brand Relations > Brand Relations For Good	CAMDOM - The digital condom for the digital generation. "CAMDOM"	BILLY BOY	INNOCEAN Berlin
Silber	CRAFT > Craft for Brand Design > Art Direction for Brand Design > Integrated Media	F/A/Q Health "Redesigning Aufklärung"	F/A/Q - The Better Health Group.	loved
Silber	CRAFT > Craft for Brand Communication > Art Direction > Integrated Media	F/A/Q Health "Redesigning Aufklärung"	F/A/Q - The Better Health Group.	loved
Silber	CONCEPT > Spatial Experiences > Exhibition > Trade Show Appearance	Neue Mobilitätsräume "EUROBIKE-Auftritt für Riese & Müller"	Riese & Müller GmbH, Mühlital	(Konzept, Kommunikation, Grafikdesign, Umsetzung)
Silber	CONCEPT > Spatial Experiences > Event > Public Event	Kick it like Alex "Interactive Ball-Shooting Experience"	Deutsche Telekom	Elastique. GmbH
Silber	CONCEPT > Digital Experiences > Digital Experiences For Good	Space Trash Signs "Space Trash Signs"	Privateer Space	SERVICEPLAN

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Silber	CONCEPT > Spatial Experiences > Event > PR Event	Montblanc Meisterstück "100 Jahre Meisterstück Kampagne"	Montblanc	Montblanc
Silber	CONCEPT > Spatial Experiences > Event > PR Event	Bürokratie-Museum "Das Bürokratie-Museum"	INSM - Initiative Neue Soziale Marktwirtschaft	thjnk
Silber	CONCEPT > Spatial Experiences > Exhibition > Exhibition/Installation	Installation "Feierabendziegel"	Drees & Sommer SE	Drees & Sommer SE
Silber	CONCEPT > Spatial Experiences > Exhibition > Exhibition/Installation	Duft "Schmerz - Erinnerungen verduften nicht"	Stadt Zürich - Fachstelle KiöR	Live Lab AG
Silber	CRAFT > Craft for Brand Communication > Printing Techniques for Brand Communication	Berliner Philharmoniker "The Philharmonic Prints"	Berliner Philharmonie	Scholz & Friends
Silber	CONCEPT > Spatial Experiences > Event > Promotion Event	FRAKTA "50 Jahre IKEA - FRAKTA"	IKEA Deutschland	thjnk
Silber	CONCEPT > Publishing > Editorial > Magazines > Spread/Article	FOCUS Magazin Ausgabe 22/2024 "Ich wünschte, diese Fotos gäbe es nicht"	FOCUS Magazin	FOCUS Magazin
Silber	CONCEPT > Spatial Experiences > Event > Sponsor Appearance	Playmobil "Der Pirat"	Playmobil	Seven.One AdFactory GmbH / Creative House
Silber	CRAFT > Craft for Brand Design > AI-Assisted Creative Processes in Brand Design	Namae Koi "Namae Koi"	Namae Koi	loved
Silber	CRAFT > Craft for Brand Communication > AR/VR	Oreo "Supermarcade"	Mondeléz International	Saatchi & Saatchi
Bronze				
Bronze	CRAFT > Craft for Broadcasting & Streaming > Script & Story > Broadcasting	ALDI SÜD "#ALDIstory"	ALDI SÜD Dienstleistungs-SE & Co. oHG	antoni
Bronze	CONCEPT > Brand Relations > Public Relations > Media Relations	Montblanc Meisterstück "100 Jahre Meisterstück Kampagne"	Montblanc	Montblanc
Bronze	CRAFT > Craft for Brand Communication > Photography > Print Media	BMW i7 Brand Campaign "7 Senses of Luxury"	BMW	Alex Rank Photography
Bronze	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Print Media	CORRECTIV - Recherchen für die Gesellschaft "Adopt A Fact"	CORRECTIV gGmbH	HeimatTBWA\
Bronze	CONCEPT > Brand Communications > Advertising Activation & Sales > Promotional Media > Seasonal Promotions	Launch Lufthansa Allegris First Class "Allegris First Class x Sho Shibuya"	Lufthansa	SERVICEPLAN
Bronze	CRAFT > Craft for Film & Video > Direction > Digital Media	We All Need Someone To Make Us Believe "American Football"	adidas	TBWA/NEBOKO
Bronze	CRAFT > Craft for Film & Video > Cinematography > Digital Media	We All Need Someone To Make Us Believe "American Football"	adidas	TBWA/NEBOKO
Bronze	CRAFT > Craft for Film & Video > Casting > Digital Media	"Anthem"	adidas	TBWA/NEBOKO
Bronze	CRAFT > Craft for Digital Experiences > Immersion (AR/VR) > AR	MR Game "Arena Defender"	EHC Red Bull München	bright! GmbH
Bronze	CRAFT > Craft for Film & Video > Cinematography > Digital Media	We All Need Someone To Make Us Believe "Basketball"	adidas	TBWA/NEBOKO
Bronze	CRAFT > Craft for Brand Communication > Graphic Design > Print Media	Bier "Bitburger Redesign - Ein Bitte macht alles möglich"	BITBURGER BRAUGRUPPE	SERVICEPLAN
Bronze	CONCEPT > Digital Experiences > Mobile Apps > Brand Apps	CAMDOM - The digital condom for the digital generation. "CAMDOM"	BILLY BOY	INNOCEAN Berlin
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Cinema Spot	yeswecan!cer "Das ganze Bild"	yeswecan!cer	Saatchi & Saatchi
Bronze	CONCEPT > Publishing > Corporate Publishing / Content Marketing > Corporate Magazines > Single Issue	GÜNTHER "Das Mit- und Mutmachmagazin für Altenburg und das Altenburger Land"	Erlebe was geht	Behnken, Becker + Partner GbR
Bronze	CONCEPT > Digital Experiences > Websites/Microsites > Brand Websites	Digitales Köchel-Verzeichnis "Digging Mozart"	Internationale Stiftung Mozarteum	Fork Unstable Media GmbH
Bronze	CRAFT > Craft for Brand Communication > Interactive Design > Website/Microsite	Digitales Köchel-Verzeichnis "Digging Mozart"	Internationale Stiftung Mozarteum	Fork Unstable Media GmbH
Bronze	CONCEPT > Brand Communications > Advertising Activation & Sales > Promotional Media > Seasonal Promotions	CHECK24 Trikot "EM24 Kampagne"	CHECK24	CHECK24

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Bronze	CONCEPT > Publishing > Editorial > Magazines > Single Issue	Fukt Magazine for Drawing "Fukt Magazine for Drawing, No. 22, The Nature Issue"	Fukt Magazine	Ariane Spanier Design
Bronze	CONCEPT > Digital Experiences > Mobile Apps > Brand Apps	Samsung Galaxy Watch6 "Galaxy Time"	Samsung Electronics Deutschland	Leo Frankfurt
Bronze	CONCEPT > Digital Experiences > Platforms & Services > Web Platform/Service	WWF Deutschland "GhostNetZero"	WWF Deutschland	Accenture Song
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Cinema Spot	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Bronze	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Print Media	World ID "Humans Do Human Things"	World	adam&eveBerlin
Bronze	CRAFT > Craft for Film & Video > Direction > Digital Media	Charity organistaion "If I could fly"	Alexander Kühn & Marco Henn	Alexander Kühn & Marco Henn
Bronze	CRAFT > Craft for Film & Video > Acting > Digital Media	Beiersdorf "I hope this email finds you well"	Beiersdorf	Publicis One Touch
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Corporate Media > Corporate Film	Beiersdorf "I hope this email finds you well"	Beiersdorf	Publicis One Touch
Bronze	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Brand	Formel 1 Team-Challenge "Interaktive Boxenstopp-Experience im Mercedes-Benz Museum"	Mercedes-Benz	mit merz merz GmbH & Co. KG
Bronze	CONCEPT > Brand Relations > Influencer Marketing > Creative Influencer Content	ALDI Gaming "Into the ALDiverse"	ALDI Gaming	Accenture Song
Bronze	CONCEPT > Brand Communications > Advertising Activation & Sales > Promotional Media > Seasonal Promotions	Burger King "Made by"	Burger King	Grabarz & Partner
Bronze	CONCEPT > Brand Relations > Public Relations > Media Relations	THE LÄND "Mission LÄND HERE"	Staatsministerium Baden-Württemberg	thjnk
Bronze	CONCEPT > Brand Relations > Employer Branding > Talent Attraction Campaigns	THE LÄND "Mission LÄND HERE"	Staatsministerium Baden-Württemberg	thjnk
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Integrated Media > Cross-Media Campaign	THE LÄND "Mission LÄND HERE"	Staatsministerium Baden-Württemberg	thjnk
Bronze	CONCEPT > Brand Identity / Brand Design > Brand Identity for for Products, Services, Events > New	Namae Koi "Namae Koi"	Namae Koi	loved
Bronze	INDEPENDENT & EXPERIMENT > Communication Arts > Independent Illustraton & Graphic Design > Illustration	Mr Wink "No Idea Book"	Rocket & Wink GmbH	Rocket & Wink GmbH
Bronze	CRAFT > Craft for Publishing > Photography > Print Media	Fotostrecke / Auf dem größten Kreuzfahrtschiff der Welt "PERFECT DAYS"	ZEITmagazin	ZEITmagazin
Bronze	CONCEPT > Brand Relations > Public Relations > Media Relations	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Bronze	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Brand	Samsung Olympics Pavilion "Rendezvous"	Samsung Electronics Co., Ltd.	Cheil Germany GmbH
Bronze	CONCEPT > Brand Relations > Agenda Surfing > Trend-Based Campaigns	Vegane Bundesliga Bratwurst "RÜGENWALDER MÜHLE #WURSTPROMOTER"	Rügenwalder Mühle	SERVICEPLAN
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Corporate Media > Corporate Film	Margot Friedländer "Seid Menschen."	Margot Friedländer Stiftung	antoni
Bronze	CONCEPT > Brand Relations > Agenda Surfing > Trend-Based Campaigns	OREO "SQUARE COOKIE"	Mondeléz International	Saatchi & Saatchi
Bronze	CONCEPT > Digital Experiences > Gaming > Gaming Experiences	OREO "SQUARE COOKIE"	Mondeléz International	Saatchi & Saatchi
Bronze	CONCEPT > Digital Experiences > Gaming > Gaming Experiences	Oreo "Supermarcade"	Mondeléz International	Saatchi & Saatchi
Bronze	CRAFT > Craft for Brand Communication > Graphic Design > Print Media	Poster-Serie "Symphoniekonzerte 2024/2025"	Bielefelder Philharmoniker	beierarbeit
Bronze	INDEPENDENT & EXPERIMENT > Communication Arts > Independent Illustraton & Graphic Design > Illustration	Marc Herold Eigenwerbung "THE DAILY HEROLD"	Marc Herold	Marc Herold
Bronze	CRAFT > Craft for Spatial Experiences > Art Direction / Dramaturgy	BMW Group at CES 2025 "The first car show inside a car"	BMW GROUP	Elastique. GmbH
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Digital Media > Web/Microsite	Digitales Köchel-Verzeichnis "The Mozart Drop"	Internationale Stiftung Mozarteum	Fork Unstable Media GmbH
Bronze	CRAFT > Craft for Brand Communication > Art Direction > Print Media	Berliner Philharmoniker "The Philharmonic Prints"	Berliner Philharmonie	Scholz & Friends
Bronze	CRAFT > Craft for Film & Video > Direction > Digital Media	UNHCR "Through My Eyes"	UNHCR	UPPERFAST
Bronze	CRAFT > Craft for Digital Experiences > Immersion (AR/VR) > AR	AR-App "Trails of Wonder"	Samsung Electronics Deutschland	SHANGHAI.BERLIN & headraft

