

ADC Jury 2022

FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME		
WERBUNG	1	BRAND BUILDING + ACTIVATION Integrated	1.2.1.1	Brand Communication > Integrated > Crossmediale Kampagne		
			2.1.1.1	Advertising > Integrated > Crossmediale Kampagne		
			12.3.1.1	Innovation / Creatives > Innovative Use of Media > Innovative Use of Media > Projekt		
			Talent Award	Concept > Brand Experience / Brand Communication > Advertising / Brand Communication > Single Media Campaign		
				Concept > Brand Experience / Brand Communication > Advertising / Brand Communication > Cross Media Campaign		
	2	BRAND BUILDING + ACTIVATION Print	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)		
			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)		
			3	BRAND BUILDING + ACTIVATION Out-of-Home/Ambient	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				
	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	Brand Experience / Brand Communication > Advertising / Brand Communication > Single Work				
	4	BRAND BUILDING + ACTIVATION Mobile/Online	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 > Portal		
			1.2.3.4	Brand Communication > Mobile/Online Media > Plattform		
			1.2.3.5	Brand Communication > Mobile/Online Media > Display		
			1.2.3.6	Brand Communication > Mobile/Online Media > Terminal		
			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 > Portal		
			2.1.3.4	Advertising > Mobile/Online Media > Plattform		
			2.1.3.5	Advertising > Mobile/Online Media > Display		
2.1.3.6			Advertising > Mobile/Online Media > Terminal			
2.1.3.7			Advertising > Mobile/Online Media > Targeting / Real-Time Advertising			

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WERBUNG	5	BRAND BUILDING + ACTIVATION Audio	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 (Ausgabe)
			1.2.6.5	Brand Communication > Audio Media > Podcast/Webcast (Serie)
			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)
	6	BRAND BUILDING + ACTIVATION Film	1.1.4.1.	Brand Identity / Brand Design > Broadcasting > Crossmediale Konzeption (neu)
			1.1.4.2.	Brand Identity / Brand Design > Broadcasting > Crossmediale Konzeption (Redesign)
			1.2.7.1	Brand Communication > TV/Cinema Media > TV-/Kinospot (Einzelspot bis 30 Sekunden)
			1.2.7.2	Brand Communication > TV/Cinema Media > TV-/Kinospot (Einzelspot ab 30 Sekunden)
			1.2.7.3	Brand Communication > TV/Cinema Media > TV-/Kinospot (Serie)
			1.2.7.4	Brand Communication > TV/Cinema Media > Digital Mobile Only (einzeln)
			1.2.7.5	Brand Communication > TV/Cinema Media > Digital Mobile Only (Serie)
			1.2.7.6	Brand Communication > TV/Cinema Media > Digital Pre-Roll Ads (einzeln)
			1.2.7.7	Brand Communication > TV/Cinema Media > Digital Pre-Roll Ads (Serie)
			1.2.7.8	Brand Communication > TV/Cinema Media > Online-Film (einzeln)
			1.2.7.9	Brand Communication > TV/Cinema Media > Online-Film (Serie)
			1.2.7.10	Brand Communication > TV/Cinema Media > Point-of-Sale-Film
			1.2.7.11	Brand Communication > TV/Cinema Media > Kurzfilm/Sonderformat
			1.2.7.12	Brand Communication > TV/Cinema Media > Public-Service-Film
			1.2.7.13	Brand Communication > TV/Cinema Media > Film für Unternehmensdarstellung
			1.2.7.14	Brand Communication > TV/Cinema Media > Filmische Dokumentation
			1.2.7.15	Brand Communication > TV/Cinema Media > Taktischer Film
			2.1.7.1	Advertising > TV/Cinema Media > TV-/Kinospot (Einzelspot bis 30 Sekunden)
			2.1.7.2.	Advertising > TV/Cinema Media > TV-/Kinospot (Einzelspot ab 30 Sekunden)
			2.1.7.3	Advertising > TV/Cinema Media > TV-/Kinospot (Serie)
			2.1.7.4	Advertising > TV/Cinema Media > Digital Mobile Only (einzeln)
			2.1.7.5	Advertising > TV/Cinema Media > Digital Mobile Only (Serie)
			2.1.7.6	Advertising > TV/Cinema Media > Digital Pre-Roll Ads (einzeln)
2.1.7.7			Advertising > TV/Cinema Media > Digital Pre-Roll Ads (Serie)	
2.1.7.8			Advertising > TV/Cinema Media > Online-Film (einzeln)	
2.1.7.9	Advertising > TV/Cinema Media > Online-Film (Serie)			
2.1.7.10.	Advertising > TV/Cinema Media > Point-of-Sale-Film			
2.1.7.11.	Advertising > TV/Cinema Media > Kurzfilm/Sonderformat			
2.1.7.12	Advertising > TV/Cinema Media > Public-Service-Film			
2.1.7.13	Advertising > TV/Cinema Media > Film für Unternehmensdarstellung			
2.1.7.14	Advertising > TV/Cinema Media > Filmische Dokumentation			
2.1.7.15	Advertising > TV/Cinema Media > Taktischer Film			

