

ADC★E Awards

ADCE Awards & Festival 2024

*33rd Best of European Design and
Advertising Awards*

&

11th ADCE Festival

Call for Portfolios

2024

www.adceurope.org

Call for Portfolios

About

The ADCE Board calls upon all members of the Art Directors Club of Europe who are interested in carrying out the campaign of the ADCE Awards and ADCE Festival of 2024, to submit their portfolio in the form of a presentation stating the reasons why they believe and would like to be handed this assignment.

Procedure

Interested applicants should submit their portfolio maximum by midnight on the 1st of April 2024 by email to manuela@adceurope.org.

Content of the portfolio (*the presentation format is free*):

- Presentation of a maximum of 5 projects (and a minimum of 2) carried out in the last three years.
 - A short text in the form of a letter or list of motivations for applying.
 - Curriculum Vitae of the candidate team.
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Selection

The ADCE committee will select three portfolios that best fit the purpose and creative criteria to carry out the assignment. The teams chosen will be briefed and will prepare a short presentation. ADCE will select one final candidate to carry out the campaign. The runners up will get a compensation fee (500€).

Assessment Criteria

Conceptual Quality

Good ideas are the basis of the projects, as well as the articulation with which these ideas are represented. Consequently, intelligence and ingenuity in the ability to convey messages through visual language are valued.

Formal Quality

In addition to the good execution of the ideas, formal presentations that achieve high quality, that are surprising or that are highly relevant to the content they convey, are also eligible for selection. The committee will assess the strength, intensity and innovative spirit of aesthetic proposals that stand out from the rest.

Functional Quality

The usefulness of the projects presented. The functional aspects of the pieces presented and the quality with which they fulfil the objectives they pursue.

Consistency

The internal coherence of the piece developed in all its variations as well as with the rest of the elements in which it has to coexist will be valued. At the same time, consistency with the briefing and the communicative context will be assessed.

Call for Portfolio Calendar

- **Call for Portfolios:** 8 March - 1 April
- **Selection of the Portfolios:** 9 April
- **Briefing presentation:** 15 April
- **Pitch of proposals:** 30 April

Briefing

General Overview

ADCE Awards:

The ADCE Awards exist to inspire, educate and unite. The best of the best, it brings together nationally awarded work to set the highest benchmark of creative excellence in Europe.

This year the ADCE celebrates the 33rd edition of its awards competition. It is the only international competition to gather awarded works from the most prestigious national European competitions. We want to highlight the uniqueness of its structure, as the entry is only open to winners from the latest editions of the premier European national competitions.

The competition has six main categories: **Film & Audio, Print & Outdoor, Interactive & Mobile, Design, Brand Experience and Integrated & Innovation**. Two more categories are judged by the ADCE Board: **European Student of the Year** and **European Best Young Creative**. Gold, Silver and Bronze are the recognitions awarded at the ADCE Awards. The competition also hands out four special awards: the **Grand Prix, the European Star-Johannes Newrkla, the Genius Loci, the Green Star** and the **Equal Star Award**.

ADCE Festival:

The **ADCE European Creativity Festival** is a two-day event in Barcelona, that brings together a wide variety of professionals from diverse fields who share their passion for changing and innovating through creativity. It includes the ADCE's awards Gala, where all winners will be announced.

Each year, the Festival proposes a theme addressing issues of relevance to the creative industry which all activities like **conferences, workshops, exhibits, awards and networking spaces** are organized around this chosen topic.

It becomes a common space for the European creative community to come together, be inspired and exchange experiences.

1. ADCE Awards 2024 Campaign

Objectives

- **Main objective:** encourage participation in the competition. This can be achieved by generating interest at a national and European level in the awards, stressing the uniqueness of the awards scheme and the exclusivity of its participants (only local winners).
- Reinforce the prestige of the ADCE Awards, a showcase of excellence in the field of advertising creativity, innovation and design
- Increase registration (963 works in 2023).
- Celebrate +30 years of the best European Design & Advertising in Europe.
- Generate awareness at a European level.

Target	<p>All winners from local European awards (advertising agencies, graphic design studios, marketing agencies, freelancers...):</p> <ul style="list-style-type: none"> • Winners from ADCE Club Members — contacted by their own channels. • Winners from non-member associations.
Campaign Elements	<p>The campaign includes idfferent applications in all stages.</p> <p><u>Applications:</u></p> <ul style="list-style-type: none"> • PDFs (Call for Entries + Award Winners) • Newsletters (including all campaign stages) • Social Media • Banners (for website, and for sharing in media with partners & clubs) • Merchandising (badges for jurors) • Screens (Winners Reel & Awards video) <p><u>Stages:</u></p> <ul style="list-style-type: none"> • Call for Entries (+ document with Rules & Info) • Generic posts (for promotion and presentation of the awards) • Local winners Call • Jury Announcement • One month left • Last week • Deadline + Deadline Extension • Winners 2024 promotion + Rankings

2. ADCE Festival 2024 Campaign

Objectives	<ul style="list-style-type: none"> • Inspire the design and communication industry, becoming the annual referent event were the European community meets. • Generate interest and foster attendance. • Conceptualize the selected overall topic. The topic will reflect actual trends of the design and advertisng industry.
Target	<ul style="list-style-type: none"> • All ADCE members. • All creatives from the European Graphic Design and Adverisiting community (including students, universities, but most importantly professionals from the field).
Campaign Elements	<p><u>Applications:</u></p> <ul style="list-style-type: none"> • Newsletters (general topic, lineup, workshops, etc) • Social Media • Banners (for website, PR, etc) • Merchandising • Audiovisual for/during the event (presentation slides) • Signage (Dhub Facade and Internal Screens)

Campaigns:

In [previous editions](#) of the ADCE Awards and ADCE Festival, we crafted two different campaigns that only worked separately. The Awards Campaign embodied a purely corporate tone, following ADCE's [Graphic Guidelines](#), while the Festival Campaign reflected the selected topic of that years' festival.

This year, we still aim to **maintain two campaigns** (as the target audience and objectives for each event varies) but **unifying them** under a **cohesive language**. While the Festival Campaign is envisioned to embody the chosen concept for the year, the focus of the Awards Campaign lies on enhancing and maximizing the impact of the ADCE symbol (being more corporate).

Although the Awards Campaign leans towards a more corporate aesthetic and the Festival Campaign towards a concept-driven one, both must align and work well together. It is necessary that they share a consistent verbal language, ensuring seamless integration between the two campaigns. This approach aims to create a harmonious and synchronized narrative that resonates with the target audience across both aspects of the ADCE Awards and Festival.

Festival Concept: “Agents of Change”

Same as in the past edition, the concept for this year's ADCE Festival, "**Agents of Change**" celebrates individuals and ideas driving transformative shifts in the creative industry. These change agents, through innovative design, disruptive strategies, and forward-thinking, have the power to shape a dynamic and progressive creative landscape. The concept highlights and honors those actively contributing to positive evolution within the industry.

Campaign Calendar

Awards 2024 Campaign

- Campaign Launch - Call for entries: 10 June
- 1st Deadline: 27 September

Festival 2024 Campaign

- Campaign Launch: 25 June
- Festival: 21-22 November

Budget

(Awards & Festival Campaign) 8.000€