

1 BRAND BUILDING

1 BRAND IDENTITY / BRAND DESIGN

1 UNTERNEHMEN / ORGANISATION / INSTITUTION

- 1 Crossmediale Konzeption (neu)
- 2 Crossmediale Konzeption (Redesign)

2 PRODUKT / DIENSTLEISTUNG / EVENT

- 1 Crossmediale Konzeption (neu)
- 2 Crossmediale Konzeption (Redesign)

3 FRANCHISE

- 1 Crossmediale Konzeption (neu)
- 2 Crossmediale Konzeption (Redesign)

4 BROADCASTING (TV-SENDER / STREAMINGDIENSTE)

- 1 Crossmediale Konzeption (neu)
- 2 Crossmediale Konzeption (Redesign)

2 BRAND COMMUNICATION

1 INTEGRATED

- 1 Crossmediale Kampagne

2 INTEGRATED ONLINE ONLY

- 1 Crossmediale Online- / Social-Media-Kampagne

3 MOBILE/ONLINE MEDIA

- 1 Web- / Microsite
- 2 App
- 3 Portal
- 4 Plattform
- 5 Display
- 6 Terminal

4 PRINT MEDIA

- 1 Anzeige (einzel)
- 2 Anzeige (Serie)
- 3 Plakat (einzel)
- 4 Plakat (Serie)
- 5 Broschüre (einzel)
- 6 Broschüre (Serie)

5 OUT-OF-HOME/AMBIENT MEDIA

- 1 Out-of-Home / Ambient Media (einzel)
- 2 Out-of-Home / Ambient Media (Serie)
- 3 Digital Out-of-Home
- 4 Out-of-Home / Ambient Interactive Media

6 AUDIO MEDIA

- 1 Radiospot (einzel)
- 2 Radiospot (Serie)
- 3 Pre-, Mid- und Post-Roll Ads
- 4 Podcast / Webcast (einzel)
- 5 Podcast / Webcast (Serie)

7 TV/CINEMA MEDIA

- 1 TV- / Kinospot (Einzelspot bis 30 Sekunden)
- 2 TV- / Kinospot (Einzelspot ab 30 Sekunden)
- 3 TV- / Kinospot (Serie)
- 4 Digital Mobile Only (einzel)
- 5 Digital Mobile Only (Serie)
- 6 Digital Pre-Roll Ads (einzel)
- 7 Digital Pre-Roll Ads (Serie)
- 8 Online-Film (einzel)
- 9 Online-Film (Serie)
- 10 Point-of-Sale-Film
- 11 Kurzfilm/Sonderformat
- 12 Public-Service-Film
- 13 Film für Unternehmensdarstellung
- 14 Filmische Dokumentation
- 15 Taktischer Film

3 BRAND PR

1 INFLUENCER MARKETING

- 1 Influencer Marketing (Einzelaktion)
- 2 Influencer Marketing (Serie)

2 CRISIS COMMUNICATION

- 1 Crisis Communication (Einzelaktion)
- 2 Crisis Communication (Serie)

3 BRAND PARTNERSHIP/SPONSORING

- 1 Brand Partnership/Sponsoring (Einzelaktion)
- 2 Brand Partnership/Sponsoring (Serie)

4 EMPLOYER BRANDING

- 1 Employer Branding (Einzelaktion)
- 2 Employer Branding (Serie)

5 BRANDED CONTENT / ENTERTAINMENT

- 1 Publikation
- 2 Event/Live Experience
- 3 Video/Film
- 4 Audio
- 5 Game
- 6 Social Media Activation

4 BRAND DIALOG

1 B2B**

- 1 Mailing/Postsendung
- 2 E-Mail
- 3 Printanzeige
- 4 Crossmediale Kampagne
- 5 Mobile/Online
- 6 Social Media
- 7 Content Marketing
- 8 Broadcast

2 B2C**

2 ACTIVATION

1 ADVERTISING

1 INTEGRATED

- 1 Crossmediale Kampagne

2 INTEGRATED ONLINE ONLY

- 1 Crossmediale Online-/Social-Media-Kampagne

3 MOBILE/ONLINE MEDIA

- 1 Web- / Microsite
- 2 App
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- 4 Plattform
- 5 Display
- 6 Terminal
- 7 Targeting/Real-Time Advertising