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FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME
WERBUNG	7	BRAND BUILDING + 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
	8	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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FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME
WERBUNG	9	BRAND BUILDING + ACTIVATION 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
			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

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FACH-BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME		
DIGITALE MEDIEN	10	DIGITAL EXPERIENCE Digital Products/Services	3.1.1.1	Digital Product/Service > Applications > Web-/Microsite		
			3.1.1.2	Digital Product/Service > Applications > App		
			3.1.1.3	Digital Product/Service > Applications > Portal		
			3.1.1.4	Digital Product/Service > Applications > Plattform		
			3.1.1.5	Digital Product/Service > Applications > Digitaler Bericht		
			3.1.1.6	Digital Product/Service > Applications > Digital Out-of-Home		
			3.1.1.7	Digital Product/Service > Applications > Terminal		
			3.1.1.8	Digital Product/Service > Applications > Targeting / Real-Time Advertising		
			3.1.2.1	Digital Product/Service > Games > Game		
			3.1.3.1	Digital Product/Service > Virtual Reality > VR Experience		
			3.1.4.1	Digital Product/Service > Augmented Reality > AR Effect		
			3.1.4.2	Digital Product/Service > Augmented Reality > AR Experience		
			3.1.5.1	Digital Product/Service > E-Commerce > E-Commerce		
			3.1.6.1	Digital Product/Service > Content Management > Content Management System		
			3.1.7.1	Digital Product/Service > Voice / Conversationals > Voice/Conversational Experience		
			3.1.8.1	Digital Product/Service > Internet of Things > Internet of Things Solution		
			3.1.9.1	Digital Product/Service > Service Design > Customer Experience Online		
			3.2.1.1	Hardware/Software Systems > Consumer Products > Digital Consumer Product		
			3.2.2.1	Hardware/Software Systems > Industrial Products > Digital Industrial Product		
			Talent Award	Digital Products / User Experience > Konzeption & Design von Digitalen Produkten/Services > All Kinds Of Applications		
				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		
			11	DIGITAL EXPERIENCE Creative Technology + Craft	3.3.1.1	Digital Craft (Digital Skills statt Digital Craft - in allen Zeilen?) > Creative Use of UX > UX
					3.3.2.1	Digital Craft (Digital Skills statt Digital Craft) > Creative Use of Code > Code
	3.3.3.1	Digital Craft > Creative Use of Data > Data				
	3.3.4.1	Digital Craft > Creative Use of Technology > Technology				
	3.3.5.1	Digital Craft > Creative Use of AI/Machine Learning > AI / Machine Learning				
	3.3.6.1	Digital Craft > Creative Use of Voice > Voice/Conversational Experience				
	3.3.7.1	Internet of Things Solution				
	12.1.1.1	Innovation / Creatives > Concept > Concepts > Projekt				
	12.2.1.1	Innovation / Creatives > Prototype > Prototypes > Projekt				
	Talent Award	Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > Code				
		Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > Data				
		Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > AI / Machine Learning				
Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > Voice						
					Creative/Innovative Digital Technology > Kreativer Einsatz von Techniken > Recent Technology	

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FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME
KIR & EVENT	12	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	Spatial Experience / Extended Reality > Konzeption & Design von Raumerlebnissen > Exhibition			

