



ADC*E Awards'22

*The Best of
European Design
& Advertising*



Deadline 14th October

Submit Now!

Call for *Entries* 2022

Art Directors Club of Europe
www.adceurope.org



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European Design
& Advertising*

Deadline 14th October

[Submit Now!](#)

Welcome to the 31st 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.



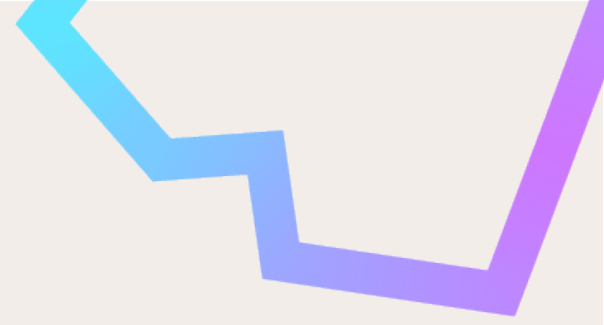
ADC*E Awards'22

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ADC*E Awards'22



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 20).

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.**





ADC*E Awards'22

ADCE member Competitions and Awards' Shows

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 - FARA Festival
Cyprus	The Cyprus Creative Club - Pygmalion Awards
Estonia	ADC Estonia – ADC Disainiauhinnad - Kuldmuna
Finland	Grafia - Vuoden Huiput
Georgia	ADC Georgia - AD Black Sea Festival (only Georgian winners)
Germany	Art Directors Club Deutschland - ADC Wettbewerb
Greece	EBGE Awards
Iceland	FÍT - 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 c de c
Switzerland	ADC Switzerland - ADC Awards
United Kingdom	D&AD - D&AD Awards (only UK winners)
Ukraine	Art Directors Club Ukraine - KIAF 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 20).

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)
Belgium	Creative Belgium - CBA (Creative Belgium Awards)
Denmark	Creative Circle Awards
France	Le Club des DA Awards
Hungary	Golden Blade Awards
Ireland	Institute of Creative Advertising and Design - ICAD Awards
Netherlands	ADCN Awards (Lampen)
Norway	Kreative Forum - Gullblyanten Grafill - Visueltkonkurransen
Poland	Konkurs KTR
Sweden	Guldägget

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.**



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: camerawork, 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 Campaigns**
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, store 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 above.

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

5.5 Branded Spaces

Design of trade and exhibition spaces to acquaint and engage the consumer with the brand. Spaces can be both real and virtual platforms.

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 commercial 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 multichannel 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..



Registration process

5 steps to be followed:

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

Registration: User & Password. Please create a new user to log into the platform. Profiles from previous years cannot be used.

2 Create your Profile: Very Important: Please make sure the Company Fiscal Identification details are correct in order to generate the invoice for your submitted works.

3 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 **14th October 2022**. 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, video or sound files for the submitted works must be uploaded on the online entry platform.

Depending on the category (see Formats, pages 15-19), 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 form, printed from the online entry platform (look for the PRINT icon on the online platform). Specify **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. **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 **November 11th**.

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



CATEGORY

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

2.4 Print Advertising
(Press / Magazines)

- **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: <http://adce.submit.to>

4

DESIGN

4.1 Graphic Communication
(Poster, Promotional Item,
Integrated Graphics,
Data Visualization)

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

4.2. Editorial Design
(Book, Magazine, Corporate
Publication, Annual Reports)

- **Printed Samples**
(sent to ADCE office for judging)

4.3 Corporate Brand Identity

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

4.4 Logotype

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

4.5 Illustration

4.6 Photography

4.7 Packaging

- **3D and Printed Samples**
(sent to ADCE office for judging)
 - **Images:** Upload 3 to 6 images
-

4.8 Motion Graphics

- **Video**

4.9 Spatial Design

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

4.10 Typography

4.11 Any Other

5

BRAND EXPERIENCE

5.1 Point of Sale Experience
and Activation

- **Video**
 - **Images:** 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

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

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

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

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

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



ADC*E Awards'22

Fees

ADCE members:

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

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 be free of charge (0€ fee).

* 21% VAT is applicable to entries submitted by any Individual Person/Freelancer as well as entries from Spain.

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
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** +21% VAT where applicable

These fees apply to all registrations submitted by **14th October 2022**.



ADC*E Awards'22

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

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

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

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

Once the entry is approved, an automatic email will be sent to you to start the payment process.

Payment has to be done before **11th of November.**

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** 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.



ADC*E Awards'22

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”



ADC*E Awards'22

Deadline

Official Closing Date: 14th October 2022

All physical material sent for the ADCE Awards 2022 must be received at the Barcelona office by Friday, **4th November 2022**, before 18:00h

Payments must be done before **11th November 2022**

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.



ADC*E Awards'22

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

Website: www.adceurope.org



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