

**ADC\*E Awards '26**

Best of European  
Design and Advertising

# Call for entries.

**Deadline:  
September  
25th**

Welcome to the 35th edition of the  
ADCE Best of European Design and  
Advertising Awards.

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

The ADCE Awards is the only competition that brings together the best of European  
work under one stage. Participation is exclusively open to works that have taken part in  
local competitions, giving them international visibility and promotion.





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# New in 2026

Here are the latest news and updates for the 35th edition of the ADCE Best of European Design & Advertising Awards

## 1. Eligibility

Previously open only to winners and shortlisted works, the ADCE Awards are now open to all entrants to competitions organised by ADCE's 25 member clubs, as well as to those who enter select eligible competitions in Europe run by non-member organizations. The complete list of eligible ADCE member and non-member competitions can be viewed [here](#).

All works entered into eligible national competitions can participate in the ADCE Awards, even if the project was produced in a different country from the one where it was submitted.

## 2. Fees

Small agencies (up to 10 employees) will benefit from a 20% discount on the participation flat fee, reducing the entry cost from 250€ to 200€ per submission for members, and from 450€ to 360€ for non-members.

## 3. Categories

A new discipline is introduced:

### **Creativity by Industry Sectors**

Created to broaden the scope of evaluation, this new discipline recognises creative excellence through the lens of industry context, bringing the client and market perspective closer to the judging process.



The new discipline contains 40 new categories divided by fields:

- Consumer Goods
- Health & Wellness
- Automotive & Mobility
- Finance, Insurance, Retail
- Technology, Media
- Travel, Leisure, HORECA, Education
- Entertainment & Culture
- Sports

### **Local Insight**

The category Local Insight has been added to all existing disciplines to witness and promote the local European cultures and communities, as one of the core values of the ADCE as an organization.

Three new categories added at **Brand Development & Experience** discipline

- Projects
- B2B and Collaborations
- Creative Strategy

Five new categories added at **Interactive & Mobile** discipline

- Creative Data
- Multi-platfrom Experience
- Innovative Use of Technology
- Gaming
- Technology of Craft



# *Eligibility*

## ADCE Members

All submitted works of ADCE affiliated national clubs responsible for their respective country's premier award competition are eligible to participate with a reduced flat fee. (For fees, [see page 36](#)).

### **Note:**

1. The eligibility of all submitted entries will be checked with local competition organizers.
2. All work entered into eligible national competitions can participate in the ADCE Awards, even if the project was produced in a different country from the one where it was submitted.



## ADCE Members Competitions and Awards' Shows

Local entrants 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
Czech Republic	ADC Czech Republic Awards
Estonia	Kuldmuna (The Golden Egg) Estonian Design Awards
Finland	Grafia - Vuoden Huiput
Georgia	AD Black Sea Festival
Germany	Art Directors Club Deutschland - ADC Wettbewerb
Greece	Ebge Awards
Hungary	MAKSZ - Golden Blade Awards
Iceland	FÍT Keppnina
Ireland	Institute of Creative Advertising and Design - ICAD Awards
Italy	Art Directors Club Italiano - ADCI Awards
Latvia	Latvian Art Directors Club - ADwards
Lithuania	Lithuanian Design Association - ADC*LT Awards
Netherlands	ADCN Club for Creativity - ADCN Awards
Portugal	Clube da Criatividade de Portugal - Festival CCP
Romania	Art Directors Club Romania - ADC*RO Awards
Slovakia	Art Directors Club Slovakia - Zlatý Klinec
Slovenia	ADC Slovenia - SOF
Spain	ADG-FAD - Laus Awards Club de Creatividad - Premios Nacionales de Creatividad
Switzerland	ADC Switzerland - ADC Awards
Turkey	Art Directors Club Türkiye - ADC*Türkiye
Ukraine	Art Directors Club Ukraine - ADC*UA Awards
United Kingdom	Creative Circle - Creative Circle Awards



# *Eligibility*

## ADCE Non-Members

The Art Directors Club of Europe welcomes entries from non-member European national associations responsible for their country's leading creative competitions.

National submitted works are eligible to participate in the ADCE Awards.  
(For fees, [see page 37](#)).

### **Note:**

1. The eligibility of all submitted entries will be checked with local competition organizers.
2. All work entered into eligible national competitions can participate in the ADCE Awards, even if the project was produced in a different country from the one where it was submitted.



