



ADC\*E Awards '21

*The Best of  
European Design  
& Advertising*

# Call for Entries 2021

*Deadline 29th October*

[Submit Now!](#)



Co-funded by the  
Creative Europe Programme  
of the European Union

*Art Directors Club of Europe*  
[www.adceurope.org](http://www.adceurope.org)



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*Deadline 29th October*

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# Welcome to the 30<sup>th</sup> 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.



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# 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 advantageous 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 15).

## *Note:*

1. All submitted entries will be verified for eligibility 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.**



### *ADCE member Competitions and Awards' Shows*

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

<b>Austria</b>	CCA - Venus Awards
<b>Cyprus</b>	The Cyprus Creative Club - Pygmalion Awards
<b>Czech Republic</b>	ADC Czech Republic - Creative Awards
<b>Estonia</b>	ADC Estonia – ADC Disainiauhinnad - Kuldmuna
<b>Finland</b>	Grafia - Vuoden Huiput
<b>Georgia</b>	ADC Georgia - AD Black Sea Festival (only Georgian winners)
<b>Germany</b>	Art Directors Club Deutschland - ADC Wettbewerb
<b>Greece</b>	EBGE Awards
<b>Iceland</b>	FÍT - FÍT Keppnina
<b>Ireland</b>	Institute of Creative Advertising and Design - ICAD Awards
<b>Italy</b>	Art Directors Club Italiano - ADCI Awards
<b>Latvia</b>	Latvian Art Directors Club - LADC Awards
<b>Lithuania</b>	Lithuanian Design Association - ADC*LT Awards
<b>Portugal</b>	Clube de Criativos de Portugal - Festival CCP
<b>Romania</b>	Art Directors Club Romania - ADC*RO Top 3
<b>Russia</b>	Art Directors Club Russia - ADCR Awards
<b>Slovakia</b>	Art Directors Club Slovakia - Zlatý Klinec
<b>Slovenia</b>	ADC Slovenia - SOF
<b>Spain</b>	ADG-FAD - Laus Awards Club de Creativos - Premios c de c
<b>Switzerland</b>	ADC Switzerland - ADC Awards
<b>United Kingdom</b>	D&AD - D&AD Awards (only UK winners)
<b>Ukraine</b>	Art Directors Club Ukraine - ADC*UA 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 shortlist, are eligible to participate in the ADCE Awards (for fees, see page 15).

## *Non-member Eligible Competitions and Awards' Shows*

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

<b>Armenia</b>	AD Black Sea Festival (Armenian winners only)
<b>Belgium</b>	Creative Belgium - CBA (Creative Belgium Awards)
<b>Denmark</b>	Creative Circle Awards
<b>France</b>	Le Club des DA Awards Cristal Awards (French winners only)
<b>Hungary</b>	Golden Blade Awards
<b>Netherlands</b>	ADCN Awards (Lampen)
<b>Norway</b>	Kreative Forum - Gullblyanten Grafill - Visueltkonkurransen
<b>Poland</b>	Konkurs KTR
<b>Sweden</b>	Guldägget

## *Note:*

1. All submitted entries will be verified for eligibility with local competition organizers.
2. Because some national member clubs now include international sections in their awards schemes, please note that: **work cannot be submitted when it has not been produced in the country where it has been awarded.**



# Categories

## 1. Film & Audio

- 1.1 TV / Cinema Commercials
- 1.2 Online Videos
- 1.3 Audio / Radio Commercials
- 1.4 Film & Audio for non-profit / public service / NGO
- 1.5 Craft - direction, cinematography and editing
- 1.6 Craft - music and sound
- 1.7 Craft - animation, VFX, CGI and 3D
- 1.8 Any Other

## 2. Print & Outdoor

- 2.1 Outdoor  
(Including poster and billboard)
- 2.2 Digital Screens  
– non-static outdoor advertising
- 2.3 Special Outdoor  
(Ambient, Experiential, Outdoor installations, ...)
- 2.4 Print Advertising (Press / Magazines)
- 2.5 Direct Marketing  
(One-to-one printed campaigns)
- 2.6 Print & Outdoor for non-profit / public service / NGO
- 2.7 Craft - Photography
- 2.8 Craft - Illustration

## 3. Interactive & Mobile

- 3.1 Interactive Design  
(Websites, online publications)
- 3.2 Interactive Campaigns  
(Including rich media formats)
- 3.3 Place-specific Experiences  
(Interactive museums, kiosks, POS, ...)
- 3.4 Data Visualisation
- 3.5 Social Media Campaigns
- 3.6 Interactive & Mobile for non-profit / public service / NGO
- 3.7 Digital Service Experience  
(Shops, e-services, on-line apps)
- 3.8 Any Other