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Bronze	CONCEPT > Digital Experiences > Emerging Technologies > Spatial Computing	AR-App "Trails of Wonder"	Samsung Electronics Deutschland	SHANGHAI.BERLIN & headraft
Bronze	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > New	Undiscovered "Undiscovered Branding"	Mathieu Ritter	Hyperfocus GmbH
Bronze	CONCEPT > Brand Identity / Brand Design > Brand Identity for for Products, Services, Events > New	Münchener Biennale "Visuelle Identität 2024"	Stadt München	B1-B2
Bronze	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Brand	VVIP Experience Center "VVIP Experience"	Saudi Aramco	GmbH
Bronze	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Print Media	Wolt "Wolt EM Kampagne"	Wolt Enterprises Deutschland GmbH	MOTOR Kommunikation GmbH
Bronze	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Brand	GROHE SPA, Milan Design Week 2024 ""Aquitecture""	Grohe AG	D'art Design Gruppe GmbH
Bronze	CONCEPT > Publishing > Editorial > Books > Non-Fiction	MaroHefte "Ausgaben 13 bis 16"	MaroVerlag	MaroVerlag
Bronze	CRAFT > Craft for Brand Communication > Graphic Design > Packaging	Burger King "Back from the Dead"	Burger King	Grabarz & Partner
Bronze	CRAFT > Craft for Film & Video > Visual Effects (VFX) > Social Media	Mercedes-Benz "Because it's Mercedes-Benz"	Mercedes-Benz	teamx
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Corporate Media > Documentary Film	Eine Thomann Dokumentation "Behind the Passion"	Thomann GmbH	Hertz6 GmbH
Bronze	CRAFT > Craft for Film & Video > Editing > Social Media	Miniatur Pantan Chair "Big Ideas in Small"	Vitra Design Museum	Inhouse
Bronze	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > Redesign	Bier "Bitburger Redesign - Ein Bitte macht alles möglich"	BITBURGER BRAUGRUPPE	SERVICEPLAN
Bronze	CRAFT > Craft for Audio > Voiceover & Narration > Radio/TV	Macrogol Hexal Plus Elektrolyte "Could it be this easy?"	Sandoz/Hexal	SERVICEPLAN
Bronze	CRAFT > Craft for Audio > Sound Design > Radio/TV	Landhausküche "Der Dachboden (Initiative gegen Einsamkeit im Alter)"	Landhausküche	häppy
Bronze	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Subject	Design Space AIUla "Design Space AIUla"	Royal Commission for AIUla	ATELIER BRÜCKNER
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Integrated Media > Cross-Media Campaign Online / Social Media Campaign	EDEKA Weihnachtskampagne "Die EDEKA Weihnachtsverstärkung"	EDEKA Zentrale Stiftung & Co. KG	Wynken Blynken & Nod
Bronze	CONCEPT > Brand Relations > Agenda Surfing > Topical Engagement	ALDI SÜD "Diet of Love"	ALDI SÜD Dienstleistungs-SE & Co. oHG	antoni
Bronze	CONCEPT > Digital Experiences > Digital Transformation > Digital Tools & Applications	Digitales Köchel-Verzeichnis "Digging Mozart"	Internationale Stiftung Mozarteum	Fork Unstable Media GmbH
Bronze	CONCEPT > Brand Relations > Agenda Surfing > Topical Engagement	DNA of Democracy "DNA of Democracy"	Graf von Faber-Castell	MSL Germany Publicis Group
Bronze	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > Redesign	estrel Hotel "elevating estrel"	estrel	loved
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Digital Out of Home (DOOH) / Ambient Media > DOOH (Series)	Deutsche Bahn "Europa verbinden"	Deutsche Bahn	Ogilvy Germany
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Print Ad (Series)	Deutsche Bahn "Europa verbinden"	Deutsche Bahn	Ogilvy Germany
Bronze	CONCEPT > Digital Experiences > Digital Transformation > Digital Tools & Applications	WWF Deutschland "GhostNetZero"	WWF Deutschland	Accenture Song
Bronze	CRAFT > Craft for Audio > Script & Story > Radio/TV	TERRE DES FEMMES "Gleichberechtigte Kommunikation"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Print Ad (Series)	Filet-o-Fish "Goldene Möwe"	McDonald's	Scholz & Friends
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Print Ad (Series)	Trolli GmbH "Halloween-Kampagne „Nährwerte zum Gruseln“"	Trolli GmbH	HeimatTBWA\
Bronze	CRAFT > Craft for Audio > Music Adaption > Radio/TV	50 Jahre IKEA Deutschland "IKEA 50 Jahre "Ständchen"	IKEA Deutschland	thjnk
Bronze	CRAFT > Craft for Audio > Integrated Audio Production > Radio/TV	50 Jahre IKEA Deutschland "IKEA 50 Jahre "Ständchen"	IKEA Deutschland	thjnk

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > TV Spot (Single up to 30 seconds)	T Glasfaser "Kein Glasfaser. Kein Fußball."	Deutsche Telekom	adam&eveBerlin
Bronze	CONCEPT > Publishing > Editorial > Magazines > Series/Volume	Süddeutsche Zeitung "Langstrecke"	Süddeutsche Zeitung	Süddeutsche Zeitung
Bronze	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > Redesign	LASK "LASK Branding"	LASK GmbH	Zunder GmbH
Bronze	CONCEPT > Publishing > Corporate Publishing / Content Marketing > Corporate Books > Non-Fiction	LFDY Brandbook "LFDY Live Fast"	LFDY	Lange
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Print Ad (Series)	Lufthansa "Lufthansa Group - Employer Branding"	Lufthansa Group	think
Bronze	CRAFT > Craft for Film & Video > Set & Production Design > Social Media	Mercedes-Benz x Moncler "Mercedes-Benz x Moncler by NIGO"	Mercedes-Benz	teamx
Bronze	CONCEPT > Broadcasting / Streaming > Online Video Platform > Video Content Series	Genium X3 "NEW BOUNDARIES - Telling the story you usally don't see."	Ottobock	We Make Them Wonder GmbH
Bronze	CRAFT > Craft for Audio > Script & Story > Radio/TV	Radiozentrale "Ohrwürmer"	Radiozentrale	Grabarz & Partner
Bronze	CONCEPT > Brand Communications > Advertising Activation & Sales > Digital Sales Media > Social Media Sales Promotions	OTTO x adidas "OTTO Der Schuh"	OTTO	c/o Setzkorn Kemper
Bronze	CRAFT > Craft for Brand Design > Graphic Design > Packaging	Destillerie Waalem "Packaging Design"	Waalem GmbH & Co. KG	Studio Oeding GmbH
Bronze	CRAFT > Craft for Audio > Music Adaption > Radio/TV	Food/Non-Food "PENNY - Wonderful World"	PENNY	SERVICEPLAN
Bronze	CRAFT > Craft for Brand Design > Graphic Design > Packaging	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Bronze	CONCEPT > Brand Identity / Brand Design > Brand Identity for for Products, Services, Events > Redesign	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Bronze	CRAFT > Craft for Brand Design > Illustration for Brand Design > Digital Media	Fontwerk "Push"	Fontwerk GmbH	Rocket & Wink GmbH
Bronze	CONCEPT > Brand Communications > Advertising Activation & Sales > Digital Sales Media > Social Media Sales Promotions	Rainbow Wool "Rainbow Wool"	Schäferei Stücke	SERVICEPLAN
Bronze	CONCEPT > Brand Relations > Cause Related Marketing > Fundraising Campaigns	Rainbow Wool "Rainbow Wool"	Schäferei Stücke	SERVICEPLAN
Bronze	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > Redesign	F/A/Q Health "Redesigning Aufklärung"	F/A/Q – The Better Health Group.	loved
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Integrated Media > Cross-Media Campaign Online / Social Media Campaign	LBS-Bausparvertrag "RIN x LBS #BausparLifestyle"	LBS	huth+wenzel
Bronze	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > Redesign	Redesign "Seeing Differently"	Restaurierungszentrum Düsseldorf	KMS TEAM
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > In-Feed Ad (Series)	Ahoj-Brause "Späti"	Katjes Fassin GmbH + Co.KG	antoni
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Print Ad (Series)	Reporters Without Borders "The Loss of Freedom is Never Obvious at First"	Reporter Ohne Grenzen	INNOCEAN Berlin
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Print Ad (Series)	Berliner Philharmoniker "The Philharmonic Prints"	Berliner Philharmonie	Scholz & Friends
Bronze	CONCEPT > Brand Identity / Brand Design > Brand ID für Broadcasting & Streaming > Redesign	TOGGO "TOGGO Redesign"	SUPER RTL	FEEDMEE
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Audio Media > Radio Spot (Series)	MediaMarktSaturn "Trade-in Keynotes"	MediaMarktSaturn	Saatchi & Saatchi
Bronze	CRAFT > Craft for Brand Design > Graphic Design > Packaging	Konditorei & Bäckerei Peters "Treibeis"	Konditorei & Bäckerei Peters GmbH	Rocket & Wink GmbH
Bronze	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > Redesign	Bechtle Brand Relaunch "Update required"	Bechtle AG	Peter Schmidt Group
Bronze	CONCEPT > Brand Communications > Brand Communications For Good	#TouchMyCancer "#TouchMyCancer"	yeswecanlcer	SERVICEPLAN
Bronze	CONCEPT > Broadcasting / Streaming > Streaming Services > Live Event Streaming	o2 "28.57 m"	Telefónica Germany	SERVICEPLAN
Bronze	CONCEPT > Brand Communications > Brand Communications For Good	CORRECTIV - Recherchen für die Gesellschaft "Adopt A Fact"	CORRECTIV gGmbH	HeimatTBWA\
Bronze	CRAFT > Craft for Film & Video > Lighting Design > TV/Film Media	Airline "All it takes is a Yes."	Deutsche Lufthansa	SERVICEPLAN
Bronze	CRAFT > Craft for Film & Video > Casting > TV/Film Media	Airline "All it takes is a Yes."	Deutsche Lufthansa	SERVICEPLAN
Bronze	CRAFT > Craft for Film & Video > Direction > TV/Film Media	Airline "All it takes is a Yes."	Deutsche Lufthansa	SERVICEPLAN
Bronze	CRAFT > Craft for Film & Video > Editing > TV/Film Media	Airline "All it takes is a Yes."	Deutsche Lufthansa	SERVICEPLAN
Bronze	CRAFT > Craft for Film & Video > Animation > TV/Film Media	Netflix "Avatar: The Last Airbender"	Netflix	Accenture Song
Bronze	CRAFT > Craft for Film & Video > Music > TV/Film Media	Deutsche Telekom "Bubbles"	Deutsche Telekom	Saatchi & Saatchi