## Non-member Eligible Competitions and Awards' Shows

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

Armenia	AD Black Sea Festival
Azerbaijan	AD Black Sea Festival
Belgium	Creative Belgium - CBA (Creative Belgium Awards)
Denmark	Creative Circle Awards
France	Le Club des DA Awards
Norway	Kreative Forum - Gullblyanten
Poland	Grafill - Visueltkonkurransen Konkurs KTR
Sweden	Guldägget

\*If your local competition is not listed above, please [contact us](#) to check about eligibility.



# Categories

## What's new?

A new discipline is introduced:

### **Creativity by Industry Sectors**

Created to broaden the scope of evaluation, this new discipline recognises creative excellence through the lens of industry context, bringing the client and market perspective closer to the judging process.

- Health & Wellness
- Automotive & Mobility
- Finance, Insurance, Retail
- Technology, Media
- Travel, Leisure, HORECA, Education
- Intertainment & Culture
- Sports

### **Local Insight**

The category Local Insight has been added to all existing disciplines to witness and promote the local European cultures and communities, as one of the core values of the ADCE as an organization.

Three new categories added at **Brand Development & Experience** discipline

- Projects
- B2B and Collaborations
- Creative Strategy

Five new categories added at **Interactive & Mobile** discipline

- Creative Data
- Multi-platform Experience
- Innovative Use of Technology
- Gaming
- Technology of Craft



## 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 Local Insight

Work inspired by a specific local culture, community, or context, so grounded in place that it couldn't credibly be made anywhere else.

### 1.9 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.

### **2.9 Craft - Art Direction**

Craft of visual direction, with a successful integration of all visual elements.

### **2.10 Local Insight**

Work inspired by a specific local culture, community, or context so grounded in place that it couldn't credibly be made anywhere else.

## **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, banners 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 Creative Data**

Data analysis and interpretation serve as the basis for an idea, strategy or campaign in the digital space.

Key terms include: data storytelling, data-driven targeting, data-driven innovation, data visualisation, use of real-time data, social data insights, data collection, etc. Data is a core creative driver, shaping the idea, strategy, or campaign to enable stronger storytelling, smarter targeting, and measurable innovation.



### **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 Digital Direct Marketing**

Direct social posts / Personal emailing / One-to-one digital campaigns.

### **3.9 Multi-platform Experience**

Interactive digital work designed to deliver a consistent and engaging user experience across multiple touchpoints and devices, such as mobile, web, connected devices, social formats, and/or OOH-to-digital extensions.

The assessment focuses on how unusual and novel the use of these platform specific features is.

### **3.10 Innovative Use of Technology**

Any digital work where technology enables the idea, enhancing creativity, usability, engagement, and impact (not using tech for its own sake).

The technology used sets a new standard or benchmark in terms of user interface design, user experience, AR or VR, and innovations in programming and/or implementation.

### **3.11 Influencer Marketing**

Collaborating with a well-established social media influencer to elevate a brand by leveraging their audience and unique style. This partnership can be implemented on different social platforms.

### **3.12 Gaming**

Commercial advertising using gaming.

### **3.13 Technological Craft**

A new standard or benchmark in terms of user interface design, user experience, AR or VR, and innovations in programming and/or implementation.

### **3.14 Local Insight**

Work inspired by a specific local culture, community, or context, so grounded in place that it couldn't credibly be made anywhere else.

### **3.15 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 (calendars, postcards, posters, merchandise, event promo...).

### **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 Local Insight**

Work inspired by a specific local culture, community, or context, so grounded in place that it couldn't credibly be made anywhere else.

### **4.12 Any Other**

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



## **5. Brand Development & 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. 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).

### **5.7 Creative Effectiveness**

This category honors initiatives that demonstrate significant brand or business achievements or/and impact. Entries should show measurable aspects (objectives / challenges, insights & strategy, results, etc.)

### **5.8 Projects**

Purpose-built brand-led initiatives designed to achieve a defined real-world objective through experiences, services, or partnerships, rather than relying primarily on traditional advertising communication.

### **5.9 B2B and Collaboration**

Work designed for business audiences or ecosystems, driving results through B2B engagement and/or brand-to-brand, cross-sector, or partner collaborations that create shared value beyond messaging.