4 PRINT MEDIA

- 1 Anzeige (einzel)
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- 4 Plakat (Serie)
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- 14 Filmische Dokumentation
- 15 Taktischer Film

2 PROMOTION

1 B2C-AKTIONEN

- 1 B2C-Aktion (einzel)
- 2 B2C-Aktion (Serie)

2 B2C-WERBEMITTEL

- 1 B2C-Werbemittel

3 B2B-AKTIONEN

- 1 B2B-Aktion (einzel)
- 2 B2B-Aktion (Serie)

4 B2C-WERBEMITTEL

- 1 B2C-Werbemittel

5 USER-GENERATED CONTENT

- 1 User-Generated Content

3 PR ACTIVATION

1 PRODUCT PR

- 1 Product PR (Einzelaktion)
- 2 Product PR (Serie)

2 CAUSE-RELATED MARKETING

- 1 Cause-Related (Einzelaktion)
- 2 Cause-Related (Serie)

3 AGENDA SURFING

- 1 Agenda Surfing

4 PUBLIC AFFAIRS

- 1 Public Affairs

4 DIALOG ACTIVATION

1 B2B**

- 1 Dialog crossmediale Kampagne
- 2 Dialog Mailing/Postsendung
- 3 Dialog E-Mail
- 4 Dialog Printanzeige
- 5 Dialog Mobile
- 6 Dialog Online/Social Media
- 7 Dialog Content Marketing
- 8 Dialog Broadcast

3 DIGITAL EXPERIENCE

1 WEB 1.0

1 WEB-/MICROSITE

- 1 Website
- 2 Microsite

2 E-COMMERCE

- 1 Shop
- 2 E-Commerce Experience
- 3 Service Design
- 4 Innovation

3 ADVERTISING

- 1 Targeting/Real Time Advertising
- 2 Innovation

2 WEB 2.0

1 APP

- 1 Smartphone App
- 2 Tablet App
- 3 Desktop App
- 4 Progressive Web App
- 5 Service Design
- 6 Innovation

2 WEB PLATFORM/SERVICE

- 1 Web Plattform/Service
- 2 Conversational Service
- 3 Voice Service
- 4 Service Design
- 5 Innovation

3 SOCIAL

- 1 Advertising
- 2 Community Building
- 3 Innovation

4 GAMING

- 1 Mobile Game
- 2 Browser Game
- 3 Innovation

3 WEB 3 / METAVERSE

1 NFT / TOKENS

- 1 NFT Website
- 2 NFT Project
- 3 DeFi & Tokenization
- 4 Service Design
- 5 Innovation

2 IMMERSIVE WEB

- 1 Immersive Web Experience
- 2 Innovation

3 VIRTUAL REALITY

- 1 Virtual Reality Experience
- 2 Innovation

4 AUGMENTED REALITY

- 1 AR Experience
- 2 AR Effect
- 3 Innovation

4 INTERNET OF THINGS

1 CONSUMER PRODUCT

- 1 Consumer Product

2 INDUSTRIAL PRODUCT

- 1 Industrial Product

5 DIGITAL SKILLS

1 CREATIVE USE OF ...

- 1 User Experience
- 2 User Interface
- 3 Service Design
- 4 UI Animation
- 5 Content
- 6 Code
- 7 Data
- 8 Voice/Conversation
- 9 Internet of Things
- 10 AI/Machine Learning
- 11 Immersion (AR, VR, Web)

4 SPATIAL EXPERIENCE

1 EXHIBITION

1 EXHIBITION FOR BRAND**

2 EXHIBITION FOR SUBJECT**

3 ONLINE/HYBRID EXHIBITION FOR BRAND**

4 ONLINE/HYBRID EXHIBITION FOR SUBJECT**

- 1 Museum/Pavillon
- 2 Ausstellung
- 3 Messeauftritt
- 4 Exponat/Installation
- 5 Räumliche Intervention
- 6 Immersive Welt