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Bronze	CONCEPT > Brand Relations > Cause Related Marketing > Community Engagement Campaigns	CAMDOM - The digital condom for the digital generation. "CAMDOM"	BILLY BOY	INNOCEAN Berlin
Bronze	CONCEPT > Publishing > Corporate Publishing / Content Marketing > Corporate Books > Catalogue	Chemnitz 2025 Kulturhauptstadt Europas - Programm / Programme "Chemnitz 2025 Kulturhauptstadt Europas - Programm / Programme"	Kulturhauptstadt Europas Chemnitz 2025 gGmbH	Kulturhauptstadt Europas Chemnitz 2025 gGmbH
Bronze	CRAFT > Craft for Film & Video > Acting > TV/Film Media	Migros "Chocolat ohne Trallala"	Migros	thjnk
Bronze	CRAFT > Craft for Digital Experiences > Audio & Music > Plattform	Pandora Hub "Das A.I. Multitool für Brand Sound"	MediaMarktSaturn	German Wahnsinn GmbH
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > TV Spot (Series up to 30 seconds)	yeswecan!cer "Das ganze Bild"	yeswecan!cer	Saatchi & Saatchi
Bronze	CONCEPT > Brand Communications > Brand Communications For Good	yeswecan!cer "Das ganze Bild"	yeswecan!cer	Saatchi & Saatchi
Bronze	CRAFT > Craft for Film & Video > Casting > TV/Film Media	GUHL "Die Rote Flamme"	GUHL	David+Martin
Bronze	CRAFT > Craft for Spatial Experiences > Media Usage	Alzheimer Forschung Initiative "Die Verschwindende Ausstellung"	Alzheimer Forschung Initiative	VML Deutschland
Bronze	CONCEPT > Digital Experiences > Emerging Technologies > AI Products/Solutions	WWF Deutschland "GhostNetZero"	WWF Deutschland	Accenture Song
Bronze	CONCEPT > Brand Relations > Cause Related Marketing > Community Engagement Campaigns	Iwayagawachi-Staudamm "Godzilla in Saga Dam Art Project Powered by Kärcher"	Präfektur Saga / Japan, Alfred Kärcher SE & Co. KG	Alfred Kärcher SE & Co. KG
Bronze	CRAFT > Craft for Film & Video > Set & Production Design > TV/Film Media	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Bronze	CRAFT > Craft for Film & Video > Visual Effects (VFX) > TV/Film Media	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Bronze	CRAFT > Craft for Spatial Experiences > Media Usage	BRABUS Signature Night 2024 "Immersive Car-Fashion-Show"	BRABUS GmbH	Elastique. GmbH
Bronze	CONCEPT > Brand Communications > Advertising Activation & Sales > Direct Response Media > Online Direct Response	Kühne Rotkohl-Pizza "Iss ein Scandal!"	Carl Kühne KG (GmbH&Co.)	KNSK Werbeagentur
Bronze	CRAFT > Craft for Film & Video > Direction > TV/Film Media	HORNBACH Baumarkt AG "Jedes Frühjahr ein neuer Anfang."	HORNBACH Baumarkt AG	HeimatTBWA\
Bronze	CRAFT > Craft for Film & Video > Set & Production Design > TV/Film Media	HORNBACH Baumarkt AG "Jedes Frühjahr ein neuer Anfang."	HORNBACH Baumarkt AG	HeimatTBWA\
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Single)	Lufthansa "Lufthansa Group - Employer Branding"	Lufthansa Group	thjnk
Bronze	CRAFT > Craft for Brand Communication > Art Direction > Social Media	Mercedes-Benz x Moncler "Mercedes-Benz x Moncler by NIGO"	Mercedes-Benz	teamx
Bronze	CONCEPT > Brand Communications > Brand Communications For Good	Rainbow Wool "Rainbow Wool"	Schäfferei Stücke	SERVICEPLAN
Bronze	CRAFT > Craft for Brand Communication > Graphic Design > other	F/A/Q Health "Redesigning Aufklärung"	F/A/Q - The Better Health Group.	loved
Bronze	CONCEPT > Spatial Experiences > Interior Design > Retail/Shop	Samsung Olympics Showcase "Rendezvous"	Samsung Electronics Co., Ltd.	Cheil Germany GmbH
Bronze	CONCEPT > Spatial Experiences > Interior Design > Retail/Shop	Gaggenau "Showroom Miami"	BSH Hausgeräte GmbH	Izu33 Architectural Brand Identity
Bronze	CONCEPT > Brand Communications > Brand Communications For Good	Space Trash Signs "Space Trash Signs"	Privateer Space	SERVICEPLAN
Bronze	CRAFT > Craft for Film & Video > Set & Production Design > TV/Film Media	Reporters Without Borders "The First Speech"	Reporter Ohne Grenzen	INNOCEAN Berlin
Bronze	CONCEPT > Brand Relations > Employer Branding > Loyalty campaigns	Schwarz IT "The Voice of Schwarz IT"	Schwarz IT	Scholz & Friends
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Single)	TERRE DES FEMMES "Unsilence the Violence"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Single)	Wolt "Wolt EM Kampagne"	Wolt Enterprises Deutschland GmbH	MOTOR Kommunikation GmbH

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Bronze	CONCEPT > Publishing > Editorial > Newspapers > Front Page (Single)	Tagesspiegel Front Cover US-Wahl „Tag der Entscheidung“	Tagesspiegel	Tagesspiegel Visual Department
Bronze	CRAFT > Craft for Audio > Sound Design > Video	Airline "All it takes is a Yes."	Deutsche Lufthansa	SERVICEPLAN
Bronze	CRAFT > Craft for Audio > New Music > Video	Airline "All it takes is a Yes."	Deutsche Lufthansa	SERVICEPLAN
Bronze	CONCEPT > Digital Experiences > Platforms & Services > Content Platform/Service	BMW GROUP "BMW OPEN BRAND WORLD 2.0"	BMW GROUP	Accenture Song
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > TV Spot (Single over 30 seconds)	Deutsche Telekom "Bubbles"	Deutsche Telekom	Saatchi & Saatchi
Bronze	CRAFT > Craft for Audio > Music Adaption > Video	Deutsche Telekom "Bubbles"	Deutsche Telekom	Saatchi & Saatchi
Bronze	CRAFT > Craft for Publishing > Digital Publishing > Website/Microsite	Digitales Köchel-Verzeichnis "Digging Mozart"	Internationale Stiftung Mozarteum	Fork Unstable Media GmbH
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > TV Spot (Single over 30 seconds)	Porsche "Dua Lipa X Porsche: The all-electric Macan"	Porsche	Grabarz & Partner
Bronze	CRAFT > Craft for Audio > Artist/Brand Partnership > Video	Porsche "Dua Lipa X Porsche: The all-electric Macan"	Porsche	Grabarz & Partner
Bronze	CRAFT > Craft for Audio > Audio Editing & Mixing > Video	Porsche "Dua Lipa X Porsche: The all-electric Macan"	Porsche	Grabarz & Partner
Bronze	CONCEPT > Publishing > Corporate Publishing / Content Marketing > Corporate Magazines > Self-Promotion	characters #04 "Early + Late"	Character Type	Character Type
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Series)	Deutsche Bahn "Europa verbinden"	Deutsche Bahn	Ogilvy Germany
Bronze	CRAFT > Craft for Brand Communication > Creative Coding > other	Samsung Galaxy Watch6 "Galaxy Time"	Samsung Electronics Deutschland	Leo Frankfurt
Bronze	CONCEPT > Brand Identity / Brand Design > Brand Identity / Brand Design For Good	WWF Deutschland "GhostNetZero"	WWF Deutschland	Accenture Song
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Series)	Filet-o-Fish "Goldene Möwe"	McDonald's	Scholz & Friends
Bronze	INDEPENDENT & EXPERIMENT > Communication Arts > Independent Photography > AI-Assisted Creative Processes in Photography	Progr Hofformat "Hofformat"	Progr - Zentrum für Kulturproduktion	Studio Attila Janes
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > TV Spot (Single over 30 seconds)	HORNBAACH Baumarkt AG "Hör auf Deine Hände."	HORNBAACH Baumarkt AG	HeimatTBWA\
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Series)	Lufthansa "Lufthansa Group - Employer Branding"	Lufthansa Group	thjnk
Bronze	CRAFT > Craft for Audio > New Music > Video	Big Rösti "McDonald's Big Rösti "Fan-Hymne"	McDonald's	Scholz & Friends
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Stories Ad (Series)	OTTO x adidas "OTTO Der Schuh"	OTTO	c/o Setzkorn Kemper
Bronze	CRAFT > Craft for Audio > Audio Editing & Mixing > Video	Food/Non-Food "PENNY - Wonderful World"	PENNY	SERVICEPLAN
Bronze	CONCEPT > Brand Identity / Brand Design > Brand Identity / Brand Design For Good	F/A/Q Health "Redesigning Aufklärung"	F/A/Q - The Better Health Group.	loved
Bronze	CRAFT > Craft for Brand Design > Typography > Integrated Media	E.ON "Revamping an iconic brand"	E.ON	Peter Schmidt Group
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Series)	Canon "The Full Picture"	Canon Emirates	INGO Hamburg
Bronze	CRAFT > Craft for Audio > New Music > Video	Talking Wave "The Greatest"	Telefónica Germany	SERVICEPLAN
Bronze	CRAFT > Craft for Audio > Artist/Brand Partnership > Video	Verkehrssicherheit "The secret road safety anthem"	Bundesministerium für Digitales und Verkehr, Deutscher Verkehrssicherheitsrat e.V.	Scholz & Friends
Bronze	CRAFT > Craft for Brand Design > Illustration for Brand Design > other	Konditorei & Bäckerei Peters "Treibeis"	Konditorei & Bäckerei Peters GmbH	Rocket & Wink GmbH
Bronze	CONCEPT > Digital Experiences > Emerging Technologies > AI Driven Experience	neue leben "Triff dein Zukunfts-Ich - The first AI Video Call with your future self."	neue leben Lebensversicherung	Curious Company
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Series)	TERRE DES FEMMES "Unsilence the Violence"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Series)	Wolt "Wolt EM Kampagne"	Wolt Enterprises Deutschland GmbH	MOTOR Kommunikation GmbH
Bronze	CRAFT > Craft for Publishing > Graphic Design	Sonderpostwertzeichen "Briefmarke "150 Jahre Weltpostverein"	Bundesministerium der Finanzen	Luzia Hein
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Reels/TikTok Ad (Single)	Kampagne zur Landtagswahl in Sachsen 2025 "Der AfD-Bot"	CDU Sachsen	thjnk
Bronze	CONCEPT > Brand Relations > Public Relations > Influencer Relations	Kadernominierung zur Fußball Europa Meisterschaft 2024 "Der große DFB Kader-Leak"	DFB - Deutscher Fussball Bund	röffen GmbH & goodthoughts GmbH
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Reels/TikTok Ad (Single)	Mercedes-Benz G-Class "G-Hammer Throw"	Mercedes-Benz	teamx
Bronze	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > TV/Film Media	HORNBACH Baumarkt AG "Jedes Frühjahr ein neuer Anfang."	HORNBACH Baumarkt AG	HeimatTBWA\
Bronze	CRAFT > Craft for Publishing > Graphic Design	Mr Wink "No Idea Book"	Rocket & Wink GmbH	Rocket & Wink GmbH
Bronze	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > TV/Film Media	Margot Friedländer "Seid Menschen."	Margot Friedländer Stiftung	antoni
Bronze	CRAFT > Craft for Audio > Artist/Brand Partnership > other	Golden Toast "Toaste dir deinen Song."	Arbeitsgemeinschaft Golden Toast GmbH	Philipp und Keuntje
Bronze	CONCEPT > Spatial Experiences > Event > Consumer Event	FRAKTA "50 Jahre IKEA - FRAKTA"	IKEA Deutschland	thjnk
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Corporate Media > Reactive Campaign Film	Kampagne zur Landtagswahl in Sachsen 2025 "Der AfD-Bot"	CDU Sachsen	thjnk
Bronze	CONCEPT > Brand Relations > Brand Relations For Good	Burger King "Made by"	Burger King	Grabarz & Partner
Bronze	CONCEPT > Publishing > Editorial > Newspapers > Article	Buch Zwei "Mir nach!"	Süddeutsche Zeitung	Süddeutsche Zeitung
Bronze	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Integrated Media	THE LÄND "Mission LÄND HERE"	Staatsministerium Baden-Württemberg	thjnk
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Reels/TikTok Ad (Series)	Netto Eigenmarken Produkte "Netto Eigenmarken Roast"	Netto Markendiscout	Philipp und Keuntje
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Reels/TikTok Ad (Series)	Ahoj-Brause "Späti"	Katjes Fassin GmbH + Co.KG	antoni
Bronze	CONCEPT > Publishing > Editorial > Magazines > Special Edition	Süddeutsche Zeitung Magazin "Stil Leben"	Süddeutsche Zeitung	Süddeutsche Zeitung
Bronze	CONCEPT > Spatial Experiences > Event > Consumer Event	BMW Group at CES 2025 "The first car show inside a car"	BMW GROUP	Elastique. GmbH
Bronze	CRAFT > Craft for Brand Design > Art Direction for Brand Design > Integrated Media	Tiroler Festspiele Erl "Tiroler Festspiele Erl Brand Design"	Tiroler Festspiele Erl	Scholz & Friends
Bronze	CONCEPT > Spatial Experiences > Spatial Experiences For Good	TERRE DES FEMMES "Unsilence the Violence"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Bronze	CONCEPT > Publishing > Editorial > Magazines > Cover (Single)	SZ Magazin "75 Jahre BRD"	Süddeutsche Zeitung	Süddeutsche Zeitung
Bronze	CONCEPT > Spatial Experiences > Exhibition > Trade Show Appearance	AEG@IFA2024 "AEG@IFA2024"	AEG / AB Electrolux	GmbH
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Influencer Collaboration	Urlaub in Österreich "AUTfluencer"	Österreich Werbung	SERVICEPLAN AUSTRIA
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > In-Feed Video (Series)	BVG "Die BVG TikTok Puppenkiste"	Berliner Verkehrsbetriebe (BVG) - AöR	GUD.berlin GmbH
Bronze	CONCEPT > Spatial Experiences > Exhibition > Trade Show Appearance	EGGER Messestand BAU 2025 "EGGER EcoBox - Making the invisible unmissable"	Fritz EGGER GmbH & Co. OG	WOU GmbH
Bronze	CONCEPT > Digital Experiences > Digital Experiences For Good	WWF Deutschland "GhostNetZero"	WWF Deutschland	Accenture Song

