ADC*E Awards '23

The **Best** *of*
European Design
& Advertising

Call
for
Entries
2023

Deadline *October* **6th**

Submit Now!

Welcome to the *32nd edition* of the *ADCE*
Best of European Design and Advertising Awards.

The ADCE Awards is the only award scheme in the world to bring together the best of European award winning work under one competition.

Participation in the ADCE Awards is exclusively granted to works that have been recognized at a national level offering them international visibility and promotion.

www.adceurope.org

ADC*E Awards '23

Content

The Best *of*
European Design
& Advertising

Eligibility

ADCE Members

Winners of ADCE affiliated national clubs responsible for their respective country's premier award competition are eligible to participate under the following preferential conditions:

• Free entry for Gold Award winners from the national competitions.

• Reduced entry fee for locally awarded Silver, Bronze and/or Shortlist (for fees, see page 23).

Note:

1.   The eligibility of all submitted entries will be checked with local competition organizers.

2.   Because some national member clubs now include international sections in their award's schemes, please note that: **work cannot be submitted if it has not been produced in the country where it has been awarded.**

ADCE Member Competitions and Awards'

Local winners at the latest edition of the following national competitions are eligible to participate in the ADCE Awards.

Austria	CCA - Venus Awards
Bulgaria	BACA - Effie Awards Bulgaria
Cyprus	The Cyprus Creative Club - Pygmalion Awards
Czech Republic	ADC Czech Republic Awards
Estonia	Kuldmuna
Finland	Grafia - Vuoden Huiput
Georgia	AD Black Sea Festival (only ADC Georgian winners)
Germany	Art Directors Club Deutschland - ADC Wettbewerb
Greece	Ebge Awards
Iceland	FÍT Keppnina
Italy	Art Directors Club Italiano - ADCI Awards
Latvia	Latvian Art Directors Club - LADC Awards
Lithuania	Lithuanian Design Association - ADC*LT Awards
Portugal	Clube de Criativos de Portugal - Festival CCP
Romania	Art Directors Club Romania - ADC*RO Top 3
Slovakia	Art Directors Club Slovakia - Zlatý Klinec
Slovenia	ADC Slovenia - SOF
Spain	ADG-FAD - Laus Awards
	Club de Creativos - Premios CdeC
Switzerland	ADC Switzerland - ADC Awards
Ukraine	Art Directors Club Ukraine - ADC*UA Awards
United Kingdom	D&AD Awards (only UK winners)
	Creative Circle - Creative Circle Awards

Eligibility

ADCE Non-Members

The Art Directors Club of Europe welcomes the participation of winners from non-member European national associations responsible for the country's premier competitions. National Gold, Silver, and Bronze, as well as shortlisted, are eligible to participate in the ADCE Awards (for fees, see page 23).

Note:

1. The eligibility of all submitted entries will be checked with local competition organizers.

2. Because some national member clubs now include international sections in their award's schemes, please note that: **work cannot be submitted when it has not been produced in the country where it has been awarded.**

Non-member Eligible Competitions and Awards' Shows

Local winners at the latest edition of the following national competitions listed below*, are eligible to participate in the ADCE Awards.

Armenia	AD Black Sea Festival (Armenian winners only)
Azerbaijan	AD Black Sea Festival (Azeri winners only)
Belgium	Creative Belgium - CBA (Creative Belgium Awards)
Denmark	Creative Circle Awards
France	Le Club des DA Awards
Hungary	Golden Blade Awards
Ireland	Inst. of Creative Advertising and Design - ICA Awards
Netherlands	ADCN Awards (Lampen)
Norway	Kreative Forum - Gullblyanten
	Grafill - Visueltkonkurransen
Poland	Konkurs KTR
Sweden	Guldägget

*If your local competition is not listed above, please contact us to check about eligibility.

Categories

1. Film *&* Audio

1.1   TV / Cinema Commercials
Any commercial spot aired on TV or in cinemas.

1.2   Online Videos
Videos created specifically for the on-line environment.

1.3   Audio / Radio Commercials
Audio ads on radio, in podcasts and other audio channels.

1.4   Film & Audio for non-profit / public service / NGO

TV commercials, online videos and audio formats aired on radio and online platforms made for charitable, non-profit organisations or public services.

