

ADC Jury 2024

Jury 01 BRAND BUILDING: Brand Identity/Design *

Jury 02 BRAND BUILDING: Integrated + Mobile/Online *

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

Jury 04 BRAND BUILDING: Audio + Video

Jury 05 BRAND BUILDING: PR

Jury 06 ACTIVATION: Integrated + Mobile/Online

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

Jury 08 ACTIVATION: Audio + Video

Jury 09 ACTIVATION: Promotion

Jury 10 ACTIVATION: PR *

Jury 11 BRAND BUILDING + ACTIVATION: Dialog

Jury 12 DIGITAL EXPERIENCE: Web 1.0 + Web 2.0 + Transformation + For Good + Internet of Things *

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

Jury 14 SPATIAL EXPERIENCE: Exhibition *

Jury 15 SPATIAL EXPERIENCE: Event *

Jury 16 SPATIAL EXPERIENCE: Interior Design/Public Space *

Jury 17 PUBLISHING: Editorial *

Jury 18 PUBLISHING: Corporate Publishing + Content Marketing *

Jury 19 COPY *

Jury 20 DESIGN: Graphic + Product + Packaging *

Jury 21 DESIGN: Interface + Motion *

Jury 22 IMAGERY: Photography *

Jury 23 IMAGERY: Illustration *

Jury 24 AUDIO: Radio + Online + Publishing + Craft *

Jury 25 AUDIO: Audio Design + Music *

Jury 26 FILM: TV/Cinema *

Jury 27 FILM: Mobile/Online

Jury 28 FILM: Publishing + Special Formats *

Jury 29 FILM: Craft *

Jury 30 FILM: Animation *

Talent Award

Die mit * gekennzeichneten Jurys beinhalten Talent Award Kategorien.

Nur hier wird es Talent Patinnen bzw. Talent Paten geben, die dann auch an der Grands Prix Wahl des Talent Awards teilnehmen dürfen.

Trotzdem wird in bei allen Bewerbungen die Bereitschaft zur Kandidatur als Talent Patin bzw. Talent Pate abgefragt, da man ggf. über den Nachrückprozess in einer Jury mit Talent Award Arbeiten landet.

Spaltung und Zusammenlegung von Jurys

Nach den offiziellen Einreichungsschlüssen von ADC Wettbewerb und ADC Talent Award ist dem ADC Team die Zahl der Einreichungen pro Jury bekannt. Das ADC Team behält sich vor, in Absprache mit dem jeweiligen Fachbereichsvorstand bestimmte Jurys

a) in zwei Jurys aufzuteilen oder b) zusammenzulegen, falls dies die Einreichungszahl erfordert.