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Bronze	CONCEPT > Spatial Experiences > Exhibition > Trade Show Appearance	Markenauftritt "PALMBERG at ORGATEC 2024"	PALMBERG Büroeinrichtungen + Service GmbH	Uniplan GmbH & Co. KG
Bronze	CONCEPT > Spatial Experiences > Exhibition > Trade Show Appearance	Messestand "REAL RENAISSANCE"	Drees & Sommer SE	Drees & Sommer SE
Bronze	CONCEPT > Spatial Experiences > Exhibition > Trade Show Appearance	Welcome Home - BOSCH IFA 2024 "Welcome Home - BOSCH IFA 2024"	BSH Hausgeräte GmbH	SCHMIDHUBER / BLACKSPACE
Bronze	CONCEPT > Spatial Experiences > Exhibition > Exhibition/Installation	Alzheimer Forschung Initiative "Die Verschwindende Ausstellung"	Alzheimer Forschung Initiative	VML Deutschland
Bronze	CRAFT > Craft for Spatial Experiences > Audience participation	Kick it like Alex "Interactive Ball-Shooting Experience"	Deutsche Telekom	Elastique. GmbH
Bronze	CONCEPT > Spatial Experiences > Exhibition > Exhibition/Installation	Gaggenau "The Elevation of Gravity"	BSH Hausgeräte GmbH	Izu33 Architectural Brand Identity
Bronze	CONCEPT > Publishing > Editorial > Magazines > Spread/Article	FOCUS Magazin Ausgabe 51/2024 "Das Versprechen"	FOCUS Magazin	FOCUS Magazin
Bronze	CONCEPT > Publishing > Editorial > Magazines > Spread/Article	Süddeutsche Zeitung Magazin "Hausfrauenreport"	Süddeutsche Zeitung	Süddeutsche Zeitung
Bronze	CRAFT > Craft for Spatial Experiences > Motion Design & Interactive Installation	Mad Brilliance Trial "Interactive Retail Experience"	Nike	SUNST Studio & MONOMANGO GmbH
Bronze	CONCEPT > Publishing > Editorial > Magazines > Spread/Article	Süddeutsche Zeitung Magazin "Sagen sie jetzt nichts (Interview ohne Worte) – Der Grüffelo"	Süddeutsche Zeitung	Süddeutsche Zeitung
Bronze	CONCEPT > Publishing > Editorial > Magazines > Spread/Article	FOCUS Magazin Ausgabe 46/2024 "Seid wachsam, bleibt Mensch!"	FOCUS Magazin	FOCUS Magazin
Bronze	CRAFT > Craft for Spatial Experiences > Motion Design & Interactive Installation	Siemens AG "Siemens Choreobots - 4 Robots, 5 Screens, 1 Show"	Siemens AG	Curious Company
Bronze	CONCEPT > Publishing > Editorial > Magazines > Spread/Article	Süddeutsche Zeitung Magazin "Süddeutsche Zeitung Magazin – "Brücken al dente"	Süddeutsche Zeitung	Süddeutsche Zeitung
Bronze	CONCEPT > Spatial Experiences > Exhibition > Spatial Intervention	TERRE DES FEMMES "Unsilence the Violence"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Bronze	CONCEPT > Publishing > Editorial > Magazines > Supplement	FOCUS STYLE "Ausgabe 10 und 11"	FOCUS Magazin	FOCUS Magazin
Bronze	CRAFT > Craft for Brand Communication > Media Planning & Buying	Lufthansa Technik "Das Flugzeug"	Lufthansa Technik	thjnk
Bronze	CRAFT > Craft for Spatial Experiences > AR/VR	Telekom Super Soccer "Immersive 3D Gaming Experience"	Deutsche Telekom	Elastique. GmbH
Bronze	CRAFT > Craft for Brand Communication > Media Planning & Buying	GROW Tarif "o2 Moment Domination"	Telefónica Germany	SERVICEPLAN
Bronze	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Reels (Single)	Rainbow Wool "Rainbow Wool"	Schäfferei Stücke	SERVICEPLAN
Bronze	CRAFT > Craft for Spatial Experiences > AR/VR	Oreo "Supermarcade"	Mondeléz International	Saatchi & Saatchi
Bronze	CRAFT > Craft for Brand Design > Interface Design	Samsung Galaxy Watch6 "Galaxy Time"	Samsung Electronics Deutschland	Leo Frankfurt
Bronze	CONCEPT > Spatial Experiences > Event > Sponsor Appearance	Sennheiser "Mirrorbox"	Sonova Group	Foundry Berlin GmbH
Bronze	CRAFT > Craft for Digital Experiences > AI-Assisted Creative Processes in Digital	Namae Koi "Namae Koi"	Namae Koi	loved
Bronze	CONCEPT > Spatial Experiences > Event > Guerilla Action	Sozialbehörde Hamburg "600 Minuten Nachspielzeit"	Sozialbehörde Hamburg	Ia red GmbH
Bronze	CRAFT > Craft for Brand Communication > AR/VR	AR-App "Trails of Wonder"	Samsung Electronics Deutschland	SHANGHAI.BERLIN & headraft
Bronze	CRAFT > Craft for Brand Communication > AI-Assisted Creative Processes in Brand Communication	trigema "Charly is back"	TRIGEMA W. Grupp KG	thjnk
Bronze	CRAFT > Craft for Brand Communication > AI-Assisted Creative Processes in Brand Communication	Namae Koi "Namae Koi"	Namae Koi	loved
Bronze	CRAFT > Craft for Audio > AI-Assisted Creative Processes in Audio	Namae Koi "Namae Koi"	Namae Koi	loved

Auszeichnung

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Auszeichnung	CRAFT > Craft for Broadcasting & Streaming > Cinematography > Broadcasting	ALDI SÜD "#ALDistory"	ALDI SÜD Dienstleistungs-SE & Co. oHG	antoni
Auszeichnung	CRAFT > Craft for Publishing > Illustration > Print Media	Personalmagazin "25 Jahre Personalmagazin"	Haufe / Personalmagazin	Studio Spading
Auszeichnung	CONCEPT > Brand Communications > Advertising Activation & Sales > Promotional Media > Seasonal Promotions	FRAKTA "50 Jahre IKEA - FRAKTA"	IKEA Deutschland	thjnk
Auszeichnung	CRAFT > Craft for Spatial Experiences > Art Direction / Dramaturgy	AEG@IFA2024 "AEG@IFA2024"	AEG / AB Electrolux	GmbH
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Cinema Spot	Airline "All it takes is a Yes."	Deutsche Lufthansa	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Film & Video > Direction > Digital Media	Wörthersee Tourismusregion "Am Wörthersee"	Region Wörthersee-Rosental Tourismus GmbH	Lenscape Productions
Auszeichnung	CONCEPT > Brand Communications > Advertising Activation & Sales > Direct Response Media > Direct Mail	Prävention und Vorsorge von Hautkrebs "AOK x AMORELIE: Skintimacy"	AOK-Bundesverband eGbR	Scholz & Friends
Auszeichnung	CONCEPT > Digital Experiences > Gaming > Gaming Experiences	MR Game "Arena Defender"	EHC Red Bull München	bright! GmbH
Auszeichnung	CONCEPT > Publishing > Corporate Publishing / Content Marketing > Corporate Magazines > Single Issue	Think:Act Magazine "Artificial Intelligence"	Roland Berger Holding GmbH & Co. KGaA	Axel Springer Corporate Solutions GmbH & Co. KG
Auszeichnung	CONCEPT > Publishing > Corporate Publishing / Content Marketing > Corporate Magazines > Single Issue	Das S-Magazin "Ausgabe 17"	Gaumen Hoch GmbH	brand unit
Auszeichnung	CONCEPT > Brand Communications > Advertising Activation & Sales > Promotional Media > Seasonal Promotions	Burger King "Back from the Dead"	Burger King	Grabarz & Partner
Auszeichnung	CRAFT > Craft for Brand Communication > Photography > Print Media	Most uninteresting thing 2.0. "Bildsprache"	GRAWE - Grazer Wechselseitige Versicherung	ATELIER HAAS
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Cinema Spot	Deutsche Telekom "Bubbles"	Deutsche Telekom	Saatchi & Saatchi
Auszeichnung	CONCEPT > Brand Identity / Brand Design > Brand ID für Broadcasting & Streaming > New	Caren Miosga "Caren Miosga"	ARD / MIO MEDIA	Mio Media
Auszeichnung	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > New	Münchner Wohnen "Corporate Identity"	Münchner Wohnen	KMS TEAM
Auszeichnung	CONCEPT > Digital Experiences > Gaming > Gaming Experiences	Europol Awareness Quest "Cyber Defenders - a Roblox Game"	Europol	Markenfilm Space
Auszeichnung	CONCEPT > Digital Experiences > Platforms & Services > Web Platform/Service	Pandora Hub "Das A.I. Multitool für Brand Sound"	MediaMarktSaturn	German Wahnsinn GmbH
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > In-Feed Ad (Single)	ALDI Nord "Das EM Meme Plakat"	ALDI Nord	Accenture Song
Auszeichnung	CONCEPT > Publishing > Corporate Publishing / Content Marketing > Corporate Magazines > Single Issue	Creating Chemistry "Das Nachhaltigkeits-Magazin von BASF"	BASF	TERRITORY GmbH
Auszeichnung	CONCEPT > Broadcasting / Streaming > Online Video Platform > Single Video Content	EDEKA Weihnachtskampagne "Die EDEKA Weihnachtsverstärkung"	EDEKA Zentrale Stiftung & Co. KG	Wynken Blynken & Nod
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Cinema Spot	ALDI SÜD "Diet of Love"	ALDI SÜD Dienstleistungs-SE & Co. oHG	antoni
Auszeichnung	CRAFT > Craft for Publishing > Illustration > Print Media	brand eins/thema "Die Vermessung der Umwelt"	brand eins	Christina Gransow
Auszeichnung	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Print Media	Żółtkowa "Ehrlicher Wodka"	Stock Spirits	Wynken Blynken & Nod
Auszeichnung	CONCEPT > Digital Experiences > Mobile Apps > Brand Apps	Deutschlandfunk App "Einfacher Modus"	Deutschlandradio	Make Studio
Auszeichnung	CRAFT > Craft for Brand Design > Illustration for Brand Design > Print Media	Lufthansa Insights "Essentials"	Lufthansa	C3 Creative Code and Content GmbH
Auszeichnung	CONCEPT > Brand Relations > Public Relations > Media Relations	Freie Demokraten (FDP) "Europawahl Kampagne"	Freie Demokraten (FDP)	HeimatTBWA\
Auszeichnung	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Print Media	Freie Demokraten (FDP) "Europawahl Kampagne"	Freie Demokraten (FDP)	HeimatTBWA\
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Cinema Spot	Freie Demokraten (FDP) "Europawahl Kampagne"	Freie Demokraten (FDP)	HeimatTBWA\
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > In-Feed Ad (Single)	Mercedes-Benz G-Class "G-Hammer Throw"	Mercedes-Benz	teamx
Auszeichnung	CONCEPT > Brand Identity / Brand Design > Brand Identity for Products, Services, Events > New	WWF Deutschland "GhostNetZero"	WWF Deutschland	Accenture Song

