

## KREATIVRANKING Werbefilmproduktionen - Punkte-Matrix & Methodik

Wettbewerb	Kategorien (Hauptkategorien gefettet, Subkategorien in Klammern)	BW FAKTOR / MULTIPLIKATOR	Punkte-Matrix		
Cannes Lions	<b>Direct</b> (B04: Use of Broadcast), <b>Digital Craft</b> (A03: Video/Moving Image, A04: Motion Graphics Design & Animation, C02: Cross Channel Storytelling, E01: AR/VR & Mixed Reality, E04: 360 Videos), <b>Entertainment</b> (komplett), <b>Entertainment Lions for Music</b> (A01-03: Music Content), <b>Film</b> (komplett), <b>Film Craft</b> (komplett), <b>Glass</b> (komplett), <b>Health &amp; Wellness</b> (Branded Content & Entertainment / Film / Film Craft / Integrated Campaign), <b>Media</b> (B01 Use of TV and other Screens / D01 und 02: Branded Content & Entertainment), <b>Mobile</b> (A04: 360 Videos, A02 und A03: AR / VR), <b>Outdoor</b> (C01 Animated Digital Screens), <b>Pharma</b> (Branded Content & Entertainment / Film / Film Craft / Integrated Campaign), <b>PR</b> (E07-E09 Campaign), <b>Social &amp; Influencer</b> (C02 und C03: Content Creation / Social Video), <b>Sustainable Development Goals</b> (komplett)	8	Grand Prix	8	64
			Gold	6	48
			Silber	4	32
			Bronze	2	16
ADC DEUTSCHLAND (National)	<b>Ganzheitliche Kommunikation</b> , <b>Film</b> (komplett), <b>Film Craft</b> (komplett), <b>Digitale Medien</b> (Digitale Kampagne, interaktiver Onlinefilme, <b>VR/AR-Experience</b> , <b>Social-Media-Aktivierung</b> , <b>Dialogmarketing</b> (Crossmediale Kampagne), <b>Branded Content &amp; Entertainment</b> (Video-Content, Social-Media-Aktivierung), <b>Kommunikation im Raum</b> (Media/Film), <b>Kommunikation im Raum Craft</b> (Media/Film), <b>Event Craft</b> (Media/Film), <b>Design Interdisziplinär</b> (Digitales Mediendesign, Mixed Media-Design), <b>Animation</b> (komplett)	6	Grand Prix	8	48
			Gold	6	36
			Silber	4	24
			Bronze	2	12
ONE SHOW AWARDS (International)	<b>Branded Entertainment</b> (komplett), <b>Design</b> (Moving Image), <b>Film</b> (komplett), <b>Health, Wellness &amp; Pharma</b> (Film), <b>Interactive</b> (Interactive Video, Online Advertising), <b>Mobile</b> (Mobile-First Video), <b>Moving Image Craft</b> (komplett), <b>Public Relations</b> (Integrated, Brand Voice), <b>Social Media</b> (komplett)	6	Grand Prix	8	48
			Gold	6	36
			Silber	4	24
			Bronze	2	12
D&AD GLOBAL AWARD (International)	<b>Art Direction</b> (1006 AD for Direct), <b>Branded Content &amp; Entertainment</b> (komplett), <b>Branding</b> (1306 Multi Platform TV Branding & Promotions, 1307 Channel Branding & Identity, 1308 Brand Expression in Moving Image), <b>Digital Design</b> (1801 Integrated Digital Campaigns, 1804 Online Video Adverts, 1808 Social Video), <b>Direct</b> (1901 Direct Integrated Campaigns, 1904 Direct Response / Film Advertising), <b>Film Advertising</b> (komplett), <b>Film Advertising Crafts</b> (komplett), <b>Graphic Design</b> (2202 Moving Image), <b>Integrated &amp; Collaborative</b> (komplett), <b>Media</b> (2504 Use of TV & Cinema, 2505 Use of Branded Content), <b>Music Videos</b>	6	Black Pencil	8	48
			Yellow Pencil	6	36
			Graphite P.	4	24
			Wood P.	2	12
ADC EUROPE (International)	<b>Film &amp; Radio</b> (alle Film-Kategorien), <b>Interactive &amp; Mobile</b> (3.4 Social Media Campaigns, 3.6 Any Other), <b>Graphic Design</b> (4.6 Motion Graphics), <b>Integration &amp; Innovation</b> (6.1 Integrated Campaigns, 6.2 Corporate Social Responsibility Campaigns, 6.3 Public Service & Charity Campaigns, 6.4 Content Ideas)	5	Grand Prix	8	40
			Gold	6	30
			Silber	4	20
			Bronze	2	10
LONDON INTERNATIONAL AWARDS (International)	<b>Branded Entertainment</b> (komplett), <b>Design</b> (Branded Content, Motion Graphics - Animation, Motion Graphics - Typography), <b>Digital</b> (Animation/Motion Graphics, Branded Content, Viral, Virtual Reality), <b>Health &amp; Wellness</b> (Multi-Platform Campaign, OTC Campaign, Use of Social Media), <b>Health &amp; Wellness Craft</b> (komplett), <b>Integration</b> (komplett), <b>Medical</b> (Multi-Platform Campaign, Use of Social Media), <b>Medical Craft</b> (komplett), <b>Music Video</b> (komplett), <b>Production &amp; Post Production</b> (komplett), <b>Social Influencers</b> (Cinematography, Editing, Gaming & Technology, Live Stream, Use of Facebook, Use of Instagram, Use of Snapchat, Use of Youtube, Use of Twitter, Visual Effects, Vlog), <b>The New</b> (Augmented Reality, Virtual Reality, Media Innovation), <b>TV/Cinema/Online Film</b> (komplett)	6	Grand Prix	8	48
			Gold	6	36
			Silber	4	24
			Bronze	2	12
CICLOPE FESTIVAL (International)	Komplett	5	Grand Prix	8	40
			Gold	6	30
			Silber	4	20