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JURY	KAT.NR.	KATEGORIENAME
1 BRAND BUILDING Brand Identity/Design	1.1.1.1	Brand Identity / Brand Design > Unternehmen / Organisation / Institution > Crossmediale Konzeption
	1.1.1.2	Brand Identity / Brand Design > Unternehmen / Organisation / Institution > Crossmediale Konzeption (Redesign)
	1.1.2.1	Brand Identity / Brand Design > Produkt / Dienstleistung / Event > Crossmediale Konzeption
	1.1.2.2	Brand Identity / Brand Design > Produkt / Dienstleistung / Event > Crossmediale Konzeption (Redesign)
	1.1.3.1.	Brand Identity / Brand Design > Broadcasting > Crossmediale Konzeption (neu)
	1.1.3.2.	Brand Identity / Brand Design > Broadcasting > Crossmediale Konzeption (Redesign)
	7.1.3.1	Graphic Design > Special Media > Orientierungssystem/Signaletik
	7.1.3.2	Graphic Design > Special Media > Logo
	7.1.3.3	Graphic Design > Special Media > Key Visual
	7.1.3.4	Graphic Design > Special Media > Pictogram/Icon
	7.1.3.5	Graphic Design > Special Media > Infografik/Datenvisualisierung
	7.1.3.6	Graphic Design > Special Media > Schrift/Typografie
	7.1.3.7	Graphic Design > Special Media > Merchandise
	11.1.1.1	Experiment / Communication Arts > Mandate > Mandate > Projekt
	11.2.1.1	Experiment / Communication Arts > Independent > Independent > Projekt
	11.3.1.1	Experiment / Communication Arts > Out of any category > Out of any category > Projekt
	Talent Award	Concept > Brand Experience / Brand Communication > Brand Identity / Brand Design > All Kinds of Media
		Experiment > Communication Arts > Experimentelle künstlerische Gestaltung > Experiment
2 BRAND BUILDING Integrated + Mobile/Online	1.2.1.1	Brand Communication > Integrated > Crossmediale Kampagne
	1.2.2.1	Brand Communication > Integrated Online Only > Crossmediale Online-/Social-Media-Kampagne
	1.2.3.1	Brand Communication > Mobile/Online Media > Web-/Microsite
	1.2.3.2	Brand Communication > Mobile/Online Media > App
	1.2.3.3	Brand Communication > Mobile/Online Media > Plattform
	1.2.3.4	Brand Communication > Mobile/Online Media > Display
	Talent Award	Concept > Brand Experience / Brand Communication > Advertising / Brand Communication > Integrated Brand Communication/Advertising
3 BRAND BUILDING Print + Out-of Home	1.2.4.1	Brand Communication > Print Media > Anzeige (einzeln)
	1.2.4.2	Brand Communication > Print Media > Anzeige (Serie)
	1.2.4.3	Brand Communication > Print Media > Plakat (einzeln)
	1.2.4.4	Brand Communication > Print Media > Plakat (Serie)
	1.2.4.5	Brand Communication > Print Media > Broschüre (einzeln)
	1.2.4.6	Brand Communication > Print Media > Broschüre (Serie)
	1.2.5.1	Brand Communication > Out-of-Home/Ambient Media > Out-of-Home/Ambient Media (einzeln)
	1.2.5.2	Brand Communication > Out-of-Home/Ambient Media > Out-of-Home/Ambient Media (Serie)
	1.2.5.3	Brand Communication > Out-of-Home/Ambient Media > Digital Out-of-Home
	1.2.5.4	Brand Communication > Out-of-Home/Ambient Media > Out-of-Home/Ambient Interactive Media

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

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

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

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JURY	KAT.NR.	KATEGORIENAME
12	DIGITAL EXPERIENCE Web 1.0 + 2.0 + For Good + Transformation + Internet of Things	3.1.1.1 Web 1.0 > Web-/Microsite > Website
		3.1.1.2 Web 1.0 > Web-/Microsite > Microsite
		3.1.2.1 Web 1.0 > E-Commerce > Shop
		3.1.2.2 Web 1.0 > E-Commerce > E-Commerce Experience
		3.1.2.3 Web 1.0 > E-Commerce > Innovation
		3.1.3.1 Web 1.0 > Advertising > Targeting/ Real Time Advertising
		3.1.3.2 Web 1.0 > Advertising > Innovation
		3.2.1.1 Web 2.0 > App > Native App
		3.2.1.2 Web 2.0 > App > Progressive Web App
		3.2.1.3 Web 2.0 > App > Prototype
		3.2.1.4 Web 2.0 > App > Innovation
		3.2.2.1 Web 2.0 > Web Plattform/Service > Web Plattform/Service
		3.2.2.2 Web 2.0 > Web Plattform/Service > Conversational Service
		3.2.2.3 Web 2.0 > Web Plattform/Service > Service Design
		3.2.2.4 Web 2.0 > Web Plattform/Service > Prototype
		3.2.2.5 Web 2.0 > Web Plattform/Service > Innovation
		3.2.3.1 Web 2.0 > Social > Advertising
		3.2.3.2 Web 2.0 > Social > Community Building
		3.2.3.3 Web 2.0 > Social > Innovation
		3.2.4.1 Web 2.0 > Gaming > Mobile Game
		3.2.4.2 Web 2.0 > Gaming > Browser Game
		3.2.4.3 Web 2.0 > Gaming > Innovation
		3.7.1.1 Digital For Good > Digital For Good > Projekt
		3.7.1.2 Digital For Good > Digital For Good > Idee / Konzept
		3.6.1.1 Digital Transformation > Digital Transformation > Digital Products & Services
		3.6.1.2 Digital Transformation > Digital Transformation > Geschäftsmodell
		3.6.1.3 Digital Transformation > Digital Transformation > Start-up Idee/Konzept
		3.6.1.4 Digital Transformation > Digital Transformation > Innovation
		3.5.1.1 Internet of Things > Product > Consumer Product
		3.5.1.2 Internet of Things > Product > Industrial Product
		3.5.1.3 Internet of Things > Product > Prototype
		3.5.1.4 Internet of Things > Product > Innovation
		3.8.1.1 Digital Skills > Creative use of... > User Experience
		3.8.1.2 Digital Skills > Creative use of... > User Interface
		3.8.1.3 Digital Skills > Creative use of... > Service Design
		3.8.1.4 Digital Skills > Creative use of... > UI Animation
		3.5.1.7 Digital Skills > Creative use of... > Content
	Talent Award	Concept > Digital Products / User Experience > Konzeption & Design von Digitalen Produkten/Services > All Kinds Of Applications
		Concept > Digital Products / User Experience > Konzeption & Design von Digitalen Produkten/Services > Games
		Concept > Digital Products / User Experience > Konzeption & Design von Digitalen Produkten/Services > Hardware/Software Systems

