

ADC 104th Annual Awards - Winners

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The ADC Annual Awards, recognized as the world's longest-running celebration of design and craft, has officially revealed the winners of its landmark 104th edition. Held at Gotham Hall in New York during Creative Week 2025, this iconic event honored groundbreaking achievements in advertising, digital, graphic and publication design, packaging, product innovation, experiential, architecture, photography, illustration, and beyond.

A distinguished jury of global creative leaders, critics, and innovators evaluated over 10,900 entries from nearly 60 countries, ensuring only the highest level of creative excellence was recognized. This year's honorees exemplify the very best in artistry and ideas, pushing boundaries and redefining the standards of the creative industries.

The highly-coveted ADC Black Cube for Best of Show went to FCB New York's "Spreadbeats" for Spotify, which also swept three Best of Discipline awards and received the most Gold Cubes this year. FCB New York was named Agency of the Year, and "Spreadbeats" was recognized across Advertising, Experiential, and Interactive disciplines.

Other top honors included L&C New York as Boutique Agency of the Year, The New York Times Magazine as Design Team of the Year, Auge Design Florence as Boutique Design Studio of the Year, and Spotify as Brand of the Year. This edition also saw Scholz & Friends Berlin win the ADC Designism Cube for "The 100th Edition" (Frankfurter Allgemeine Zeitung) and Aster San Francisco with Area 23 New York take home the ADC Fusion Cube for "Impossible Journey."

Altogether, 102 Gold Cubes, 133 Silvers, 189 Bronzes, and 347 Merits were awarded to agencies, studios, brands, and individuals from 41 countries. The full list of ADC 104th winners is available via official links, and the ADC Global Creative Rankings will be announced May 21, 2025. This year's Creative Week, its 16th edition, offered a robust schedule, including the Young Ones Student Awards, Type Directors Club TDC71 showcase, the debut AI Creative Challenge, and The One Show 2025 ceremony. The ADC Annual Awards continues its legacy as the definitive platform for recognizing creative brilliance across the globe.

Looking forward, the ADC 105th Annual Awards will open for submissions in September 2025. Creatives worldwide are invited to enter their most innovative projects and strive for industry recognition. For the latest information on entry criteria, deadlines, juries, and more, visit the official ADC Awards website.