5 EXHIBITION CRAFT

- 1 Art Direction / Dramaturgie
- 2 Architektur
- 3 Rauminszenierung
- 4 Mediennutzung
- 5 Licht
- 6 Partizipation des Publikums

2 EVENT

1 EVENT**

2 HYBRID EVENT**

3 ONLINE EVENT**

- 1 Corporate
- 2 Employee
- 3 Consumer
- 4 Public
- 5 PR
- 6 Promotion
- 7 Charity
- 8 Bühnenshow
- 9 Sponsorenaufttritt
- 10 Guerilla-Aktion

4 EVENT CRAFT

- 1 Art Direction / Dramaturgie
- 2 Regie
- 3 Rauminszenierung
- 4 Mediennutzung
- 5 Licht
- 6 Partizipation des Publikums

3 PUBLIC SPACE

1 INTERIOR

- 1 Corporate
- 2 Hospitality
- 3 Retail/Shop Space

2 URBAN DESIGN

- 1 Outdoor Space
- 2 Park/Landscape

3 SERVICE DESIGN

- 1 Customer Experience

5 PUBLISHING

1 EDITORIAL

1 MAGAZIN

- 1 Heft (einzel)
- 2 Jahrgang (Serie)
- 3 Redesign
- 4 Independent
- 5 Newcomer
- 6 Sonderausgabe
- 7 Cover (einzel)
- 8 Cover (Serie)
- 9 Strecke (Spread) / Beitrag
- 10 Beilage/Supplement
- 11 Sonstiges

2 ZEITUNG

- 1 Ausgabe (einzel)
- 2 Jahrgang (Serie)
- 3 Titelseite/Cover (einzel)
- 4 Titelseite/Cover (Serie)
- 5 Redesign
- 6 Beitrag
- 7 Format
- 8 Serie
- 9 Sonderausgabe
- 10 Sonstiges

3 BUCH

- 1 Buch (fiktional)
- 2 Buch (nicht fiktional)
- 3 Schutzumschlag
- 4 Katalog
- 5 Sonstiges

4 MOBILE/ONLINE MEDIA

- 1 Portal / Webmagazin / Social-Media-Magazin
- 2 Plattform
- 3 Podcast (Ausgabe)
- 4 Podcast (Serie)
- 5 Vlog/Webcast (Ausgabe)
- 6 Vlog/Webcast (Serie)
- 7 Dokumentation
- 8 Blog
- 9 Newsletter
- 10 Sonstiges

5 CROSSMEDIA / SPECIAL USES

- 1 Crossmedia Publications

2 CORPORATE PUBLISHING / CONTENTMARKETING*

1 MAGAZIN

- 1 Heft (einzel)
- 2 Jahrgang (Serie)
- 3 Redesign
- 4 Independent
- 5 Newcomer
- 6 Sonderausgabe
- 7 Cover (einzel)
- 8 Cover (Serie)
- 9 Strecke (Spread)/Beitrag
- 10 Beilage/Supplement
- 11 Sonstiges

2 ZEITUNG

- 1 Ausgabe (einzel)
- 2 Jahrgang (Serie)
- 3 Titelseite/Einzelcover
- 4 Cover (Serie)
- 5 Redesign
- 6 Beitrag
- 7 Format
- 8 Serie
- 9 Sonderausgabe
- 10 Sonstiges

3 BUCH

- 1 Buch (fiktional)
- 2 Buch (nicht fiktional)
- 3 Katalog
- 4 Geschäftsbericht
- 5 Sonstiges

4 MOBILE/ONLINE MEDIA

- 1 Portal / Webmagazin / Social-Media-Magazin
- 2 Plattform
- 3 Podcast (Ausgabe)
- 4 Podcast (Serie)
- 5 Vlog/Webcast (Ausgabe)
- 6 Vlog/Webcast (Serie)
- 7 Dokumentation
- 8 Blog
- 9 Newsletter
- 10 Sonstiges