### **5.10 Creative Strategy**

Work where strategic insight and decision-making are the core creative product, turning a clear business or cultural problem into a distinctive, guiding approach that shapes the idea, experience, and outcomes.

### **5.11 Local Insight**

Work inspired by a specific local culture, community, or context, so grounded in place that it couldn't credibly be made anywhere else.



## 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. Work using AI that pushes boundaries; exploring new techniques, applications and processes.

### 6.7 Artificial Intelligence

Work using AI that pushes boundaries; exploring new techniques, applications and processes.

### 6.8 Local Insight

Work inspired by a specific local culture, community, or context, so grounded in place that it couldn't credibly be made anywhere else.



## 7. Creativity By Industry Sector

### Consumer Goods (FMCG & Durables)

All durable and non-durable consumer goods, including food and beverages (incl. alcohol), personal care and hygiene, home care and cleaning, household essentials, other FMCG, apparel and accessories, furniture, and consumer electronics.

- 7.1 Film & Audio
- 7.2 Print, OOHH, Design
- 7.3 Interactive, Digital, Mobile, SM
- 7.4 Integrated, Brand Development
- 7.5 Creative Strategy

### Health & Wellness

All healthcare-related goods and services, including pharmaceuticals, OTC products, medical devices and diagnostics, hospitals and clinics, health insurance and providers, wellness and preventive care, and digital health/health tech.

- 7.6 Film & Audio
- 7.7 Print, OOHH, Design
- 7.8 Interactive, Digital, Mobile, SM
- 7.9 Integrated, Brand Development
- 7.10 Creative Strategy

### Automotive & Mobility

All automotive and mobility-related products and services, including cars and other vehicles, EVs and charging networks, vehicle manufacturers and dealers, aftermarket and maintenance, micromobility, ride-hailing and car-sharing, and mobility platforms/services.

- 7.11 Film & Audio
- 7.12 Print, OOHH, Design
- 7.13 Interactive, Digital, Mobile, SM
- 7.14 Integrated, Brand Development
- 7.15 Creative Strategy

### Finance, Insurance, Retail

All finance, insurance, and retail activity, including banking, payments, fintech, credit/lending, investments and wealth management, pensions; all insurance lines and providers (life, health, property, auto, travel, commercial, insurtech); and all consumer commerce channels and services, from physical stores to e-commerce/marketplaces, supermarkets, specialty retail, and DTC brands.

- 7.16 Film & Audio
- 7.17 Print, OOHH, Design
- 7.18 Interactive, Digital, Mobile, SM
- 7.19 Integrated, Brand Development
- 7.20 Creative Strategy



## **Technology, Media**

All technology and media-related products and services, including hardware and consumer tech, software/SaaS, platforms and apps, AI, cloud and cybersecurity, telecoms and connectivity; and media/entertainment industries such as film/TV, music, publishing/news, streaming, digital content platforms, and cultural content providers.

- 7.21 Film & Audio**
- 7.22 Print, OOHH, Design**
- 7.23 Interactive, Digital, Mobile, SM**
- 7.24 Integrated, Brand Development**
- 7.25 Creative Strategy**

## **Travel, Leisure, HORECA, Education**

All travel and leisure services, including transport and tourism, hospitality (hotels, restaurants, cafés/bars), education and training providers.

- 7.26 Film & Audio**
- 7.27 Print, OOHH, Design**
- 7.28 Interactive, Digital, Mobile, SM**
- 7.29 Integrated, Brand Development**
- 7.30 Creative Strategy**

## **Entertainment & Culture**

All entertainment and cultural experiences such as venues, events, festivals, museums, and attractions.

- 7.31 Film & Audio**
- 7.32 Print, OOHH, Design**
- 7.33 Interactive, Digital, Mobile, SM**
- 7.34 Integrated, Brand Development**
- 7.35 Creative Strategy**

## **Sports**

All campaigns, projects, or strategic work related to the sports industry, including brands, events, athletes, or sports culture.

- 7.31 Film & Audio**
- 7.32 Print, OOHH, Design**
- 7.33 Interactive, Digital, Mobile, SM**
- 7.34 Integrated, Brand Development**
- 7.35 Creative Strategy**



# *Registration Process*

Registration at:  
[adceurope.awardhub.org](https://adceurope.awardhub.org)

## 1. Registration

User & Password. Please create a new user to log into the platform. If you have an account from past editions you can use it.