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Audio Media > Radio Spot (Single)	TERRE DES FEMMES "Gleichberechtigte Kommunikation"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Auszeichnung	CONCEPT > Spatial Experiences > Public & Urban Design > Urban Space	Iwayagawachi-Staudamm "Godzilla in Saga Dam Art Project Powered by Kärcher"	Präfektur Saga / Japan, Alfred Kärcher SE & Co. KG	Alfred Kärcher SE & Co. KG
Auszeichnung	CONCEPT > Brand Communications > Advertising Activation & Sales > Promotional Media > Seasonal Promotions	Trolli GmbH "Halloween-Kampagne „Nährwerte zum Gruseln“"	Trolli GmbH	HeimatTBWA\
Auszeichnung	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Print Media	Trolli GmbH "Halloween-Kampagne „Nährwerte zum Gruseln“"	Trolli GmbH	HeimatTBWA\
Auszeichnung	CRAFT > Craft for Film & Video > Animation > Digital Media	Grossstadtgeflüster "Huckepack"	The Agencee	Rocket & Wink GmbH
Auszeichnung	CRAFT > Craft for Publishing > Illustration > Print Media	"so schmeckt Suppe & Eintopf" Magazin "Illustrationen für das "so schmeckt Suppe & Eintopf" Magazin"	Funke Mediengruppe / Funke Life GmbH	Funke Life GmbH
Auszeichnung	CRAFT > Craft for Publishing > Illustration > Print Media	Wolfgang Borchert: Laternenträume – Gedichte "Illustriertes Buch"	Kunstanstifter Verlag	Roberta Bergmann
Auszeichnung	CRAFT > Craft for Digital Experiences > User Interface (UI) Design > Website/Microsite	Geschäfts- und Nachhaltigkeitsbericht "Impuls der Zeit"	Gewobag Wohnungsbau-Aktiengesellschaft Berlin	heureka GmbH
Auszeichnung	CRAFT > Craft for Brand Communication > Interactive Design > Website/Microsite	iF Design Award Metaverse Experience "Landmark of Design Excellence"	iF Design	Artificial Rome GmbH
Auszeichnung	CRAFT > Craft for Brand Communication > Graphic Design > Print Media	ADC für Freiheit "Land of the Many"	Art Directors Club Deutschland	ressourcenmangel GmbH
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Cinema Spot	Sea-Eye "Like a Fish"	Sea-Eye	Simon & Paul
Auszeichnung	CRAFT > Craft for Film & Video > Cinematography > Digital Media	Airline "Lufthansa - A new travel experience"	Deutsche Lufthansa	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Print Media	Lufthansa "Lufthansa Group - Employer Branding"	Lufthansa Group	thjnk
Auszeichnung	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Brand	Art Basel Collaboration LH x Stefan Marx "Lufthansa x Art Basel Miami Beach"	Deutsche Lufthansa	SERVICEPLAN
Auszeichnung	CONCEPT > Digital Experiences > Gaming > Gaming Experiences	Hellmann's Mayonnaise "Mayoverse: All you can eat"	Unilever Niederlande / Brasilien	Ogilvy Germany
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > In-Feed Ad (Single)	THE LÄND "Mission LÄND HERE"	Staatsministerium Baden-Württemberg	thjnk
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Digital Out of Home (DOOH) / Ambient Media > DOOH (Single)	THE LÄND "Mission LÄND HERE"	Staatsministerium Baden-Württemberg	thjnk
Auszeichnung	CONCEPT > Publishing > Editorial > Books > Fiction	Mr Wink "No Idea Book"	Rocket & Wink GmbH	Rocket & Wink GmbH
Auszeichnung	CRAFT > Craft for Publishing > Art Direction for Publishing > Print Media	ONE - by Chipperfield "ONE - by Chipperfield"	Schwarz Weiss Immobilien	ATELIER HAAS
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Integrated Media > Cross-Media Campaign	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Brand Design > Graphic Design > Print	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Publishing > Art Direction for Publishing > Print Media	Ana + Ida Lutzenberger "rette rette Fahrradkette"	Reisedepeschen	Reisedepeschen
Auszeichnung	INDEPENDENT & EXPERIMENT > Communication Arts > Independent Illustration & Graphic Design > Illustration	Aufmacher Illustration "Sorry"	Zeit Campus Magazin	Redaktion Zeit Campus
Auszeichnung	CRAFT > Craft for Publishing > Illustration > Print Media	Spielraum – Kindergerechte Freiräume planen und bauen "Spielraum – Kindergerechte Freiräume planen und bauen"	Birkhäuser Publishing	Illustration Jan Robert Dünneweller
Auszeichnung	CRAFT > Craft for Brand Communication > Art Direction > Print Media	Deutsches Schauspielhaus Hamburg "Spielzeit 23/24/25"	Neue Schauspielhaus GmbH	Rocket & Wink GmbH

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Auszeichnung	CONCEPT > Publishing > Corporate Publishing / Content Marketing > Corporate Magazines > Single Issue	up_level "Städte mit Zukunft"	42 Heilbronn	Alexandra von Béry
Auszeichnung	CRAFT > Craft for Digital Experiences > Immersion (AR/VR) > AR	Oreo "Supermarcade"	Mondeléz International	Saatchi & Saatchi
Auszeichnung	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > New	Disputiful "The beauty of disputing"	Disputiful	studio senseday
Auszeichnung	CRAFT > Craft for Publishing > Illustration > Print Media	worklove "worklove – ein Fragebuch"	Birte Spreuer	Marriott
Auszeichnung	CONCEPT > Broadcasting / Streaming > Online Video Platform > Video Content Series	ALDI SÜD "#ALDIstory"	ALDI SÜD Dienstleistungs-SE & Co. oHG	antoni
Auszeichnung	CRAFT > Craft for Film & Video > Script & Story > Social Media	ALDI SÜD "#ALDIstory"	ALDI SÜD Dienstleistungs-SE & Co. oHG	antoni
Auszeichnung	CRAFT > Craft for Brand Communication > Audio Design & Music > Social Media	ALDI Nord "ALDI Community Collab"	ALDI Nord	Accenture Song
Auszeichnung	CONCEPT > Spatial Experiences > Event > Hybrid Event	Mitarbeiterfest "Alpiq Expedition Two"	Alpiq Holding AG	Live Lab AG
Auszeichnung	CONCEPT > Digital Experiences > Digital Transformation > Digital Tools & Applications	Animal Alerts "Animal Alerts"	PetPace	SERVICEPLAN
Auszeichnung	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Subject	AM I? "A Robotic Out-Of-Body Experience"	Elastique. GmbH	Elastique. GmbH
Auszeichnung	CONCEPT > Brand Communications > Advertising Activation & Sales > Digital Sales Media > Social Media Sales Promotions	Burger King "Back from the Dead"	Burger King	Grabarz & Partner
Auszeichnung	CONCEPT > Brand Communications > Advertising Activation & Sales > Promotional Media > Flash Sales	Spicy Chicken "Bisschen Scharf Menü"	McDonald's	Scholz & Friends
Auszeichnung	CONCEPT > Digital Experiences > Digital Transformation > Digital Tools & Applications	Pandora Hub "Das A.I. Multitool für Brand Sound"	MediaMarktSaturn	German Wahnsinn GmbH
Auszeichnung	CONCEPT > Brand Relations > Employer Branding > Recruitment campaigns	Lufthansa Technik "Das Flugzeug"	Lufthansa Technik	thjnk
Auszeichnung	CONCEPT > Publishing > Editorial > Mobile & Online Content > Platform	Website freitag.de "Der Relaunch von freitag.de – Eine neue digitale Bühne für die Wochenzeitung "der Freitag"	der Freitag	Make Studio
Auszeichnung	CONCEPT > Publishing > Editorial > Books > Non-Fiction	Buch "Design als Haltung - Handlungsfelder jenseits des Kommerziellen"	Verlag Hermann Schmidt	Verlag Hermann Schmidt
Auszeichnung	CRAFT > Craft for Publishing > Illustration > Digital Media	IKK classic "Deutschland, wie geht's dir? Eine bunte Studie zu Vorurteilen & Diskriminierung in Krisenzeiten."	IKK classic	Scholz & Friends
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Integrated Media > Cross-Media Campaign Online / Social Media Campaign	Deutsche Bahn "Die Ansager. Ein Halt geht noch."	Deutsche Bahn	Ogilvy Germany
Auszeichnung	CRAFT > Craft for Film & Video > Script & Story > Social Media	EDEKA Weihnachtskampagne "Die EDEKA Weihnachtsverstärkung"	EDEKA Zentrale Stiftung & Co. KG	Wynken Blynken & Nod
Auszeichnung	CRAFT > Craft for Film & Video > Casting > Social Media	EDEKA Weihnachtskampagne "Die EDEKA Weihnachtsverstärkung"	EDEKA Zentrale Stiftung & Co. KG	Wynken Blynken & Nod
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Digital Out of Home (DOOH) / Ambient Media > DOOH (Series)	Hinz&Kids – Das lütte Hamburger Straßenmagazin "Funny Faces"	Hinz&Kunzt	KNSK Werbeagentur
Auszeichnung	CRAFT > Craft for Brand Design > Art Direction for Brand Design > Digital Media	Samsung Galaxy Watch6 "Galaxy Time"	Samsung Electronics Deutschland	Leo Frankfurt
Auszeichnung	CRAFT > Craft for Brand Communication > Art Direction > Digital Media	Samsung Galaxy Watch6 "Galaxy Time"	Samsung Electronics Deutschland	Leo Frankfurt
Auszeichnung	CRAFT > Craft for Brand Design > Art Direction for Brand Design > Digital Media	WWF Deutschland "GhostNetZero"	WWF Deutschland	Accenture Song
Auszeichnung	CRAFT > Craft for Audio > Voiceover & Narration > Radio/TV	TERRE DES FEMMES "Gleichberechtigte Kommunikation"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Auszeichnung	CRAFT > Craft for Audio > Casting > Radio/TV	TERRE DES FEMMES "Gleichberechtigte Kommunikation"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Print Ad (Series)	IKEA "Guilty Pets: Simba, Coco, Brownie"	IKEA AI-Futtaim	INGO Hamburg