1.5   Craft - direction, cinematography and editing

Film work that is notable for its execution – from the director's vision and the production elements used to create the video: camera-work, cinematography, set design, production design, casting and editing.

1.6 Craft - Music and Sound

Audio elements that add value to the work: on video, radio and online platforms, including audio branding tools (etc.).

1.7 Craft - animation, VFX, CGI and 3D

The use of 3D videography, computer-generated imagery (CGI), various types of 2D and 3D animation, as well as a mastery of visual effects.

1.8 Any Other

Works made in another format and concept that differ from the subcategories described above.

2. Print & Outdoor

2.1 Outdoor
(Including poster and billboard)

Visual components of outdoor advertising on external surfaces of buildings and structures: advertising posters, billboards, city formats and other formats.

2.2 Digital Screens

Non-static outdoor advertising

2.3 Special Outdoor

Non-standard outdoor advertising adapting an unconventional approach to communication with the consumer in public places *(ambient, experiential, outdoor installations).*

2.4 Print Advertising

Print advertising newspapers/magazines, etc.

2.5 Direct Marketing

Personal mailing of printed advertising materials, samples, letters, etc. *(one-to-one printed campaigns).*

2.6 Print & Outdoor for non-profit / public service / NGO

Print and outdoor advertising made for charitable, non-profit organisations or public services.

2.7 Craft - Photography

Use of photography in print and outdoor advertising.

2.8 Craft - Illustration

Use of illustration in print and outdoor advertising.

3. Interactive & Mobile

3.1 Interactive Design
Design of interactive communication *(websites, microsites, online publications, digital installations, mobile applications, data visualisation, etc.).*

3.2 Interactive Design
Creative use of tools in an advertising campaign on digital platforms, as well as the use of non-standard media, banner and Internet advertising.

3.3 Place-specific Experiences
Indoor and outdoor installations using interactive technology, including design of retail and exhibition spaces, exhibition, advertising, trade stands, and digital and physical POS materials, etc.

3.4 Data Visualisation
Creative solutions for the visualisation of complex data that clearly and effectively transmit information through digital media.

3.5 Social Media Campaigns
Advertising campaigns created specifically for any kind of social media platform.

3.6 Interactive & Mobile for non-profit / public service / NGO
Interactive advertising campaigns made for charitable, non-profit organisations or public services.

3.7 Digital Service Experience
Product or experience design for online stores, electronic services and online applications.

3.8 Any Other
Interactive and mobile projects whose format and concept differ from the subcategories described above.

4. Design

4.1 Graphic Communication
Graphic design of any print output *(calendar, postcard, poster, merchandise, event promo...)* or visual communication tools designed to communicate a specific message or increase brand awareness.

4.2 Editorial Design
Multipage printed publications *(books, magazines, corporate publications, catalogues, etc.)*

4.3 Corporate Brand Identity

Visual expression of a company/brand, corporate entire identity sets, both brand new and rebranded.

4.4 Logotype

Creative execution of a logo for a brand.

4.5 Illustration

Illustrations used in design projects.

4.6 Photography

Photos used in design projects.

4.7 Packaging

Mastery and originality of packaging design of products made for sale.

4.8 Motion Graphics

Visual motion design for video content.

4.9 Spatial Design

Spatial design involving interaction with the consumer that uses 3D tools, volumetric constructions, digital technologies and other means of visual communication *(exhibitions, spatial installations, s tore redesign, in-store communication, VR projects).*

4.10 Typography

For creating a new font or font family.

4.11 Any Other

Works with another format and concept that differ from the subcategories described

5. Brand **Experience**

5.1 Point of sale Experience and Activation

Innovative interactions with an audience for a point of sale experience.

5.2 Promotions

Sales promotion campaigns created to drive immediate sales.

5.3 Live Stunts Brand Activation

Live happenings or stunts made to connect a brand with an audience at public events like festivals, sports events or any other.

5.4 New use of Media

Works making creative and unexpected use of commonly available media that turn them into new tools and lend more power to the creative idea. This category also includes works that succeed in creating an entirely new medium.

5.5 Branded Spaces

Design of trade and exhibition spaces to acquaint and engage the consumer with the brand.