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FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME		
KIR & EVENT	13	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	Spatial Experience / Extended Reality > Konzeption & Design von Raumerlebnissen > Event		

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FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME
KIR & EVENT	14	SPATIAL EXPERIENCE Public Space	4.3.1.1	Public Space > Interior > Corporate
			4.3.1.2	Public Space > Interior > Hospitality
			4.3.1.3	Public Space > Interior > Retail/Shop Space
			4.3.2.1	Public Space > Urban Design > Outdoor Space
			4.3.2.2	Public Space > Urban Design > Park/Landscape
			4.3.3.1	Public Space > Service Design > Customer Experience
			Talent Award	Spatial Experience / Extended Reality > Konzeption & Design von Raumerlebnissen > Public Space

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FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME		
EDITORIAL	15	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 > Bericht		
			5.1.2.8	Editorial > Zeitung > Sonderausgabe		
			5.1.2.9	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	Editorial Products / Corporate Publishing Products > Konzeption & Design von unabhängigen Verlags Produken > Print Products		
				Editorial Products / Corporate Publishing Products > Konzeption & Design von unabhängigen Verlags Produken > Online/Mobile Products		
				Editorial Products / Corporate Publishing Products > Konzeption & Design von unabhängigen Verlags Produken > Audio		
				Editorial Products / Corporate Publishing Products > Konzeption & Design von unabhängigen Verlags Produken > Crossmedia Products		

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FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME		
EDITORIAL	16	PUBLISHING Corporate Publishing + Content Marketing	5.2.1.1	Corporate Publishing / Content Marketing > Magazin > Heft (einzeln)		
			5.2.1.2	Corporate Publishing / Content Marketing > Magazin > Jahrgang (Serie)		
			5.2.1.3	Corporate Publishing / Content Marketing > Magazin > Redesign		
			5.2.1.4	Corporate Publishing / Content Marketing > Magazin > Independent		
			5.2.1.5	Corporate Publishing / Content Marketing > Magazin > Newcomer		
			5.2.1.6	Corporate Publishing / Content Marketing > Magazin > Sonderausgabe		
			5.2.1.7	Corporate Publishing / Content Marketing > Magazin > Cover (einzeln)		
			5.2.1.8	Corporate Publishing / Content Marketing > Magazin > Cover (Serie)		
			5.2.1.9	Corporate Publishing / Content Marketing > Magazin > Strecke (Spread)/Beitrag		
			5.2.1.10	Corporate Publishing / Content Marketing > Magazin > Beilage/Supplement		
			5.2.1.11	Corporate Publishing / Content Marketing > Magazin > Sonstiges		
			5.2.2.1	Corporate Publishing / Content Marketing > Zeitung > Ausgabe (einzeln)		
			5.2.2.2	Corporate Publishing / Content Marketing > Zeitung > Jahrgang (Serie)		
			5.2.2.3	Corporate Publishing / Content Marketing > Zeitung > Titelseite/Cover (einzeln)		
			5.2.2.4	Corporate Publishing / Content Marketing > Zeitung > Titelseite/Cover (Serie)		
			5.2.2.5	Corporate Publishing / Content Marketing > Zeitung > Redesign		
			5.2.2.6	Corporate Publishing / Content Marketing > Zeitung > Beitrag		
			5.2.2.7	Corporate Publishing / Content Marketing > Zeitung > Bericht		
			5.2.2.8	Corporate Publishing / Content Marketing > Zeitung > Sonderausgabe		
			5.2.2.9	Corporate Publishing / Content Marketing > Zeitung > Sonstiges		
			5.2.3.1	Corporate Publishing / Content Marketing > Buch > Buch (fiktional)		
			5.2.3.2	Corporate Publishing / Content Marketing > Buch > Buch (nicht-fiktional)		
			5.2.3.3	Corporate Publishing / Content Marketing > Buch > Schutzumschlag		
			5.2.3.4	Corporate Publishing / Content Marketing > Buch > Katalog		
			5.2.3.5	Corporate Publishing / Content Marketing > Buch > Sonstiges		
			5.2.4.1	Corporate Publishing / Content Marketing > Online Media > Portal / Webmagazin / Social Media Magazin		
			5.2.4.2	Corporate Publishing / Content Marketing > Online Media > Plattform		
			5.2.4.3	Corporate Publishing / Content Marketing > Online Media > Podcast (Ausgabe)		
			5.2.4.4	Corporate Publishing / Content Marketing > Online Media > Podcast (Serie)		
			5.2.4.5	Corporate Publishing / Content Marketing > Online Media > Vlog/Webcast (Ausgabe)		
			5.2.4.6	Corporate Publishing / Content Marketing > Online Media > Vlog/Webcast (Serie)		
			5.2.4.7	Corporate Publishing / Content Marketing > Online Media > Dokumentation		
			5.2.4.8	Corporate Publishing / Content Marketing > Online Media > Blog		
			5.2.4.9	Corporate Publishing / Content Marketing > Online Media > Newsletter		
			5.2.4.10	Corporate Publishing / Content Marketing > Online Media > Sonstiges		
			5.2.5.1	Corporate Publishing / Content Marketing > Crossmedia / Special Uses > Crossmedia Publications		
			Talent Award	Editorial Products / Corporate Publishing Products > Konzeption & Entwurf von Corporate Publishing / Content Marketing Produkten > Print Products		
				Editorial Products / Corporate Publishing Products > Konzeption & Entwurf von Corporate Publishing / Content Marketing Produkten > Online/Mobile Products		
				Editorial Products / Corporate Publishing Products > Konzeption & Entwurf von Corporate Publishing / Content Marketing Produkten > Audio		
				Editorial Products / Corporate Publishing Products > Konzeption & Entwurf von Corporate Publishing / Content Marketing Produkten > Crossmedia Products		