## 4. Design

- 4.1 Graphic Communication  
(Poster, Promotional Item, Integrated Graphics, Data Visualization)
- 4.2 Editorial Design  
(Book, Magazine, Corporate Publication, Annual Reports)
- 4.3 Corporate Brand Identity
- 4.4 Logotype
- 4.5 Illustration
- 4.6 Photography
- 4.7 Packaging
- 4.8 Motion Graphics
- 4.9 Spatial Design
- 4.10 Typography
- 4.11 Any Other



### *5. Brand Experience*

- 5.1 Point of sale Experience and Activation
- 5.2 Promotions
- 5.3 Live Stunts Brand Activation
- 5.4 New use of Media
- 5.5 Branded Spaces
- 5.6 PR / Events

### *6. Integrated & Innovation*

- 6.1 Integrated Campaigns for commercial brands
- 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

### *7. European Student of the Year*

- 7.1 Graphic Design / Product Design
- 7.2 Communication Ideas

### *8. European Best Young Creative*

- 8.1 Graphic Design / Product Design
- 8.2 Communication Ideas





# Registration process

**1** Registration must be done online at:  
<http://adce.submit.to>

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 29th October 2021. No modification will be allowed after that date.

Works can only be entered once for each award received locally. The work must be entered in the category where it was locally awarded when possible. In case the ADCE categories do not match the local categories, the work should be entered in the closest fit possible.

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

Depending on the category (see Formats, pages 10-14), entries may only be required to upload digital material to the online entry platform, while in some cases (i.e. Design) printed samples of works will also be **required for Judging Day** and must be sent to Barcelona by post. These must be labeled with the corresponding **Entry ID number**, and include an attached printed copy of the entry form (look for the PRINT icon on the online platform).

**3** Works submitted for judging in more than one category must be individually entered in each category.

## *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 and 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 is 2,5 min.
- Maximum file size is 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 (RGB). Portrait or landscape.
- **JPG A4** (297 x 210 mm) 300 dpi (CMYK). 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.

# Formats by category

CATEGORY		Upload files to the on-line entry platform: <a href="http://adce.submit.to">http://adce.submit.to</a>
1 <i>FILM &amp; AUDIO</i>	1.1 TV / Cinema Commercials	- <b>Video</b>
	1.2 Online Videos	- <b>Images:</b> Upload 3 to 6 images
	1.3 Audio / Radio Commercials	- <b>Sound video</b>
	1.4 Film & Audio for non-profit / public service / NGO	- <b>Sound video</b> - <b>Video</b> - <b>Images:</b> Upload 3 to 6 images
	1.5 Craft - direction, cinematography and editing	- <b>Video</b> - <b>Images:</b> Upload 3 to 6 images
	1.6 Craft - music and sound	- <b>Sound video</b>
	1.7 Craft - animation, VFX, CGI and 3D	- <b>Video</b> - <b>Images:</b> Upload 3 to 6 images
	1.8 Any Other	
2 <i>PRINT &amp; OUTDOOR</i>	2.1 Outdoor <i>(Including poster and billboard)</i>	- <b>Images:</b> Upload 3 to 6 images
	2.2 Digital Screens – <i>Non-static outdoor advertising</i>	- <b>Video</b>
	2.3 Special Outdoor <i>(Ambient, experiential, outdoor installations, ...)</i>	- <b>Images:</b> Upload 3 to 6 images



**CATEGORY**

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**Upload files to the on-line entry platform: <http://adce.submit.to>**

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2.4 Print Advertising  
*(Press / Magazines)*

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- **Images:** Upload 3 to 6 images