5.6 PR / Events

Ideas that connect the brand with an audience through a PR strategy resulting in proven earned media and impact *(corporate, public, consumer, social and cultural).*

6. Integrated & Innovation

6.1 Integrated Campaigns for Comercial Brands

Creative solutions that successfully carry the brand message across multiple platforms/channels, both online and offline, using more than 3 communication techniques, including traditional types of advertising *(TV, press, radio, Internet)* and other promotion methods.

6.2 Integrated and Innovation for non-profit / public service / NGO

Creative solutions of integrated campaigns, with more than 3 communication techniques, including traditional advertising *(TV, press, radio, Internet)* made for charitable, non-profit organisations and public services.

6.3 Branded Content

Original content created for a brand or a natural integration of a brand into an existing format. This includes a media channel *(Internet video, promo, TV, etc.)* and multi-channel platforms for delivering content to an audience *(radio, publications, books, games, music, videos, mobile content, social solutions, blogs, promo events, mass events, etc.)*.

6.4 Best use of Technology

Non-standard and original use of technology to promote a brand.

6.5 Best use of Data

Creative use of data to increase an advertising campaign's effectiveness.

6.6 Product / Service Innovation

Creation and integration of an innovative product and/or service.

7. European Student of the Year

7.1 Graphic Design / Product Design
7.2 Communication Ideas

This category Is not an open call.
The category accepts 1 gold-winning project in each subcategory awarded in the Student competition in any eligible ADCE competition.

Entries must be:

1. From full-time students only (not internships or professionals) who are studying at universities, colleges and art schools.

2. **Both works produced and accepted by the client and unproduced concepts are allowed.**

8. European Best Young Creative

8.1 Graphic Design / Product Design
8.2 Communication Ideas

This category is not an open call.
The category accepts 1 gold-winning project in each subcategory awarded in the Young Creative competition in any eligible ADCE competition.

Entries must be:

1. Signed by a young creative (28 years old or younger).

2. Young professional creatives (students are not eligible).

3. **Both works produced and accepted by the client and unproduced concepts are allowed.**

4. Works participating in the ADCE European Best Young Creative category CANNOT be submitted by agencies as original work to the ADC*E Awards competition.

ADC*E Awards '23

Registration Process

Registration online only at:
http://adceurope.awardhub.org

5 steps to be followed:

1. Registration

User & Password. Please create a new user to log into the platform.

2. Set up your Account Details

Please make sure all your identification details are correct as for your user, company or invoice information.

3. Start Submitting your winning works!

Work's Submission

- Each entry form will be assigned an Entry ID number (automatically generated by the system).

- You can fill in the online entry form and make any changes you consider necessary up to the final registration deadline on 6th October 2023. No modification will be allowed after that date.

- **Works can only be entered once for each award received locally.**
  1 local award = 1 ADCE submission

- The work must be entered under the same category in which it has been awarded locally, as far as possible. In case the ADCE categories do not match the local categories, the work should be entered into the closest possible category.

- Works submitted for judging in more than one category must be individually entered in each category. In order to facilitate the submitting process, the online platform will offer the option to duplicate the basic information (title, description, credits, images, videos).

Images & Videos

- All necessary images, videos or sound files for the submitted works must be uploaded on the online entry platform.

- Depending on the category (see For-mats, pages 16-22), entries may only be required to upload digital material on the online entry platform.

Physical Material

- In some cases (i.e. Design) printed samples of works are also required for judging.

- Physical items must be sent to Barcelona by post.

- Each entry must be sent with the attached entry label. Entry labels can be printed from the Invoices and Closed Entries pages for all entries with physical judging media.

- Specify Entry ID number, full address and contact person.

- Entry labels should be attached with drafting tape (do not glue or mount) to clearly identify the work.

- In case you send more than one entry, please pack the entries by category, and number each item in the preferred viewing sequence (1 of 3, 2 of 3, etc.)

4. Checking Process

- As soon as the work is submitted it will have access to the "In Review" status.

- The ADCE will review all works and check their eligibility.

- When approved, you'll receive an email to allow you to start the payment process.

5. Payment

Payment has to be done before the deadline 27th October.

*For all the Gold winning works, the fee is 0€. Once approved, works are automatically accepted for judging.

Note:

Entry forms and work descriptions must be clear and correctly spelled in English, as this information will come from the form and used for promotional purposes (annual, exhibition, etc.)

Formats & Specs.

All necessary images, videos, or sound files for the submitted works must be uploaded to the online entry platform.