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JURY	KAT.NR.	KATEGORIENAME
13 DIGITAL EXPERIENCE Web 3 + AI + Creative Technology	3.3.1.1	Web 3 / Metaverse > NFT / Tokens > NFT Project
	3.3.1.2	Web 3 / Metaverse > NFT / Tokens > Innovation
	3.3.2.1	Web 3 / Immersive > Immersive Web > Immersive Web Experience
	3.3.2.2	Web 3 / Immersive > Immersive Web > Innovation
	3.3.3.1	Web 3 / Immersive > Spatial Computing > Spatial Computing Experience
	3.3.3.2	Web 3 / Immersive > Spatial Computing > Prototype
	3.3.3.3	Web 3 / Immersive > Spatial Computing > Innovation
	3.3.4.1	Web 3 / Immersive > Virtual Reality > Virtual Reality Experience
	3.3.4.2	Web 3 / Immersive > Virtual Reality > Innovation
	3.3.5.1	Web 3 / Immersive > Augmented Reality > AR Experience
	3.3.5.2	Web 3 / Immersive > Augmented Reality > AR Effect
	3.3.5.3	Web 3 / Immersive > Augmented Reality > Innovation
	3.4.1.1	AI > AI / Machine Learning > AI Product
	3.4.1.2	AI > AI / Machine Learning > AI Experience
	3.4.1.3	AI > AI / Machine Learning > Prototype
	3.4.1.4	AI > AI / Machine Learning > Innovation
	3.8.1.5	Digital Skills > Creative use of... > UX-Writing
	3.8.1.6	Digital Skills > Creative use of... > Copywriting
	3.8.1.8	Digital Skills > Creative use of... > Code
	3.8.1.9	Digital Skills > Creative use of... > Data
	3.8.1.10	Digital Skills > Creative use of... > Voice/Conversation
	3.8.1.11	Digital Skills > Creative use of... > Internet of Things
	3.8.1.12	Digital Skills > Creative use of... > AI/Machine Learning
	3.8.1.13	Digital Skills > Creative use of... > Immersion (AR, VR, Web)
	12.1.1.1	Innovation / Creative Technology > Concept > Concepts > Projekt
	12.2.1.1	Innovation / Creative Technology > Prototype > Prototypes > Projekt
	12.3.1.1	Innovation / Creative Technology > Innovative Use of Media > Innovative Use of Media > Projekt
	Talent Award	Concept > Spatial Experience / Extended Reality > Konzeption & Design von Raumerlebnissen > Virtual Reality + Augmented/Mixed Reality
		Experiment > Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > Code
		Experiment > Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > Data
		Experiment > Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > AI / Machine Learning
		Experiment > Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > Voice
		Experiment > Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > Recent Technology