---

2.5 Direct Marketing  
*(One-to-one printed campaigns)*

---

- **Video**  
- **Images:** Upload 3 to 6 images

---

2.6 Print & Outdoor for  
nonprofit / public service  
/ NGO

---

- **Images:** Upload 3 to 6 images

---

2.7 Craft - Photography  
2.8 Craft - Illustration

---

**3**  
***INTERACTIVE***  
***& MOBILE***

3.1. Interactive Design  
*(Websites, online publications)*

---

- **URL**  
- **Video**  
- **Images:** Upload 3 to 6 images

---

3.2 Interactive Campaigns,  
including rich media formats

---

3.3 Place-specific Experiences  
*(Interactive museums, Kiosks,  
POS,...)*

---

- **Video**  
- **Images:** Upload 3 to 6 images

---

3.4 Data Visualisation  
3.5 Social Media Campaigns  
3.6 Interactive & Mobile for  
non-profit / public service /  
NGO

---

3.7 Digital Service Experience  
*(Shops, E-services, On-line apps)*  
3.8 Any Other

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CATEGORY		Upload files to the on-line entry platform: <a href="http://adce.submit.to">http://adce.submit.to</a>
4 <i>DESIGN</i>	4.1 Graphic Communication <i>(Poster, Promotional Item, Integrated Graphics, Data Visualization)</i>	- <b>Video</b> - <b>Images:</b> Upload 3 to 6 images
	4.2. Editorial Design <i>(Book, Magazine, Corporate Publication, Annual Reports)</i>	- <b>Printed Samples</b> (sent to ADCE office for judging) - <b>Video</b>
	4.3 Corporate Brand Identity	- <b>Images:</b> Upload 3 to 6 images
	4.4 Logotype	- <b>Images:</b> Upload 3 to 6 images
	4.5 Illustration	
	4.6 Photography	
	4.7 Packaging	- <b>3D and Printed Samples</b> (sent to ADCE office for judging) - <b>Images:</b> Upload 3 to 6 images
	4.8 Motion Graphics	- <b>Video</b>
	4.9 Spatial Design	- <b>Images:</b> Upload 3 to 6 images
	4.10 Typography	
	4.11 Any Other	
5 <i>BRAND EXPERIENCE</i>	5.1 Point of Sale Experience and Activation	- <b>Video</b> - <b>Images:</b> Upload 3 to 6 images
	5.2 Promotions	
	5.3 Live Stunts Brand Activation	
	5.4 New Use of Media	
	5.5 Branded Spaces	
	5.6 PR / Events	



**CATEGORY**

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6  
*INTEGRATED  
&  
INNOVATION*

6.1 Integrated Campaigns  
for commercial brands

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

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7  
*EUROPEAN  
STUDENT OF  
THE YEAR*

7.1 Graphic Design  
/ Product Design

7.2 Communication Ideas

---

8  
*EUROPEAN  
BEST YOUNG  
CREATIVE*

8.1 Graphic Design  
/ Product Design

8.2 Communication Ideas

---

**Upload files to the on-line entry  
platform: <http://adce.submit.to>**

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- **Video**  
- **Images:** Upload 3 to 6 images

---

- **Video**  
- **Images:** Upload 3 to 6 images

---

- **Video**  
- **Images:** Upload 3 to 6 images

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# Fees

## *ADCE members:*

Winning works from ADCE affiliated national competitions (see list, page 5).

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

\* 21% VAT is applicable to entries submitted by any Individual Person/Freelancer and, also entries from Spain

## *ADCE non-members:*

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

<b>Gold, Silver, Bronze and Shortlist**:</b>	290€ / entry
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\*\* +21% VAT where applicable

These fees apply to all registrations submitted by **29th October 2021**.



# Payment

## *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*

Passeig Sant Gervasi, 52

08022 Barcelona / SPAIN

*IBAN number:* ES60 2100 3084 8322 0038 4200

*SWIFT CODE:* CAIXESBBXXX

*VAT:* ESG63983621

If you require any assistance with the payment process, please contact [awards@adceurope.org](mailto:awards@adceurope.org)

Failure to make payment will automatically exclude works from the judging session.

### *Important:*

In your transfer information, please **indicate the Entry ID number and country** corresponding 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.





# *Packing and shipping*

## *For 3D and printed samples:*

Each entry must be sent with the attached entry form, printed from the online entry platform (look for the PRINT icon on the online platform), including the Entry ID number, full address and contact person. Entry forms should be attached with drafting tape (**do not glue or mount**) to clearly identify the work.

\*If sending more than one entry, pack the entries by category, and number each item in the preferred viewing sequence (1 of 3, 2 of 3, etc.)

## *Pack and send the parcel to:*

**ADCE Awards**  
attention: Bàrbara Recasens  
Disseny Hub Barcelona  
c/ Badajoz 175  
08018 Barcelona  
SPAIN

## *Delivery Hours:*

Mon-Friday: 8:00 – 18:00h.

## *Important:*

*Write the following on  
the outside of the package:*

“INTERNATIONAL EXHIBITION /  
CONTEST MATERIAL /  
NO COMMERCIAL VALUE”



ADCE Awards '21

# *Deadline*

**Official Closing Date: 29th October 2021**

All physical material sent for the ADCE Awards 2021 must be received at the Barcelona office by Friday, **5th November 2021**, before 18:00h.

If you encounter problems with this date, please contact us at [awards@adceurope.org](mailto: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.



ADC\*E Awards '21

# *Entrant information*

Should you have any queries regarding entry details please contact:

**Bàrbara Recasens**

Project Manager

Art Directors Club of Europe

Telephone: +34 932 566 765 / 932 566 766

Email: [awards@adceurope.org](mailto:awards@adceurope.org)

Website: [www.adceurope.org](http://www.adceurope.org)



# ADC\*E Awards '21

Creativ  
Club  
Austria



ADC\*ESTONIA

grafica



FÍT



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LITHUANIAN ART DIRECTORS CLUB

Lithuanian  
Design  
Association

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