## 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 25th September 2026. No modification will be allowed after that date.



- Every work submitted at any eligible national or regional competition can be submitted at ADCE Awards without any limitation of number of submissions / categories.
- 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 Entries need images, videos or sound files uploaded on the online entry platform.
- Depending on the category (see [Formats, pages 21-35](#)), entries may only be required to upload digital material on the online entry platform.

## Physical Material

- Printed samples of works are also required for judging in the following categories:

### 4.2 Editorial Design

### 4.3 Corporate Brand Identity

### 4.7 Packaging

- 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.
- The Entry Label must contain Entry ID number, company name, 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).
- Once you have the physical material identified, pack it and send it to the ADCE Awards office in Barcelona.



## 4. Checking Process

- As soon as the work is submitted it will have access to the “Approval Pending” 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 8th October 2026.

### **Note:**

As ADCE activity has been considered a cultural good, VAT will not be applied to any invoice (for Spanish or out from Spain participants).

### **Note:**

Entry forms and work descriptions must be clear and correctly spelled in English, as this information will be directly used for promotional purposes (showcase, exhibition, etc).



# Formats & Specs

All Entries need images, videos or sound files uploaded on the online entry platform.

Digital media will be saved in your account. Identical media files only need to be uploaded once, as they can later be attached to multiple entries from your Manage Media list.

There are three types of media within an entry:

**Judging Media:** The primary material and content reviewed by the jury.

**Supporting Media:** Secondary material and content that will appear below the primary media during judging.

**Promotional Images:** These images will not be judged. However, they may be used by ADCE for promotional purposes.

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	Judging Media	Supporting Media	Reference Media*
1.1 TV / Cinema Commercials 1.2 Online Videos	1 Video	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
1.3 Audio / Radio Commercials	1 Sound Video	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
1.4 Film & Audio for non-profit / public service / NGO	1 Video or 1 Sound Video	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
1.5 Craft (Direction, cinematography and editing)	1 Video	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
1.6 Craft (Music and sound)	1 Sound video	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
1.7 Craft (Animation, VFX, CGI and 3D) 1.8 Local Insight 1.9 Any Other	1 Video	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)

**\*Reference Media:** May be seen by the jury for reference only or be used by ADCE for promotional purposes.

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



## 2. Print & Outdoor

<b>Subcategory</b>	<b>Judging Media</b>	<b>Supporting Media</b>	<b>Reference Media</b>
2.1 Outdoor (Including poster and billboard)	1-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 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	1-6 Digital Images (same as judging images)
2.3 Special Outdoor (Ambient, experiential, outdoor installations)	0-1 Video 1-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
2.4 Print Advertising (Press / Magazines)	1-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
2.5 Direct Marketing (One-to-one printed campaigns)	0-1 Video 1-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
2.6 Print & Outdoor for nonprofit / public service/ NGO 2.7 Craft (Photography) 2.8 Craft - Illustration	1-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
2.9 Craft-Art Direction 2.10 Local Insight	1-6 Digital Images 0-1 Video	2-0 Video 0-6 Digital Images	1-6 Digital Images (Same as judging images)



### 3. Interactive & Mobile

Subcategory	Judging Media	Supporting Media	Reference Media
3.1. Interactive Design (Websites, online publications)	1 URL 1-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
3.2 Interactive Campaigns (including rich media formats)	1 Video 1-6 Digital Images	1 URL 0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging sound video)
3.3 Place-specific Experiences (Interactive museums, Kiosks, POS,...)	1 Video 1-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
3.4 Creative Data 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 Digital Marketing 3.9 Multi-Platform Experience 3.10 Innovative Use of technology 3.11 Influencer Marketing	1-2 Videos 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images



3.12 Gaming 3.13 Technological Craft 3.14 Local Insight 3.15 Any Others	0-2 Videos 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
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## 4. Design

Subcategory	Judging Media	Supporting Media	Reference Media
4.1 Graphic Communication (Poster, Promotional Item, Integrated Graphics, Data Visualization)	1-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
4.2 Editorial Design (Book, Magazine, Corporate Publication, Annual Reports)	1-6 Digital Images 1-3 Printed Samples (sent to ADCE office for judging)	0-2 Videos 1-6 Digital Images	1-6 Digital Images (same as judging images)
4.3 Corporate Brand Identity	1-6 Printed Samples (sent to ADCE office for judging)	0-2 Videos 1-6 Digital Images	1-6 Digital Images (same as judging images)
4.4 Logotype 4.5 Illustration 4.6 Photography	1-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)