In addition, in some specific cases works must also be sent to the ADCE office in printed format (printed sample) for judging.

Technical requirements for each format

Videos:
1920x1080 px (codec H.264)
Important: 1st frame must not be black!
- Maximum video length: 2,5 min
- Maximum file size: 500Mb
- English voice over or subtitles

Sound Videos:
1920x1080 px (codec H.264)
Important: Download this image to add it to your audio file in order to upload it to the platform as a sound video (mp3 files are not accepted).

Text caption in English (Font Helvetica Bold 55, white on black, line space 60).

Images for Web & Print purposes:
JPG 1920 x 1080 px 72 dpi.
Portrait or landscape.

3D and Printed Samples:
3D Real size samples.

Note:

Descriptions of each piece must be included in the online entry form. They will be used for judging and also for publication. Please ensure the descriptions are written in correct English and contain no spelling or typographical errors.

1. Film & Audio

Subcategory	Required Media	Optional Media	Reference Media*
1.1 TV / Cinema Commercials 1.2 Online Videos	1 Video	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
1.3 Audio / Radio Commercials	1 Sound Video	0-2 Videos 0-6 Digital Images	1 Sound Video (same as judging sound video)
1.4 Film & Audio for non-profit / public service / NGO	1 Video	0-2 Videos 1 Sound video 0-6 Digital Images	3-6 Digital Images (same as judging images)
1.5 Craft (Direction, cinematography and editing)	1 Video	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
1.6 Craft (Music and sound)	1 Sound video	0-2 Videos 0-6 Digital Images	1 Sound Video (same as judging sound video)
1.7 Craft (Animation, VFX, CGI and 3D)	1 Video	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
1.8 Any Other	1 Video 0-6 Digital Images	0-2 Videos	3-6 Digital Images

*not for judging, internal only.

Upload files to the on-line entry platform http://adceurope.awardhub.org

2. Print & Outdoor

Subcategory	Required Media	Optional Media	Reference Media
2.1 Outdoor (Including poster and billboard)	**3-6 Digital Images**	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
2.2 Digital Screens (Non-static outdoor advertising)	**1 Video 0-6 Digital Images**	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
2.3 Special Outdoor (Ambient, experiential, outdoor installations)	**0-1 Video 3-6 Digital Images**	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
2.4 Print Advertising (Press / Magazines)	**3-6 Digital Images**	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
2.5 Direct Marketing (One-to-one printed campaigns)	**0-1 Video 3-6 Digital Images**	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
2.6 Print & Outdoor for nonprofit / public service/ NGO **2.7 Craft** (Photography) **2.8 Craft** - Illustration	**3-6 Digital Images**	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)

3. Interactive & Mobile

Subcategory	Required Media	Optional Media	Reference Media
3.1. Interactive Design (Websites, online publications)	**1 URL** **3-6 Digital Images**	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
3.2 Interactive Campaigns (including rich media formats)	**1 Video** **3-6 Digital Images**	1 URL 0-2 Videos 0-6 Digital Images	1 Sound Video (same as judging sound video)
3.3 Place-specific Experiences (Interactive museums, Kiosks, POS,...)	**1 Video** **3-6 Digital Images**	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
3.4 Data Visualisation **3.5 Social Media Campaigns** **3.6 Interactive & Mobile** for non-profit / public service / NGO **3.7 Digital ServiceExperience** (Shops, E-services, On-line apps) **3.8 Any Other"**	**1-2 Videos** **0-6 Digital Images**	0-2 Videos 0-6 Digital Images	3-6 Digital Images

4. Design

Subcategory	Required Media	Optional Media	Reference Media
4.1 Graphic Communication (Poster, Promotional Item, Integrated Graphics, Data Visualization)	3-6 Digital Images	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
4.2 Editorial Design (Book, Magazine, Corporate Publication, Annual Reports)	1-3 Printed Samples (sent to ADCE office for judging)	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
4.3 Corporate Brand Identity	1-6 Printed Samples (sent to ADCE office for judging)	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
4.4 Logotype 4.5 Illustration 4.6 Photography	3-6 Digital Images	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
4.7 Packaging	1-6 3D & Printed Samples (sent to ADCE office for judging)	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
4.8 Motion Graphics	1 Videos	0-2 Videos 0-6 Digital Images	3-6 Digital Images
4.9 Spatial Design 4.10 Typography 4.11 Any Other	0-1 Video 3-6 Digital Images	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)