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > In-Feed Ad (Series)	Katjes "Humanimals"	Katjes Fassin GmbH + Co.KG	antoni
Auszeichnung	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Digital Media	50 Jahre IKEA Deutschland "IKEA Olympia"	IKEA Deutschland	thjnk
Auszeichnung	CRAFT > Craft for Brand Design > Illustration for Brand Design > Digital Media	Universität Hamburg "Jahresbericht 2023"	Universität Hamburg	Rocket & Wink GmbH
Auszeichnung	CONCEPT > Publishing > Editorial > Magazines > Series/Volume	S Magazin "Jahrgang 2024"	DER SPIEGEL Verlag Rudolf Augstein GmbH&Co KG	Brookmedia
Auszeichnung	CONCEPT > Digital Experiences > Emerging Technologies > Immersive Web	iF Design Award Metaverse Experience "Landmark of Design Excellence"	iF Design	Artificial Rome GmbH
Auszeichnung	CRAFT > Craft for Brand Design > Graphic Design > Packaging	Die Ahr-Flut "Lost Barrels"	Meyer-Näkel	Ruska Martin Associates
Auszeichnung	CONCEPT > Brand Identity / Brand Design > Brand Identity for for Products, Services, Events > Redesign	Electric Love Festival "Love resonates"	Electric Love GmbH & Co KG	moodley strategy & design group
Auszeichnung	CRAFT > Craft for Film & Video > Music > Social Media	Big Rösti "McDonald's Big Rösti "Fan-Hymne"	McDonald's	Scholz & Friends
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Integrated Media > Cross-Media Campaign Online / Social Media Campaign	Barmer "Mentale Erste Hilfe"	BARMER	Accenture Song / STAN Studios
Auszeichnung	CONCEPT > Brand Relations > Employer Branding > Recruitment campaigns	THE LÄND "Mission LÄND HERE"	Staatsministerium Baden-Württemberg	thjnk
Auszeichnung	CONCEPT > Brand Communications > Advertising Activation & Sales > Direct Response Media > TV Direct Response	GROW Tarif "o2 Moment Domination"	Telefónica Germany	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Audio > New Music > Radio/TV	Radiozentrale "Ohrwürmer"	Radiozentrale	Grabarz & Partner
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Audio Media > Radio Spot (Series)	Oreo "Playful Kakao"	Oreo	Saatchi & Saatchi
Auszeichnung	CRAFT > Craft for Audio > Sound Design > Radio/TV	Oreo "Playful Kakao"	Oreo	Saatchi & Saatchi
Auszeichnung	CRAFT > Craft for Audio > New Music > Radio/TV	Oreo "Playful Kakao"	Oreo	Saatchi & Saatchi
Auszeichnung	CRAFT > Craft for Brand Design > Graphic Design > Packaging	Wunderkern "Product Range"	Kern Tec GmbH	Rocket & Wink GmbH
Auszeichnung	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > Redesign	ista "Relaunch Brand Design"	ista	Accenture Song
Auszeichnung	CONCEPT > Brand Identity / Brand Design > Brand Identity for for Products, Services, Events > Redesign	E.ON "Revamping an iconic brand"	E.ON	Peter Schmidt Group
Auszeichnung	CONCEPT > Brand Identity / Brand Design > Brand ID for companies, organizations, institutions > Redesign	E.ON "Revamping an iconic brand"	E.ON	Peter Schmidt Group
Auszeichnung	INDEPENDENT & EXPERIMENT > Communication Arts > Independent Digital & Interactive Projects > Web Experiments	Runaween "Runaween by amce studios"	amce studios	amce studios
Auszeichnung	CONCEPT > Digital Experiences > Emerging Technologies > Immersive Web	Oreo "Supermarcade"	Mondeléz International	Saatchi & Saatchi
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Print Ad (Series)	Deutsche Bahn "The Art Of Travel"	Deutsche Bahn	Ogilvy Germany
Auszeichnung	CRAFT > Craft for Broadcasting & Streaming > Visual Effects (VFX) > Streaming	Warner Bros. Discovery "The Penguin"	Warner Bros. Discovery	Accenture Song
Auszeichnung	CRAFT > Craft for Brand Communication > Graphic Design > Packaging	Brand Ukraine Fallen Athletes Awareness "The Revived"	Brand Ukraine	BBDO
Auszeichnung	CONCEPT > Brand Relations > Influencer Marketing > Disruptive Influencer Campaigns	Brand Ukraine Fallen Athletes Awareness "The Revived"	Brand Ukraine	BBDO
Auszeichnung	CONCEPT > Brand Relations > Agenda Surfing > Topical Engagement	ottobock. "The Unofficial Discipline"	Ottobock	PRESENCE
Auszeichnung	CONCEPT > Publishing > Corporate Publishing / Content Marketing > Corporate Magazines > Series/Volume	Think:Act Magazine "Think:Act Magazine"	Roland Berger Holding GmbH & Co. KGaA	Axel Springer Corporate Solutions GmbH & Co. KG
Auszeichnung	CONCEPT > Spatial Experiences > Exhibition > Exhibition for Subject	Roman Der Zauberberg "Thomas Manns Der Zauberberg"	Buddenbrookhaus Lübeck / Die Lübecker Museen	flex - Beckmann & Nikoleit GbR
Auszeichnung	CONCEPT > Digital Experiences > Digital Transformation > Digital Tools & Applications	neue leben "Triff dein Zukunfts-Ich - The first AI Video Call with your future self."	neue leben Lebensversicherung	Curious Company
Auszeichnung	CONCEPT > Digital Experiences > Websites/Microsites > Corporate Websites	KONTURE "Website + Shop"	KONTURE GmbH	STUDIO 3000
Auszeichnung	CRAFT > Craft for Brand Communication > Film & Videography > Social Media	ALDI SÜD "#ALDIstory"	ALDI SÜD Dienstleistungs-SE & Co. oHG	antoni

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Auszeichnung	CRAFT > Craft for Spatial Experiences > Media Usage	AEG@IFA2024 "AEG@IFA2024"	AEG / AB Electrolux	GmbH
Auszeichnung	CONCEPT > Publishing > Crossmedia & Special Uses	ALDI Nord "ALDI Community Collab"	ALDI Nord	Accenture Song
Auszeichnung	CONCEPT > Publishing > Crossmedia & Special Uses	Launch Lufthansa Allegris First Class "Allegris First Class x Sho Shibuya"	Lufthansa	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Film & Video > Music > TV/Film Media	Airline "All it takes is a Yes."	Deutsche Lufthansa	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Film & Video > Acting > TV/Film Media	Airline "All it takes is a Yes."	Deutsche Lufthansa	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Film & Video > Audio & Sound Design > TV/Film Media	Airline "All it takes is a Yes."	Deutsche Lufthansa	SERVICEPLAN
Auszeichnung	CONCEPT > Brand Communications > Brand Communications For Good	Animal Alerts "Animal Alerts"	PetPace	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Digital Experiences > Data	Animal Alerts "Animal Alerts"	PetPace	SERVICEPLAN
Auszeichnung	INDEPENDENT & EXPERIMENT > Communication Arts > Independent Digital & Interactive Projects > VR/AR Experiences	Anomaly "An Interactive Mixed Reality Prototype"	Hochschule RheinMain	Elastique. GmbH
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Single)	trigema "Charly is back"	TRIGEMA W. Grupp KG	thjnk
Auszeichnung	CRAFT > Craft for Film & Video > Casting > TV/Film Media	Migros "Chocolat ohne Trallala"	Migros	thjnk
Auszeichnung	CONCEPT > Publishing > Editorial > Books > Cover Design	Moonnotes "Cover Identity 2023/24"	Verlag Friedrich Oetinger GmbH	Rocket & Wink GmbH
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Corporate Media > Public-Service Film	Kampagne zur Landtagswahl in Sachsen 2025 "Der AfD-Bot"	CDU Sachsen	thjnk
Auszeichnung	CRAFT > Craft for Audio > Podcast Production > Streaming	Lufthansa Insights "Der Reise-Podcast"	Lufthansa	C3 Creative Code and Content GmbH
Auszeichnung	CONCEPT > Spatial Experiences > Event > Online Event	McDonald's Monopoly "Die große Preishow"	McDonald's	Scholz & Friends
Auszeichnung	CRAFT > Craft for Film & Video > Direction > TV/Film Media	ALDI SÜD "Diet of Love"	ALDI SÜD Dienstleistungs-SE & Co. oHG	antoni
Auszeichnung	CRAFT > Craft for Film & Video > Script & Story > TV/Film Media	ALDI SÜD "Diet of Love"	ALDI SÜD Dienstleistungs-SE & Co. oHG	antoni
Auszeichnung	CRAFT > Craft for Film & Video > Casting > TV/Film Media	ALDI SÜD "Diet of Love"	ALDI SÜD Dienstleistungs-SE & Co. oHG	antoni
Auszeichnung	CRAFT > Craft for Film & Video > Audio & Sound Design > TV/Film Media	HORNBACH Baumarkt AG "Die Willkommenheißung."	HORNBACH Baumarkt AG	HeimatTBWA\
Auszeichnung	CRAFT > Craft for Film & Video > Music > TV/Film Media	Mercedes-Benz "DREAMER"	Mercedes-Benz	teamx
Auszeichnung	CRAFT > Craft for Film & Video > Direction > TV/Film Media	Porsche "Dua Lipa X Porsche: The all-electric Macan"	Porsche	Grabarz & Partner
Auszeichnung	CRAFT > Craft for Film & Video > Audio & Sound Design > TV/Film Media	Porsche "Dua Lipa X Porsche: The all-electric Macan"	Porsche	Grabarz & Partner
Auszeichnung	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Social Media	Peter Quester Werbetext "Eigenwerbungskampagne LinkedIn-Posts"	Peter Quester	Peter Quester
Auszeichnung	CONCEPT > Spatial Experiences > Interior Design > Retail/Shop	Gaggenau "Flagship Sydney"	BSH Hausgeräte GmbH	Izu33 Architectural Brand Identity
Auszeichnung	CRAFT > Craft for Digital Experiences > Data	Samsung Galaxy Watch6 "Galaxy Time"	Samsung Electronics Deutschland	Leo Frankfurt
Auszeichnung	CRAFT > Craft for Digital Experiences > Data	WWF Deutschland "GhostNetZero"	WWF Deutschland	Accenture Song
Auszeichnung	CRAFT > Craft for Spatial Experiences > Media Usage	Iwayagawachi-Staudamm "Godzilla in Saga Dam Art Project Powered by Kärcher"	Präfektur Saga / Japan, Alfred Kärcher SE & Co. KG	Alfred Kärcher SE & Co. KG