4.7 Packaging	1-6 Digital Images 1-6 Printed Samples (sent to ADCE office for judging)	0-2 Videos 1-6 Digital Images	1-6 Digital Images (same as judging images)
4.8 Motion Graphics	1 Videos	0-2 Videos 0-6 Digital Images	1-6 Digital Images
4.9 Spatial Design 4.10 Typography 4.11 Local Insight 4.12 Any Other	0-1 Video 1-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)

## 5. Brand Development & Experience

Subcategory	Judging Media	Supporting Media	Reference Media
5.1 Point of Sale Experience and Activation	1 Video	0-2 Videos 0-6 Digital Images	1-6 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 5.7 Creative Effectiveness 5.8 Projects 5.9 B2B and Collaborations 5.10 Creative Strategy 5.11 Local Insight	1 Video 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)



## 6. Integrated & Innovation

Subcategory	Judging Media	Supporting Media	Reference Media
6.1 Integrated Campaigns for commercial brands	1-2 Videos 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging 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	1-6 Digital Images (same as judging images)
6.7 Artificial Intelligence 6.8 Local Insight	1 Video 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)



## 7. Creativity by Industry Sectors

Consumer Goods (FMCG & Durables)

<b>Subcategory</b>	<b>Judging Media</b>	<b>Supporting Media</b>	<b>Reference Media</b>
7.1 Film & Audio	1 Video	0-2 Videos 0-2 Digital Images	1-6 Digital Images (same as judging images)
7.2 Print, OOH, Design	1-6 Digital Images 0-1 Videos	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.3 Interactive, Digital, Mobile, SM	1 Video 1-6 Digital Images	1 URL 0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.4 Integrated, Brand Development 7.5 Creative Strategy	1-2 Videos 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)



Health & Wellness

<b>Subcategory</b>	<b>Judging Media</b>	<b>Supporting Media</b>	<b>Reference Media</b>
7.6 Film & Audio	1 Video	0-2 Videos 0-2 Digital Images	1-6 Digital Images (same as judging images)
7.7 Print, OOH, Design	1-6 Digital Images 0-1 Videos	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.8 Interactive, Digital, Mobile, SM	1 Video 1-6 Digital Images	1 URL 0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.9 Integrated, Brand Development 7.10 Creative Strategy	1-2 Videos 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)



Automotive & Mobility

<b>Subcategory</b>	<b>Judging Media</b>	<b>Supporting Media</b>	<b>Reference Media</b>
7.11 - Film & Audio	1 Video	0-2 Videos 0-2 Digital Images	1-6 Digital Images (same as judging images)
7.12 Print, OOH, Design	1-6 Digital Images 0-1 Videos	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.13 Interactive, Digital, Mobile, SM	1 Video 1-6 Digital Images	1 URL 0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.14 Integrated, Brand Development 7.15 Creative Strategy	1-2 Videos 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)



Finance, Insurance, Retail

<b>Subcategory</b>	<b>Judging Media</b>	<b>Supporting Media</b>	<b>Reference Media</b>
7.16 Film & Audio	1 Video	0-2 Videos 0-2 Digital Images	1-6 Digital Images (same as judging images)
7.17 Print, OOH, Design	1-6 Digital Images 0-1 Videos	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.18 Interactive, Digital, Mobile, SM	1 Video 1-6 Digital Images	1 URL 0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.19 Integrated, Brand Development 7.20 Creative Strategy	1-2 Videos 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)



Technology & Media

<b>Subcategory</b>	<b>Judging Media</b>	<b>Supporting Media</b>	<b>Reference Media</b>
7.21 - Film & Audio	1 Video	0-2 Videos 0-2 Digital Images	1-6 Digital Images (same as judging images)
7.22 Print, OOH, Design	1-6 Digital Images 0-1 Videos	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.23 Interactive, Digital, Mobile, SM	1 Video 1-6 Digital Images	1 URL 0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.24 Integrated, Brand Development 7.25 Creative Strategy	1-2 Videos 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)