			Bronze	2	10
<b>DEUTSCHER WERBEFILMPREIS</b> (National)	<b>Komplett (OHNE Nachwuchspreise!)</b>	<b>4</b>	Gewinner	4	16
<b>EUROBEST AWARD</b> (International)	<b>Kategorien 2017: Design</b> (D08 Omnichannel Experience), <b>Design Craft</b> (G05 Motion Graphics Design & Animation, G06 Video/Moving Images), <b>Digital Craft</b> (A03 Video/Moving Images, AR/VR), <b>Direct</b> (B05 Use of Broadcast, Integrated Campaign), <b>Entertainment</b> (komplett), <b>Film</b> (komplett) <b>Film Craft</b> (komplett), <b>Glass</b> (komplett), <b>Healthcare</b> (Branded Content & Entertainment, Film, Film Craft, Integrated), <b>Integrated</b> (komplett), <b>Interactive</b> (Web Campaign, Online Video, Integrated Multi-Platform Campaign, Cross-Device Campaign), <b>Media</b> (B01 Use of TV, B02 Use of other screens, Branded Content & Entertainment, Campaign), <b>Mobile</b> (Augmented Mobile Experience, Virtual Reality Mobile Experience, 360 Videos, Campaign) <b>Outdoor</b> (C02 Animated Digital Billboards) <b>PR</b> (Campaign) <b>Promo &amp; Activation</b> (B03 Use of Broadcast Campaign) →	<b>4</b>	Grand Prix	8	32
			Gold	6	24
			Silber	4	16
			Bronze	2	8
<b>CLIO AWARDS</b> (International)	<b>Branded Content</b> (Film), <b>Branded Entertainment</b> (Film), <b>Direct</b> (Film, Social Media), <b>Digital/Mobile</b> (Virtual/Augmented Reality), <b>Film</b> (komplett), <b>Film Technique</b> (komplett), <b>Integrated Campaign</b> (komplett), <b>Social Media</b> (Single Platform Campaign, Multi-Platform Campaign, Social Video)	<b>4</b>	Grand Prix	8	32
			Gold	6	24
			Silber	4	16
			Bronze	2	8
<b>NEW YORK FESTIVALS</b> (International)	<b>Activation &amp; Engagement</b> (A27 Broadcast in a Promotional Campaign), <b>Avant-Garde/Innovative</b> (AG28 Branded Entertainment, AG32 Film/TV, AG33 Film/Online, AG34 Integrated), <b>Branded Content/Branded Entertainment</b> (komplett), <b>Digital Communications: Viral</b> (D157 Video), <b>Film - Cinema/Online/TV</b> (komplett), <b>Film Craft</b> (komplett), <b>Integrated/Mixed Media</b> (komplett), <b>Best Use of Media</b> (MD03 Fictional Program, Series or Film dedicated to a Brand, MD09 Non-Fiction Program, Series or Film dedicated to a Brand, MD15 Viral, MD17 Broadcast, MD24 Social Media & Viral Marketing, MD27-32 Best Use of Media Film, MD33-34 Best Use of Media Integrated, Avantgarde und Branded Entertainment, MD60 Best of Media Public Service Film), <b>Publics &amp; Media Relations Campaigns</b> (PR30 Best Use of Medium Broadcast, PR33 Social Media), <b>Public Service Announcements/Communications</b> (Film, Integrated Campaigns), <b>Sports Competition</b> (SP05 Sports Design Branded Entertainment & Content, SP17 Sports Digital Branded Entertainment & Content, SP19 Sports Digital VR/AR, SP22 Sports Direct Branded Entertainment & Content, SP 24 Sports Direct Film, Sports Film -	<b>4</b>	Grand Prix	8	32
			Gold	6	24
			Silber	4	16
			Bronze	2	8
<b>THE WEBBY AWARDS</b>	<b>Film &amp; Video</b> (Branded Entertainment/komplett, Performance & Craft/komplett, wenn kommerziell, Virtual Reality and 360 Video/komplett, wenn kommerziell), <b>Advertising, Media &amp; PR</b> (Advertising Campaigns/Best Video Campaign, Integrated Campaign, Branded Content/komplett, Craft/Best use of Video or Moving Images, Individual/AR. Branded Content. Social Video. Video Ad Longform. Video Ad Shortform)	<b>4</b>	Webby Award (= Gold)	6	24
			Nominee (= Bronze)	2	8
<b>DIE KLAPPE</b> (National)	<b>Komplett</b>	<b>2</b>	Gold	6	12
			Silber	4	8
			Bronze	2	4
<b>Spotlight</b> (National)	<b>Komplett (OHNE Nachwuchspreise!)</b>	<b>2</b>	Gold	6	12
			Silber	4	8
			Bronze	2	4
<b>Shots Awards</b> (International)	<b>Komplett</b>	<b>4</b>	Gold	6	24
			Silber	4	16
			Bronze	2	8