5. Brand Experience

Subcategory	Required Media	Optional Media	Reference Media
5.1 Point of Sale Experience and Activation	1 Video	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)
5.2 Promotions 5.3 Live Stunts Brand Activation 5.4 New Use of Media 5.5 Branded Spaces 5.6 PR / Events	1 Video 0-6 Digital Images	0-2 Videos 0-6 Digital Images	3-6 Digital Images (same as judging images)

6. Integrated & Innovation

Subcategory	Required Media	Optional Media	Reference Media
6.1 Integrated Campaigns for commercial brands	1-2 Videos 0-6 Digital Images	0-2 Videos 0-6 Digital Images	3-6 Digital Images
6.2 Integrated and Innovation for non-profit / public service / NGO 6.3 Branded Content 6.4 Best Use of Technology 6.5 Best Use of Data 6.6 Product / Service Innovation	1 Video 0-6 Digital Images	0-2 Videos 0-6 Digital Images	3-6 Digital Images

7. European Student of the Year

Subcategory	Required Media	Optional Media	Reference Media
7.1 Graphic Design / Product Design	3-6 Digital Images	0-2 Videos 0-6 Digital Images	3-6 Digital Images
7.2 Communication Ideas	1 Video 0-6 Digital Images	0-2 Videos 0-6 Digital Images	3-6 Digital Images

8. European Best Young Creative

8.1 Graphic Design / Product Design	3-6 Digital Images	0-2 Videos 0-6 Digital Images	3-6 Digital Images
8.2 Communication Idea	1 Video 0-6 Digital Images	0-2 Videos 0-6 Digital Images	3-6 Digital Images

Fees

ADCE members:

Winning works from ADCE affiliated national competitions (see list, page 4).

Gold: Free entry (0€)
Silver: 120€ / entry
Bronze and Shortlist: 190€ / entry

* Only for Ukrainian submissions: Due to the exceptional situation, all submissions from Ukraine will have a 50% off discount.

** 21% VAT is applicable to entries submitted by any Individual Person/Freelancers, as well as entries from Spain and entries of all agencies not registered at VIES.

ADCE non-members:

Winning works from other National competitions outside of the ADCE Network (see list, page 6).

Gold, Silver, Bronze and Shortlist**:
290€ / entry

*** +21% VAT where applicable

These fees apply to all registrations submitted by **6th October 2023**.

Payment

Once the entry is approved, an automatic email will be sent to you to start the payment process. Payment has to be done before 27th of October. Failure to make payment will automatically exclude works from the judging session.

*For all the Gold winning works, the fee is 0€. Once approved, they are automatically accepted for the judging session.

Online payment

Fees can be paid directly online on the registration platform.

Bank Transfer

Payments can also be made to the following bank account:

Caixabank
Av. República Argentina 247-249
08023 Barcelona / SPAIN
IBAN number:
ES60 2100 3084 8322 0038 4200
SWIFT CODE: CAIXESBBXXX

If you require any assistance with the payment process, please contact:
awards@adceurope.org

Important

• Please ensure the VAT details are correct in order to generate the invoice for your submitted works at the ADCE Awards.

• In your transfer information, please indicate the Entry ID number and country correspon-ding to the work you are submitting and paying for. If you are paying for more than one entry with the same transfer, please indicate all the Entry ID numbers.

Deadline

Official Closing Date:
October 6th 2023

All physical material sent for the ADCE Awards 2023 must be received at the Barcelona office by Friday, 20th October 2023, before 18:00h.

Payments must be done before
27th October 2023

In case of any problem with this deadline, please contact us at awards@adceurope.org.

Return of Entries

(Only for ADCE country members)

Unless the work is requested for return, all entries will be offered to clubs for exhibition purposes. ADCE is a non-profit organization dedicated to fostering and rewarding creative excellence in European Design & Advertising, therefore any return of entries will be sent by international courier at the entrant's expense.

Entrant Information

Should you have any queries regarding entry details please contact:

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Project Manager

Art Directors Club of Europe

Telephone: +34 932 566 766

Email: awards@adceurope.org

Website: www.adceurope.org

ADC*E Awards '23

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CREATIVITY

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