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

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

ADC Jury 2024

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

ADC Jury 2024

JURY	KAT.NR.	KATEGORIENAME
18	PUBLISHING Corporate Publishing + Content Marketing	Corporate Publishing / Content Marketing > Magazin > Heft (einzeln)
		Corporate Publishing / Content Marketing > Magazin > Jahrgang (Serie)
		Corporate Publishing / Content Marketing > Magazin > Redesign
		Corporate Publishing / Content Marketing > Magazin > Independent
		Corporate Publishing / Content Marketing > Magazin > Newcomer
		Corporate Publishing / Content Marketing > Magazin > Sonderausgabe
		Corporate Publishing / Content Marketing > Magazin > Cover (einzeln)
		Corporate Publishing / Content Marketing > Magazin > Cover (Serie)
		Corporate Publishing / Content Marketing > Magazin > Strecke (Spread)/Beitrag
		Corporate Publishing / Content Marketing > Magazin > Beilage/Supplement
		Corporate Publishing / Content Marketing > Magazin > Sonstiges
		Corporate Publishing / Content Marketing > Zeitung > Ausgabe (einzeln)
		Corporate Publishing / Content Marketing > Zeitung > Jahrgang (Serie)
		Corporate Publishing / Content Marketing > Zeitung > Titelseite/Einzelcover
		Corporate Publishing / Content Marketing > Zeitung > Cover (Serie)
		Corporate Publishing / Content Marketing > Zeitung > Redesign
		Corporate Publishing / Content Marketing > Zeitung > Beitrag
		Corporate Publishing / Content Marketing > Zeitung > Format
		Corporate Publishing / Content Marketing > Zeitung > Serie
		Corporate Publishing / Content Marketing > Zeitung > Sonderausgabe
		Corporate Publishing / Content Marketing > Zeitung > Sonstiges
		Corporate Publishing / Content Marketing > Buch > Buch (fiktional)
		Corporate Publishing / Content Marketing > Buch > Buch (nicht-fiktional)
		Corporate Publishing / Content Marketing > Buch > Katalog
		Corporate Publishing / Content Marketing > Buch > Geschäftsbericht
		Corporate Publishing / Content Marketing > Buch > Sonstiges
		Corporate Publishing / Content Marketing > Online Media > Portal / Webmagazin / Social Media Magazin
		Corporate Publishing / Content Marketing > Online Media > Plattform
		Corporate Publishing / Content Marketing > Online Media > Podcast (Ausgabe)
		Corporate Publishing / Content Marketing > Online Media > Podcast (Serie)
		Corporate Publishing / Content Marketing > Online Media > Vlog/Webcast (Ausgabe)
		Corporate Publishing / Content Marketing > Online Media > Vlog/Webcast (Serie)
		Corporate Publishing / Content Marketing > Online Media > Dokumentation
		Corporate Publishing / Content Marketing > Online Media > Blog
		Corporate Publishing / Content Marketing > Online Media > Newsletter
		Corporate Publishing / Content Marketing > Online Media > Sonstiges
		Corporate Publishing / Content Marketing > Crossmedia / Special Uses > Crossmedia Publications
	Talent Award	Concept > Editorial Products / Corporate Publishing Products > Konzeption und Entwurf von Corporate Publishing / Content Marketing Produkten > Print Products
		Concept > Editorial Products / Corporate Publishing Products > Konzeption und Entwurf von Corporate Publishing / Content Marketing Produkten > Online/Mobile Products
		Concept > Editorial Products / Corporate Publishing Products > Konzeption und Entwurf von Corporate Publishing / Content Marketing Produkten > Audio
		Concept > Editorial Products / Corporate Publishing Products > Konzeption und Entwurf von Corporate Publishing / Content Marketing Produkten > Crossmedia Products

ADC Jury 2024

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

ADC Jury 2024

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

ADC Jury 2024

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

ADC Jury 2024

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

ADC Jury 2024

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

ADC Jury 2024

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