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Digital Out of Home (DOOH) / Ambient Media > Ambient Media	Iwayagawachi-Staudamm "Godzilla in Saga Dam Art Project Powered by Kärcher"	Präfektur Saga / Japan, Alfred Kärcher SE & Co. KG	Alfred Kärcher SE & Co. KG
Auszeichnung	CONCEPT > Spatial Experiences > Interior Design > Retail/Shop	NIO "HOUSE Hamburg"	NIO	Izu33 Architectural Brand Identity
Auszeichnung	CRAFT > Craft for Film & Video > Cinematography > TV/Film Media	Blumengarten - Ich liebe dich für immer "Ich liebe dich für immer"	Blumengarten	silkrock GmbH
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > TV Spot (Series up to 30 seconds)	IKEA "IKEA - Bereit für die EM zu Hause."	IKEA Deutschland	thjnk
Auszeichnung	CRAFT > Craft for Brand Communication > Art Direction > Social Media	ALDI Gaming "Into the ALDiverse"	ALDI Gaming	Accenture Song
Auszeichnung	CRAFT > Craft for Film & Video > Visual Effects (VFX) > TV/Film Media	HORNBACH Baumarkt AG "Jedes Frühjahr ein neuer Anfang."	HORNBACH Baumarkt AG	HeimatTBWA\
Auszeichnung	CONCEPT > Brand Communications > Advertising Activation & Sales > Digital Sales Media > Shopable Ads	Tierschutzhaus Sonnenhof "Kauf beim Tier"	Verein Landestierschutz Burgenland Tierschutzhaus Sonnenhof	Scholz & Friends
Auszeichnung	CONCEPT > Digital Experiences > Websites/Microsites > Microsites	iF Design Award Metaverse Experience "Landmark of Design Excellence"	iF Design	Artificial Rome GmbH
Auszeichnung	CONCEPT > Spatial Experiences > Event > Online Event	Hellmann's Mayonnaise "Mayoverse: All you can eat"	Unilever Niederlande / Brasilien	Ogilvy Germany
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Single)	fritz-kola "mit vollglas ins neue iaad"	fritz-kola gmbh	Rocket & Wink GmbH
Auszeichnung	CRAFT > Craft for Film & Video > Direction > TV/Film Media	O2 Paystop "Moneyphone"	O2 Paystop	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Film & Video > Audio & Sound Design > TV/Film Media	O2 Paystop "Moneyphone"	O2 Paystop	SERVICEPLAN
Auszeichnung	CONCEPT > Brand Communications > Advertising Activation & Sales > Direct Response Media > Online Direct Response	Rainbow Wool "Rainbow Wool"	Schäfferei Stücke	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Brand Design > Graphic Design > other	Rainbow Wool "Rainbow Wool"	Schäfferei Stücke	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Brand Communication > Art Direction > Social Media	LBS-Bausparvertrag "RIN x LBS #BausparLifestyle"	LBS	huth+wenzel
Auszeichnung	INDEPENDENT & EXPERIMENT > Technological Experiment > Creative Technology Prototypes	Miqona "The Iconographic Time Teller."	Miqona GmbH	Miqona GmbH
Auszeichnung	CONCEPT > Brand Communications > Brand Communications For Good	Muschicraft Beer Company "The Most Illegal Beer"	Muschicraft Beer Company	HeimatTBWA\
Auszeichnung	CONCEPT > Brand Communications > Brand Communications For Good	Brand Ukraine Fallen Athletes Awareness "The Revived"	Brand Ukraine, Office of The President of Ukraine, Ministry of Youth and Sports of Ukraine	BBDO
Auszeichnung	CRAFT > Craft for Film & Video > Music > TV/Film Media	Verkehrssicherheit "The secret road safety anthem"	Bundesministerium für Digitales und Verkehr, Deutscher Verkehrssicherheitsrat e.V.	Scholz & Friends
Auszeichnung	CRAFT > Craft for Spatial Experiences > Media Usage	ottobock. "The Unofficial Discipline"	Ottobock	PRESENCE
Auszeichnung	CONCEPT > Digital Experiences > Platforms & Services > Conversational/Service	Golden Toast "Toaste dir deinen Song."	Arbeitsgemeinschaft Golden Toast GmbH	Philipp und Keuntje
Auszeichnung	CONCEPT > Spatial Experiences > Exhibition > Online/Hybrid Exhibition for Brand	Mercedes-Benz eActros 600 "Truckopolis"	Daimler Truck	Scholz & Friends
Auszeichnung	CONCEPT > Brand Relations > Public Relations > Corporate Social Responsibility (CSR)	TERRE DES FEMMES "Unsilence the Violence"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Auszeichnung	CONCEPT > Brand Communications > Brand Communications For Good	TERRE DES FEMMES "Unsilence the Violence"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Auszeichnung	CRAFT > Craft for Film & Video > Script & Story > TV/Film Media	THOMY Delikatess Senf "Woof"	THOMY	McCann Frankfurt
Auszeichnung	CONCEPT > Publishing > Publishing For Good	CORRECTIV - Recherchen für die Gesellschaft "Adopt A Fact"	CORRECTIV gGmbH	HeimatTBWA\
Auszeichnung	CONCEPT > Publishing > Publishing For Good	Prävention und Vorsorge von Hautkrebs "AOK x AMORELIE: Skintimacy"	AOK-Bundesverband eGgR	Scholz & Friends
Auszeichnung	CRAFT > Craft for Audio > Audio Branding/Corporate Sound Design > Video	talabat "Audio Branding"	talabat	why do birds GmbH / DE FALCON GmbH
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Print Media > Poster (Series)	Bürokratie-Museum "Das Bürokratie-Museum"	INSM - Initiative Neue Soziale Marktwirtschaft	thjnk
Auszeichnung	CONCEPT > Publishing > Publishing For Good	DNA of Democracy "DNA of Democracy"	Süddeutsche Zeitung in Partnerschaft mit Graf von Faber-Castell	GmbH / Creative House, MSL Germany Publicis Group
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > TV Spot (Single over 30 seconds)	Freie Demokraten (FDP) "Europawahl Kampagne"	Freie Demokraten (FDP)	HeimatTBWA\
Auszeichnung	CRAFT > Craft for Brand Communication > Interactive Design > other	Galaxy AI / Circle to Search "Galaxy AI Kiosk"	Samsung Electronics Deutschland	Cheil Germany GmbH
Auszeichnung	CRAFT > Craft for Brand Communication > Interactive Design > other	Samsung Galaxy Watch6 "Galaxy Time"	Samsung Electronics Deutschland	Leo Frankfurt
Auszeichnung	CRAFT > Craft for Audio > Artist/Brand Partnership > Video	Hyundai INSTER "Hyundai InsterStudios"	Hyundai	SERVICEPLAN/BLUT
Auszeichnung	CRAFT > Craft for Brand Communication > Art Direction > Audio Media	50 Jahre IKEA Deutschland "IKEA 50 Jahre "Ständchen"	IKEA Deutschland	thjnk
Auszeichnung	CRAFT > Craft for Audio > Music Adaption > Video	Kühne Rotkohl-Pizza "Iss ein Scandalo!"	Carl Kühne KG (GmbH&Co.)	KNSK Werbeagentur
Auszeichnung	CONCEPT > Publishing > Corporate Publishing / Content Marketing > Corporate Books > Annual Report	Universität Hamburg "Jahresbericht 2023"	Universität Hamburg	Rocket & Wink GmbH
Auszeichnung	INDEPENDENT & EXPERIMENT > Communication Arts > Independent Photography > AI-Assisted Creative Processes in Photography	Postproduktion "Knitwear"	CREATIVE by Gold GmbH	Robert Brembeck
Auszeichnung	CONCEPT > Digital Experiences > Emerging Technologies > AI Driven Experience	Namae Koi "Namae Koi"	Namae Koi	loved
Auszeichnung	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > Audio Media	Radiozentrale "Ohrwürmer"	Radiozentrale	Grabarz & Partner
Auszeichnung	CRAFT > Craft for Audio > Sound Design > Video	LinkedIn "Orchestra of Monotony"	LinkedIn	Philipp und Keuntje
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Stories Ad (Series)	LBS-Bausparvertrag "RIN x LBS #BausparLifestyle"	LBS	huth+wenzel
Auszeichnung	CONCEPT > Digital Experiences > Websites/Microsites > E-Commerce	SMART Europe "SMART - Reinventing the future of automotive sales"	SMART Europe	Accenture Song
Auszeichnung	INDEPENDENT & EXPERIMENT > Communication Arts > Independent Photography > AI-Assisted Creative Processes in Photography	SYNTHETIC STYLES FESTIVAL "SPECIMENS OF CREATIVITY"	SYNTHETIC STYLES AI FESTIVAL	SYNTHETIC STYLES
Auszeichnung	CRAFT > Craft for Digital Experiences > User Interface (UI) Design > other	Oreo "Supermarcade"	Mondeléz International	Saatchi & Saatchi
Auszeichnung	CONCEPT > Brand Identity / Brand Design > Brand Identity / Brand Design For Good	Muschicraft Beer Company "The Most Illegal Beer"	Muschicraft Beer Company	HeimatTBWA\
Auszeichnung	CRAFT > Craft for Audio > Artist/Brand Partnership > Video	Golden Toast "Toaste dir deinen Song."	Arbeitsgemeinschaft Golden Toast GmbH	Philipp und Keuntje
Auszeichnung	CONCEPT > Digital Experiences > Emerging Technologies > AI Driven Experience	AI-Driven Immersive Experience "When They Came For Us"	PETA Deutschland	Demodern GmbH
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Reels/TikTok Ad (Single)	ALDI Nord "ALDI Nord x Alexander Marcus - Patata"	ALDI Nord	Accenture Song
Auszeichnung	CONCEPT > Spatial Experiences > Spatial Service Design	ZEISS Earth Day "Benches of Hope"	Carl Zeiss AG	fischerAppelt, relations