Travel, Leisure, HORECA, Education

<b>Subcategory</b>	<b>Judging Media</b>	<b>Supporting Media</b>	<b>Reference Media</b>
7.26 Film & Audio	1 Video	0-2 Videos 0-2 Digital Images	1-6 Digital Images (same as judging images)
7.27 Print, OOH, Design	1-6 Digital Images 0-1 Videos	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.28 Interactive, Digital, Mobile, SM	1 Video 1-6 Digital Images	1 URL 0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.29 Integrated, Brand Development 7.30 Creative Strategy	1-2 Videos 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)



Entertainment & Culture

<b>Subcategory</b>	<b>Judging Media</b>	<b>Supporting Media</b>	<b>Reference Media</b>
7.31 - Film & Audio	1 Video	0-2 Videos 0-2 Digital Images	1-6 Digital Images (same as judging images)
7.32 Print, OOH, Design	1-6 Digital Images 0-1 Videos	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.33 Interactive, Digital, Mobile, SM	1 Video 1-6 Digital Images	1 URL 0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.34 Integrated, Brand Development 7.35 Creative Strategy	1-2 Videos 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)



Sports

<b>Subcategory</b>	<b>Judging Media</b>	<b>Supporting Media</b>	<b>Reference Media</b>
7.36 Film & Audio	1 Video	0-2 Videos 0-2 Digital Images	1-6 Digital Images (same as judging images)
7.37 Print, OOH, Design	1-6 Digital Images 0-1 Videos	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.38 Interactive, Digital, Mobile, SM	1 Video 1-6 Digital Images	1 URL 0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)
7.39 Integrated, Brand Development 7.40 Creative Strategy	1-2 Videos 0-6 Digital Images	0-2 Videos 0-6 Digital Images	1-6 Digital Images (same as judging images)



# Fees

## ADCE members:

Submitted works from ADCE affiliated national competitions ([see list, page 6](#)).

### **Agencies and Studios:**

A flat fee of 250€ will apply to all locally submitted works.

### **Freelancers:**

30% off discount to all submissions from freelancers (175€).

### **Small Agencies**

20% off discount to all submissions from small agencies/studios (200€).

\*Small agencies/studios are defined as companies with up to 10 employees.

### **\*\* Only for Ukrainian submissions:**

Due to the exceptional situation, all submissions from Ukraine will have:

50% off discount on the full price

Freelancers: 50% + 30% off discount.

Small agencies/studios: 50% + 20% off discount.

## **Note:**

As ADCE activity has been considered a cultural good, VAT will not be applied to any invoice (for Spanish or out from Spain participants).

These fees apply to all registrations submitted by 25th September 2026.



## ADCE non-members:

Submitted works from other national competitions outside of the ADCE Network ([see list, page 8](#)).

### **Agencies and Studios:**

450€ / entry

### **Freelancers:**

30% off discount to all submissions from freelancers.

### **Small Agencies**

20% off discount to all submissions from Small agencies/Studios\*.

\*Small agencies/studios are defined as companies with up to 10 employees.

### **Note:**

As ADCE activity has been considered a cultural good, VAT will not be applied to any invoice (for Spanish or out from Spain participants).

These fees apply to all registrations submitted by 25th September 2026.



# 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 8th of October 2026. Failure to make payment will automatically exclude works from 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](mailto: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 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 '26**

# *Packing & Shipping*

## **For 3D and printed samples:**

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

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

All physical entries (2D or 3D) should be submitted in their original size.

\*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”**

Shippings must be done before:

**9th October 2026**



ADC\*E Awards '26

## *Deadline*

Official Closing Date:

**25th September 2026**

All physical material sent for the ADCE Awards 2026 must be received at the Barcelona office by Friday, 9th October 2026, before 18:00h.

Payments must be done before:

**8th October 2026**

In case of any problem with this deadline, please contact us at [awards@adceurope.org](mailto:awards@adceurope.org).

## *Return of Entries*

(Only for ADCE country members)

Physical works will not be returned after the judging, unless the entrant requests it before 9th October.

As ADCE is a non-for-profit organisation, any return of entries will be managed and covered by the entrant. Return of entries will be sent by international courier at the entrant's expense.



**ADC\*E** Awards '26

# *Entrant Information*

Should you have any queries regarding entry details please contact:

**Bàrbara Recasens**  
Awards Manager

Art Directors Club of Europe

Telephone: +34 932 566 766

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

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

# ADC\*E Awards '26



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