

# ADC 103rd Annual Awards - Winners

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The ADC Annual Awards, recognized as the oldest continuously running industry award show globally, proudly announced the winners of its 103rd edition. This illustrious event celebrates the pinnacle of creativity and craftsmanship in advertising, digital media, graphic and publication design, packaging and product design, motion, experiential and spatial design, photography, illustration, and fashion design.

An elite panel comprising esteemed academics, distinguished members of the press, creative design professionals, and seasoned entrepreneurs meticulously evaluated each submission. Their rigorous assessment criteria ensured that only the most outstanding designs were honored, reflecting superior artistry and innovative solutions.

The ADC Fusion Cube, established in 2021 as the industry's first global award recognizing great work incorporating underrepresented groups, went to FCB Chicago with 456 Studios Chicago for "Banned Book Club" on behalf of the Digital Public Library of America. This accolade underscores the ADC's commitment to diversity and inclusion in creative content and team composition.

Leading this year in ADC Gold Cube wins was FCB New York, securing nine Golds, all for AB InBev's Michelob ULTRA "Dreamcaster." This campaign also won the most Golds overall. Dentsu Inc. Tokyo was another standout, awarded eight Golds, including five for "My Japan Railway" on behalf of JR Group. These achievements highlight the global reach and exceptional talent recognized by the ADC Annual Awards.

A staggering 11,309 pieces from 62 countries and regions were entered into the ADC 103rd Annual Awards. Agencies, studios, freelancers, brands, and production companies from 38 countries were honored with a total of 92 ADC Gold Cubes, 130 Silvers, 184 Bronzes, and 363 Merits. This diverse range of entries and winners showcases the widespread excellence in design and creativity celebrated by the ADC.

The winners were announced during Creative Week 2024 in New York, held from May 13-17. Creative Week, now in its 15th year, is a premier annual gathering for the advertising and design industries, celebrating creative

excellence and discussing the latest trends and issues. This year's Creative Week also featured the Young Ones Student Awards, Type Directors Club TDC70 Best of Discipline winners and exhibition, the exclusive Executive Creative Summit-New York, and The One Show 2024 awards ceremony.

Looking ahead, the ADC 104th Annual Awards will open for entries in September 2024. Designers, artists, agencies, and companies worldwide are encouraged to submit their best works, aiming to be recognized among the best in the industry. For detailed information about the evaluation criteria, key dates, jury members, entry forms, and presentation guidelines, interested participants can visit the official ADC Awards website.

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