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Auszeichnung	CRAFT > Craft for Brand Communication > Film & Videography > TV/Film Media	Bitburger "Bitte lasst uns feiern, was uns zusammenbringt."	BITBURGER BRAUGRUPPE	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Brand Communication > Film & Videography > TV/Film Media	Deutsche Telekom "Bubbles"	Deutsche Telekom	Saatchi & Saatchi
Auszeichnung	CRAFT > Craft for Brand Communication > Art Direction > TV/Film Media	yeswecanlcr "Das ganze Bild"	yeswecanlcr	Saatchi & Saatchi
Auszeichnung	CRAFT > Craft for Brand Communication > Film & Videography > TV/Film Media	Porsche "Dua Lipa X Porsche: The all-electric Macan"	Porsche	Grabarz & Partner
Auszeichnung	CRAFT > Craft for Brand Communication > Art Direction > TV/Film Media	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Auszeichnung	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > TV/Film Media	HORNBACH Baumarkt AG "Hör auf Deine Hände."	HORNBACH Baumarkt AG	HeimatTBWA\
Auszeichnung	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > TV/Film Media	Beiersdorf "I hope this email finds you well"	Beiersdorf	Publicis One Touch
Auszeichnung	CRAFT > Craft for Brand Communication > Film & Videography > TV/Film Media	Beiersdorf "I hope this email finds you well"	Beiersdorf	Publicis One Touch
Auszeichnung	CONCEPT > Broadcasting / Streaming > Broadcasting / Streaming For Good	Genium X3 "NEW BOUNDARIES - Telling the story you usally don't see."	Ottobock	We Make Them Wonder GmbH
Auszeichnung	CRAFT > Craft for Publishing > Graphic Design	HENKELS WUPPERTAL – DENK WERK STADT "Publikation"	renaissance AG	Studio Melskotte
Auszeichnung	CONCEPT > Broadcasting / Streaming > Broadcasting / Streaming For Good	Margot Friedländer "Seid Menschen."	Margot Friedländer Stiftung	antoni
Auszeichnung	CRAFT > Craft for Brand Design > Art Direction for Brand Design > TV/Film Media	SWR "SWR Redesign"	Südwestrundfunk	BDA Creative GmbH
Auszeichnung	CRAFT > Craft for Brand Communication > Copywriting & Storytelling > TV/Film Media	Verkehrssicherheit "The secret road safety anthem"	Bundesministerium für Digitales und Verkehr, Deutscher Verkehrssicherheitsrat e.V.	Scholz & Friends
Auszeichnung	CRAFT > Craft for Audio > Music Adaption > other	Golden Toast "Toaste dir deinen Song."	Arbeitsgemeinschaft Golden Toast GmbH	Philipp und Keuntje
Auszeichnung	CRAFT > Craft for Audio > Music Adaption > other	Milka MMMax "unMMmute yourself"	Mondeléz International	Ogilvy Germany
Auszeichnung	CRAFT > Craft for Audio > Artist/Brand Partnership > other	Milka MMMax "unMMmute yourself"	Mondeléz International	Ogilvy Germany
Auszeichnung	CONCEPT > Spatial Experiences > Spatial Experiences For Good	Millerntor Gallery "11 Walls 11 Goals"	Viva von Agua Arts	Philipp und Keuntje
Auszeichnung	CONCEPT > Spatial Experiences > Spatial Experiences For Good	Sozialbehörde Hamburg "600 Minuten Nachspielzeit"	Sozialbehörde Hamburg	la red GmbH
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Reels/TikTok Ad (Series)	ALDI Nord "ALDI Nord x Alexander Marcus - Patata"	ALDI Nord	Accenture Song
Auszeichnung	CRAFT > Craft for Spatial Experiences > Lighting Design	Licht-Symphonie "Bridging Europe"	Tourismus+Congress GmbH Frankfurt am Main	bright! GmbH
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > In-Feed Video (Single)	ALDI SÜD "Diet of Love"	ALDI SÜD Dienstleistungs-SE & Co. oHG	antoni
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Reels/TikTok Ad (Series)	EM 2024 Gastgeber-Bier "EM 2024 Gastgeber-Bier "Impossible Content Bitte"	Bitburger	BUTTER. GmbH
Auszeichnung	CRAFT > Craft for Brand Design > Art Direction for Brand Design > Integrated Media	Schwetzingen SWR Festspiele "Eternal Bloom"	Südwestrundfunk	Ligalux GmbH
Auszeichnung	CONCEPT > Spatial Experiences > Spatial Experiences For Good	Installation "Feierabendziegel"	Drees & Sommer SE	Drees & Sommer SE
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > In-Feed Video (Single)	Beiersdorf "I hope this email finds you well"	Beiersdorf	Publicis One Touch
Auszeichnung	CRAFT > Craft for Spatial Experiences > Lighting Design	THE LÄND "Mission LÄND HERE"	Staatsministerium Baden-Württemberg	thjnk
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Reels/TikTok Ad (Series)	OTTO x adidas "OTTO Der Schuh"	OTTO	c/o Setzkorn Kemper

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Auszeichnung	CRAFT > Craft for Brand Design > Art Direction for Brand Design > Integrated Media	Rainbow Wool "Rainbow Wool"	Schäfererei Stücke	SERVICEPLAN
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Social Media > Reels/TikTok Ad (Series)	LBS-Bausparvertrag "RIN x LBS #BausparLifestyle"	LBS	huth+wenzel
Auszeichnung	CRAFT > Craft for Brand Communication > Art Direction > Integrated Media	Mercedes-Benz G-Class "The Rise of Electric"	Mercedes-Benz	teamx
Auszeichnung	CONCEPT > Spatial Experiences > Spatial Experiences For Good	ottobock. "The Unofficial Discipline"	Ottobock	PRESENCE
Auszeichnung	CONCEPT > Brand Relations > Brand Relations For Good	TERRE DES FEMMES "Unsilence the Violence"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > In-Feed Video (Single)	followfood ",Merkste selber"	followfood GmbH	TankTank GmbH
Auszeichnung	CONCEPT > Digital Experiences > Digital Experiences For Good	Animal Alerts "Animal Alerts"	PetPace	SERVICEPLAN
Auszeichnung	CONCEPT > Publishing > Editorial > Magazines > Cover (Single)	Harvard Business manager Magazin – Cover "Bird of Wisdom"	Harvard Business manager	manager / Silke Baltruschat
Auszeichnung	CONCEPT > Digital Experiences > Digital Experiences For Good	CAMDOM - The digital condom for the digital generation. "CAMDOM"	BILLY BOY	INNOCEAN Berlin
Auszeichnung	CONCEPT > Publishing > Editorial > Magazines > Cover (Single)	DER SPIEGEL Verlag Rudolf Augstein GmbH&Co KG Cover "Jung, rechts, extrem" "Cover "Jung, rechts, extrem"	DER SPIEGEL Verlag Rudolf Augstein GmbH&Co KG	DER SPIEGEL
Auszeichnung	CRAFT > Craft for Brand Communication > Art Direction > other	Bürokratie-Museum "Das Bürokratie-Museum"	INSM - Initiative Neue Soziale Marktwirtschaft	thjnk
Auszeichnung	CONCEPT > Spatial Experiences > Exhibition > Trade Show Appearance	Deutsche Telekom - MWC 2024 "Deutsche Telekom - MWC 2024"	Deutsche Telekom	Meiré und Meiré
Auszeichnung	CONCEPT > Digital Experiences > Digital Experiences For Good	Stop Accidents "Memorial Route"	Stop Accidents	HeimatTBWA\
Auszeichnung	CRAFT > Craft for Spatial Experiences > Music, Audio & Sound Design	Sennheiser "Mirrorbox"	Sonova Group	Foundry Berlin GmbH
Auszeichnung	CRAFT > Craft for Brand Design > Art Direction for Brand Design > other	PRICE PACKS "PRICE PACKS"	PENNY	SERVICEPLAN
Auszeichnung	CRAFT > Craft for Brand Design > Art Direction for Brand Design > other	F/A/Q Health "Redesigning Aufklärung"	F/A/Q – The Better Health Group.	loved
Auszeichnung	CONCEPT > Publishing > Editorial > Magazines > Cover (Single)	SZ Magazin "Spice Girls Cover"	Süddeutsche Zeitung	Süddeutsche Zeitung
Auszeichnung	CRAFT > Craft for Brand Design > Art Direction for Brand Design > other	OREO "SQUARE COOKIE"	Mondeléz International	Saatchi & Saatchi
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > In-Feed Video (Series)	MOWI "The Norway Of Life Campaign"	MOWI Germany GmbH & Co. KG	Rebmann+Poguntke
Auszeichnung	CONCEPT > Digital Experiences > Digital Experiences For Good	TERRE DES FEMMES "Unsilence the Violence"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Auszeichnung	CRAFT > Craft for Spatial Experiences > Audience participation	FRAKTA "50 Jahre IKEA - FRAKTA"	IKEA Deutschland	thjnk
Auszeichnung	CRAFT > Craft for Spatial Experiences > Audience participation	Bürokratie-Museum "Das Bürokratie-Museum"	INSM - Initiative Neue Soziale Marktwirtschaft	thjnk
Auszeichnung	CONCEPT > Spatial Experiences > Event > PR Event	DNA of Democracy "DNA of Democracy"	Graf von Faber-Castell	GmbH / Creative House, MSL Germany Publicis Group
Auszeichnung	CRAFT > Craft for Spatial Experiences > Audience participation	Formel 1 Team-Challenge "Interaktive Boxenstopp-Experience im Mercedes-Benz Museum"	Mercedes-Benz	mit merz merz GmbH & Co. KG
Auszeichnung	CONCEPT > Publishing > Editorial > Magazines > Cover (Series)	WZ Magazin (Wiener Zeitung Printmagazin) "Magazin-Launch"	Wiener Zeitung	EN GARDE Wien - Colletiva Design GmbH
Auszeichnung	CONCEPT > Spatial Experiences > Exhibition > Exhibition/Installation	Sennheiser "Mirrorbox"	Sonova Group	Foundry Berlin GmbH
Auszeichnung	CONCEPT > Spatial Experiences > Exhibition > Exhibition/Installation	Samsung Olympics Pavilion "Rendezvous"	Samsung Electronics Co., Ltd.	Cheil Germany GmbH

Gewinn	Kategorienname	Projektname	Auftraggeber	Leadagentur
Auszeichnung	CRAFT > Craft for Spatial Experiences > Audience participation	Oreo "Supermarcade"	Mondeléz International	Saatchi & Saatchi
Auszeichnung	CONCEPT > Spatial Experiences > Exhibition > Spatial Intervention	nucao Schokolade – die Einzige in 100% Papier "Bescheuert"	the nu company	Scholz & Friends
Auszeichnung	CONCEPT > Publishing > Editorial > Magazines > Spread/Article	Illustration for magazine article "Correspondent report #Greece Saved!"	brand eins	brand eins
Auszeichnung	CONCEPT > Publishing > Editorial > Newspapers > Special Edition	DNA of Democracy "DNA of Democracy"	Süddeutsche Zeitung in Partnerschaft mit Graf von Faber-Castell	GmbH / Creative House, MSL Germany Publicis Group
Auszeichnung	CONCEPT > Spatial Experiences > Exhibition > Spatial Intervention	THE LÄND "Mission LÄND HERE"	Staatsministerium Baden-Württemberg	thjnk
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Reels (Single)	ALDI Nord "ALDI Nord x Alexander Marcus - Patata"	ALDI Nord	Accenture Song
Auszeichnung	CONCEPT > Spatial Experiences > Exhibition > Immersive World	Immersive Room "ICONS WORLD"	Volkswagen	NEST ONE GmbH, flora&faunavisions GmbH
Auszeichnung	CRAFT > Craft for Spatial Experiences > AR/VR	Mercedes-Benz eActros 600 "Truckopolis"	Daimler Truck	Scholz & Friends
Auszeichnung	CONCEPT > Spatial Experiences > Event > Stage Show	Siemens AG "Siemens Choreobots - 4 Robots, 5 Screens, 1 Show"	Siemens AG	Curious Company
Auszeichnung	CRAFT > Craft for Spatial Experiences > AI-Assisted Creative Processes in Spatial Experiences	Deutsch / Nicht Deutsch "Deutsch / Nicht Deutsch"	Mots	Mots
Auszeichnung	CRAFT > Craft for Digital Experiences > AI-Assisted Creative Processes in Digital	WWF Deutschland "GhostNetZero"	WWF Deutschland	Accenture Song
Auszeichnung	CRAFT > Craft for Digital Experiences > AI-Assisted Creative Processes in Digital	neue leben "Triff dein Zukunfts-Ich - The first AI Video Call with your future self."	neue leben Lebensversicherung	Curious Company
Auszeichnung	CONCEPT > Spatial Experiences > Event > Guerilla Action	Deutsche Bahn "Die Ansager. Ein Halt geht noch."	Deutsche Bahn	Ogilvy Germany
Auszeichnung	CONCEPT > Brand Communications > Advertising Brand & Awareness > Film Media > Pre-, Mid- and Post-Roll Ads (Series)	Vutter! "Fass den Hass! Vorurteile zum Fressen gern."	Green Plant Petfood GmbH	häppy
Auszeichnung	CONCEPT > Spatial Experiences > Event > Guerilla Action	TERRE DES FEMMES "Unsilence the Violence"	TERRE DES FEMMES Menschenrechte für die Frau e.V.	Scholz & Friends
Auszeichnung	CRAFT > Craft for Film & Video > AI-Assisted Creative Processes in Film and Video	Brand Ukraine Fallen Athletes Awareness "The Revived"	Brand Ukraine	BBDO