ADC Jury 2022

FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME			
EDITORIAL	17	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	Copywritten/Storytelling > Copywritten > Commercial
							Copywritten/Storytelling > Copywritten > Editorial
							Copywritten/Storytelling > Corporate Publishing > All Kinds Of Media
							Copywritten/Storytelling > Storytelling > All Kinds Of Media

ADC Jury 2022

FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME
DESIGN	18	DESIGN Brand Identity/Design + Communication Arts	1.1.1.1	Brand Identity / Brand Design > Unternehmen / Organisation / Institution > Crossmediale Konzeption (neu)
			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 (neu)
			1.1.2.2	Brand Identity / Brand Design > Produkt / Dienstleistung / Event > Crossmediale Konzeption (Redesign)
			1.1.3.1	Brand Identity / Brand Design > Franchise > Crossmediale Konzeption (neu)
			1.1.3.2	Brand Identity / Brand Design > Franchise > Crossmediale Konzeption (Redesign)
			7.1.3.2	Graphic Design > Crossmedia / Special Uses > Logo
			7.1.3.3	Graphic Design > Crossmedia / Special Uses > Key Visual
			11.1.1	Experiment / Communication Arts > Mandate > Mandate > Projekt
			11.2.1.1	Experiment / Communication Arts > Independent > Independent > Projekt
			11.3.1.1	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
				Experiment / Communication Arts > Experimentelle Künstlerische Gestaltung > Communication Arts
	19	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
			7.1.3.1	Graphic Design > Crossmedia / Special Uses > Orientierungssystem/Signaletik
			7.1.3.4	Graphic Design > Crossmedia / Special Uses > Pictogram/Icon
			7.1.3.5	Graphic Design > Crossmedia / Special Uses > Infografik/Datenvisualisierung
			7.1.3.6	Graphic Design > Crossmedia / Special Uses > Schrift/Typografie
			7.1.3.7	Graphic Design > Crossmedia / Special Uses > Merchandise
			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
			7.5.1.1	Product Design > Products > Consumer Goods
7.5.1.2			Product Design > Products > Industrial Goods	
7.5.1.3			Product Design > Products > Werbemittel	
Talent Award			Graphic Design / Motion Design > Graphic Design / Typography > All Kinds Of Media	