5 CROSSMEDIA / SPECIAL USES

- 1 Crossmedia Publications

6 COPY

1 COMMERCIAL

1 COPY FOR

- 1 Integrated/Crossmedia
- 2 Print Media
- 3 Online/Social Media
- 4 Packaging
- 5 Terminal
- 6 Digital Out-of-Home

2 EDITORIAL

1 COPY FOR

- 1 Reportage
- 2 Interview
- 3 Essay
- 4 Kolumne/Kommentar
- 5 Porträt
- 6 Bericht
- 7 Buch
- 8 Blog/Vlog

3 CORPORATE PUBLISHING / CONTENT MARKETING

1 COPY FOR

- 1 Reportage
- 2 Interview
- 3 Essay
- 4 Kolumne/Kommentar
- 5 Porträt
- 6 Bericht
- 7 Buch
- 8 Blog/Vlog

4 STORYTELLING

1 STORYTELLING FOR

- 1 Film (Script/Drehbuch)
- 2 Audio (Script)
- 3 Spatial Experience
- 4 User Experience
- 5 Game

7 DESIGN

1 GRAPHIC DESIGN

1 PRINT MEDIA

- 1 Plakat (Werbung, Veranstaltung, Kunst, Kultur...)
- 2 Anzeige (Werbung, Veranstaltung, Kunst, Kultur...)
- 3 Bericht
- 4 Buch
- 5 Buchcover
- 6 Kalender
- 7 Collaterals
- 8 Broschüre
- 9 Print-Produktion

2 PUBLIC SPACE MEDIA

- 1 Spatial Experience Media
- 2 POS / POP
- 3 Shop Window

3 SPECIAL MEDIA

- 1 Orientierungssystem / Signaletik
- 2 Logo
- 3 Key Visual
- 4 Pictogram/Icon
- 5 Infografik/Datenvisualisierung
- 6 Schrift / Typografie
- 7 Merchandise

2 INTERFACE DESIGN

1 USER INTERFACE

- 1 Web
- 2 App
- 3 Sonstiges

2 DIGITAL DESIGN SYSTEM

- 1 Digital Design System

3 CREATIVE USE OF ...

- 1 Typography
- 2 Colors
- 3 Iconography
- 4 UI Animation
- 5 UI Sound & Music

3 MOTION DESIGN

1 MOTION DESIGN FOR...

- 1 Corporate Design
- 2 Advertising
- 3 TV/Cinema
- 4 App
- 5 Web- / Microsite
- 6 Online/Social Media
- 7 Game
- 8 Data Visualisation
- 9 Digital Out-of-Home
- 10 Spatial Experience

4 PACKAGING DESIGN

1 PACKAGES

- 1 Verpackung
- 2 Promotion-Verpackung/Sonderform
- 3 Werbemittel
- 4 Innovation

5 PRODUCT DESIGN

1 PRODUCTS

- 1 Consumer Goods
- 2 Industrial Goods
- 3 Office
- 4 Werbemittel
- 5 Public Design
- 6 Innovation

2 SERVICE DESIGN

- 1 Customer Experience

3 BRAND PR

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- 7 Dialog Content Marketing
- 8 Dialog Broadcast

8 BRAND ACTIVATION

- 1 Integrated
- 2 Integrated Online Only
- 3 Mobile/Online Media
- 4 Print Media
- 5 Out-of-Home/Ambient Media
- 6 Audio Media
- 7 Promotion
- 8 Digital Experience
- 9 Immersive Web
- 10 Digital Skills
- 11 Digital Skills

9 BRAND PUBLISHING

- 1 Editorial
- 2 Corporate Publishing
- 3 Publishing Media
- 4 Post-Production
- 5 Motion Design
- 6 Corporate Publishing
- 7 Freie Arbeit/Eigenwerbung

10 BRAND EXPERIENCE

- 1 Spatial Experience
- 2 POS / POP
- 3 Shop Window

11 BRAND EXPERIMENT / COMMUNICATION ARTS

1 BRAND IDENTITY / BRAND DESIGN

- 1 Crossmediale Konzeption (neu)
- 2 Crossmediale Konzeption (Redesign)

2 BRAND COMMUNICATION