

# Kategorienübersicht – ADC Wettbewerb 2021



BRAND BUILDING	ACTIVATION	DIGITAL EXPERIENCE	SPATIAL EXPERIENCE	PUBLISHING	COPY	DESIGN	IMAGERY	AUDIO	FILM	EXPERIMENT / COMMUNICATION ARTS	INNOVATION / CREATIVE TECHNOLOGY	
<b>BRAND IDENTITY / BRAND DESIGN</b> <ul style="list-style-type: none"> <li>Unternehmen / Organisation / Institution</li> <li>Produkt / Dienstleistung / Event</li> <li>Franchise</li> <li>Sonstiges</li> </ul>	<b>ADVERTISING</b> <ul style="list-style-type: none"> <li>Integrated</li> <li>Integrated Online Only</li> <li>Mobile / Online Media</li> <li>Print Media</li> <li>Out-of-Home / Ambient Media</li> <li>Audio Media</li> <li>TV / Cinema Media</li> <li>Sonstiges</li> </ul>	<b>DIGITAL PRODUCT/ SERVICE</b> <ul style="list-style-type: none"> <li>Applications</li> <li>Games</li> <li>Virtual Reality</li> <li>Augmented Reality</li> <li>E-Commerce</li> <li>Content Management</li> <li>Voice / Conversational</li> <li>Internet of Things</li> <li>Service Design</li> <li>Sonstiges</li> </ul>	<b>EXHIBITION</b> <ul style="list-style-type: none"> <li>Exhibition for Brand</li> <li>Exhibition for Subject</li> <li>Hybrid Exhibition for Brand</li> <li>Hybrid Exhibition for Subject</li> <li>Exhibition Craft</li> </ul>	<b>EDITORIAL</b> <ul style="list-style-type: none"> <li>Magazin</li> <li>Zeitung</li> <li>Buch</li> <li>Mobile / Online Media</li> <li>Crossmedia / Special Uses</li> <li>Sonstiges</li> </ul>	<b>COMMERCIAL</b> <ul style="list-style-type: none"> <li>Commercial Copy</li> </ul>	<b>GRAPHIC DESIGN</b> <ul style="list-style-type: none"> <li>Print Media</li> <li>Public Space Media</li> <li>Crossmedia / Special Uses</li> </ul>	<b>PHOTOGRAPHY</b> <ul style="list-style-type: none"> <li>Photography</li> <li>Photo Post-production / CGI</li> </ul>	<b>RADIO / ONLINE</b> <ul style="list-style-type: none"> <li>Radio/Online Media</li> </ul>	<b>LIVE ACTION FILM</b> <ul style="list-style-type: none"> <li>Film for TV / Cinema</li> <li>Film for Mobile / Online Media</li> <li>Music Video</li> <li>Film for Publishing</li> <li>Film Craft</li> <li>Sonstiges</li> </ul>	<b>MANDATE</b>	<b>CONCEPT</b>	
<b>BRAND COMMUNICATION</b> <ul style="list-style-type: none"> <li>Integrated</li> <li>Integrated Online only</li> <li>Mobile / Online Media</li> <li>Print Media</li> <li>Out-of-Home / Ambient Media</li> <li>Audio Media</li> <li>TV / Cinema Media</li> <li>Sonstiges</li> </ul>	<b>PROMOTION</b> <ul style="list-style-type: none"> <li>B2C Aktionen</li> <li>B2C Werbemittel</li> <li>B2B Aktionen</li> <li>B2B Werbemittel</li> <li>User Generated Content</li> <li>Sonstiges</li> </ul>	<b>HARDWARE/ SOFTWARE SYSTEMS</b> <ul style="list-style-type: none"> <li>Consumer Products</li> <li>Industrial Products</li> <li>Sonstiges</li> </ul>	<b>EVENT</b> <ul style="list-style-type: none"> <li>Event</li> <li>Hybrid Event</li> <li>Online Event</li> <li>Event Craft</li> </ul>	<b>CORPORATE PUBLISHING / CONTENT MARKETING</b> <ul style="list-style-type: none"> <li>Magazin</li> <li>Zeitung</li> <li>Buch</li> <li>Online Media</li> <li>Crossmedia / Special Uses</li> <li>Sonstiges</li> </ul>	<b>CORPORATE PUBLISHING / CONTENT MARKETING</b> <ul style="list-style-type: none"> <li>Copy</li> </ul>	<b>INTERFACE DESIGN</b> <ul style="list-style-type: none"> <li>Mobile Interactive Media</li> <li>Stationary Interactive Media</li> </ul>	<b>ILLUSTRATION</b> <ul style="list-style-type: none"> <li>Illustration</li> <li>Illustration Photo Post-production / CGI</li> </ul>	<b>PUBLISHING</b> <ul style="list-style-type: none"> <li>Publishing Media</li> <li>Podcast/Webcast Ads</li> </ul>	<b>ANIMATED FILM</b> <ul style="list-style-type: none"> <li>Animation for TV / Cinema</li> <li>Animation for Mobile / Online</li> <li>Media</li> <li>Music Video</li> <li>Animation for Publishing</li> <li>Animation Craft</li> <li>Sonstiges</li> </ul>	<b>INDEPENDENT</b>	<b>PROTOTYPE</b>	
<b>BRAND PR</b> <ul style="list-style-type: none"> <li>Influencer Marketing</li> <li>Crisis Communication</li> <li>Brand Partnership / Sponsoring</li> <li>Employer Branding</li> <li>Branded Content / Entertainment</li> <li>Sonstiges</li> </ul>	<b>PR ACTIVATION</b> <ul style="list-style-type: none"> <li>Product PR</li> <li>Cause Related Marketing</li> <li>Agenda Surfing</li> <li>Public Affairs</li> <li>Sonstiges</li> </ul>	<b>DIGITAL CRAFT</b> <ul style="list-style-type: none"> <li>Creative Use of UX</li> <li>Creative Use of Code</li> <li>Creative Use of Data</li> <li>Creative Use of Technology</li> <li>Creative Use of AI / Machine Learning</li> <li>Creative Use of Voice</li> <li>Sonstiges</li> </ul>	<b>PUBLIC SPACE</b> <ul style="list-style-type: none"> <li>Interior</li> <li>Urban Design</li> <li>Service Design</li> </ul>	<b>CORONA CANCELLED PROJECTS</b> <ul style="list-style-type: none"> <li>Exhibition</li> <li>Event</li> <li>Public Space</li> </ul>	<b>STORYTELLING</b> <ul style="list-style-type: none"> <li>Storytelling</li> </ul>	<b>MOTION DESIGN</b> <ul style="list-style-type: none"> <li>Motion Design</li> </ul>	<b>POST-PRODUCTION / CGI</b> <ul style="list-style-type: none"> <li>Post-production / CGI for Photography</li> <li>Post-production / CGI for Illustration</li> <li>Hybrid Post-production / CGI</li> </ul>	<b>AUDIO DESIGN</b> <ul style="list-style-type: none"> <li>Audio Design</li> </ul>	<b>MUSIC</b> <ul style="list-style-type: none"> <li>Music</li> </ul>	<b>AUDIO CRAFT</b> <ul style="list-style-type: none"> <li>Audio Craft</li> </ul>		
<b>BRAND DIALOG</b> <ul style="list-style-type: none"> <li>B2B</li> <li>B2C</li> </ul>	<b>DIALOG ACTIVATION</b> <ul style="list-style-type: none"> <li>B2B</li> <li>B2C</li> </ul>					<b>PACKAGING DESIGN</b> <ul style="list-style-type: none"> <li>Packages</li> </ul>						
						<b>PRODUCT DESIGN</b> <ul style="list-style-type: none"> <li>Products</li> </ul>						