ADC Jury 2022

FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME
DESIGN	20	DESIGN Interface + Motion	7.2.1.1	Interface Design > Mobile Interactive Media > Web-/Microsite
			7.2.1.2	Interface Design > Mobile Interactive Media > App
			7.2.1.3	Interface Design > Mobile Interactive Media > Portal
			7.2.1.4	Interface Design > Mobile Interactive Media > Plattform
			7.2.1.5	Interface Design > Mobile Interactive Media > Device Display
			7.2.2.1	Interface Design > Stationary Interactive Media > Terminal
			7.2.2.2	Interface Design > Stationary Interactive Media > Digital Out-of-Home
			7.2.2.3	Interface Design > Stationary Interactive Media > Product Display
			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	Graphic Design / Motion Design > Interface Design > All Kinds Of Media
				Graphic Design / Motion Design > Motion Design > All Kinds Of Media

ADC Jury 2022

FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME
DESIGN	21	IMAGERY Photography	8.1.1.1	Photography > Photography for > Brand and 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 > Integrated Photographic Objects
			8.1.1.7	Photography > Photography for > Photography in Moving Images
			8.1.1.8	Photography > Photography for > Free Works
			8.1.1.9	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	Photography/Illustration > Photography > All Kinds Of Media
	Photography/Illustration > Photography > Photography Objects			
	22	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			Photography/Illustration > Illustration > All Kinds Of Media	

ADC Jury 2022

FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME
FILM & TON	23	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	Audio Publishing > Publishing Media > Podcast/Webcast (Ausgabe)
			9.2.1.2	Audio Publishing > Publishing Media > Podcast/Webcast (Serie)
			9.2.1.3	Audio Publishing > Publishing Media > Hörbuch
			9.2.2.1	Audio Publishing > Podcast/Webcast Ads > Audio Ad
			9.2.2.2	Audio Publishing > Podcast/Webcast Ads > Sponsorship
			9.2.2.3	Audio 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	Audio / Sound Design / Music > Ton Gestaltung > Audio Media
			24	AUDIO Audio Design + Music
	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		
	9.4.1.6	Music > Digital Experience Music		
	9.4.1.7	Music > Film/Animation Music		
	9.5.1.1	Music > Audio Design and Music > Overall Audio Piece > Projekt		
Talent Award	Audio / Sound Design / Music > Ton Gestaltung > Sound Design			
Talent Award	Audio / Sound Design / Music > Ton Gestaltung > Music			

ADC Jury 2022

FACH-BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME
FILM & TON	25	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	Film / Animation > Bewegbild Gestaltung > Live Action Film
	26	FILM Mobile/Online	10.1.2.1	Live Action Film > Film for Mobile/Online Media > Digital Mobile Only (einzeln)
			10.1.2.2	Live Action Film > Film for Mobile/Online Media > Digital Mobile Only (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)
			10.1.2.5	Live Action Film > Film for Mobile/Online Media > Online-Film (einzeln)
			10.1.2.6	Live Action Film > Film for Mobile/Online Media > Online-Film (Serie)
	27	FILM Publishing + Spatial Experience	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 > Sonstiges > Kurzfilm/Sonderformat
			10.1.5.2	Live Action Film > Sonstiges > Taktischer Film
			10.1.5.3	Live Action Film > Sonstiges > Film für Spatial Experience
			10.1.5.4	Live Action Film > Sonstiges > Film für Point-of-Sale
	Talent Award	Spatial Experience / Extended Reality > Konzeption & Design von Raumerlebnissen > Virtual Reality, Augment/Mixed Reality		
	28	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	
Talent Award			Film / Animation > Bewegbild Gestaltung > Post-Production/CGI/VFX	

ADC Jury 2022

FACH- BEREICH	JURY	JURYNAME	KAT.NR.	KATEGORIENAME
FILM & TON	29	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 > Sonstiges > Kurzfilm/Sonderformat
			10.2.5.2	Animated Film > Sonstiges > Taktischer Film
			10.2.5.3	Animated Film > Sonstiges > Film für Spatial Experience
			10.2.5.4	Animated Film > Sonstiges > 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 > Background Design
			10.2.6.4	Animated Film > Animation Craft > Post-Production/CGI/VFX
			Talent Award	Film / Animation > Bewegbild Gestaltung > Animation