



ART DIRECTORS CLUB
ITALIANO

ADCI AWARDS 2021 - LISTINO PREZZI

SKU	AREA	SOTTOCATEGORIA	PREZZI 2021	PREZZI 2021
			INTERO	EARLY BIRD
A.1.1	INTEGRATED	Campagna	500	350
A.1.2	INTEGRATED	Campagna No Profit	400	280
B.1.1.	FILM	TV e Cinema	300	210
B.1.2.	FILM	TV e Cinema Non Profit	200	140
B.1.3.	FILM	Altri schermi	300	210
B.1.4.	FILM	Altri schermi No Profit	200	140
C.1.1.	RADIO & AUDIO	Campagna Radio	200	140
C.1.2.	RADIO & AUDIO	Campagna Radio No Profit	150	105
C.1.3.	RADIO & AUDIO	Podcast, streaming e supporti Voice	200	140
C.1.4.	RADIO & AUDIO	Podcast, streaming e supporti Voice No Profit	150	105
C.1.5	RADIO & AUDIO	Copywriting Radio&Audio	200	140
C.1.6	RADIO & AUDIO	Copywriting Radio&Audio No Profit	150	105
C.1.7.	RADIO & AUDIO	Sound design	200	140
C.1.8.	RADIO & AUDIO	Sound design No Profit	150	105
D.1.1.	PRINT & PUBLISHING	Campagna Stampa	200	140
D.1.2.	PRINT & PUBLISHING	Campagna Stampa No Profit	150	105
D.1.3.	PRINT & PUBLISHING	Campagna Stampa - Multisoggetto	700	490
E.1.1.	OUTDOOR	Tabellare	200	140
E.1.2.	OUTDOOR	Tabellare No Profit	150	105
E.1.3.	OUTDOOR	Tabellare - Multisoggetto	700	490
E.1.4.	OUTDOOR	Unconventional	200	140
E.1.5.	OUTDOOR	Unconventional No Profit	150	105
F.1.1.	DIGITAL & MOBILE	Digital Campaign (Comprende Social Media)	400	280
F.1.2.	DIGITAL & MOBILE	Digital Campaign No Profit (Comprende Social Media)	300	210
F.1.3.	DIGITAL & MOBILE	Influencer & Creators	300	210
F.1.4.	DIGITAL & MOBILE	Influencer & Creators no Profit	200	140
F.1.5.	DIGITAL & MOBILE	Community Management	300	210
F.1.6.	DIGITAL & MOBILE	Community Management No Profit	200	140
F.1.7.	DIGITAL & MOBILE	Data Driven Audiences	300	210
F.1.8.	DIGITAL & MOBILE	Uso innovativo e creativo della tecnologia	400	280
F.1.9.	DIGITAL & MOBILE	Uso innovativo e creativo della tecnologia - No profit	300	210
F.1.10.	DIGITAL & MOBILE	AI & Voice activation	300	210
F.1.11.	DIGITAL & MOBILE	AI & Voice activation No Profit	200	140
F.1.12.	DIGITAL & MOBILE	Mobile app and games	200	140
F.1.13	DIGITAL & MOBILE	Mobile app and games No Profit	150	105
G.1.1	PROMO & ACTIVATION	Classic Media Driven	400	280
G.1.2	PROMO & ACTIVATION	Classic Media Driven No Profit	300	210
G.1.3.	PROMO & ACTIVATION	Digital/Social Media Driven	400	280
G.1.4.	PROMO & ACTIVATION	Digital/Social Media Driven No Profit	300	210
G.1.5.	PROMO & ACTIVATION	Other P&A	400	280

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G.1.6.	PROMO & ACTIVATION	Other P&A No Profit	300	210
H.1.1	DIRECT	Direct Marketing - Digital e Social Media	250	175
H.1.2	DIRECT	Direct Marketing - Digital e Social Media Non Profit	150	105
H.1.3	DIRECT	Direct Marketing - Campaign	250	175
H.1.4	DIRECT	Direct Marketing - Campaign Non Profit	150	105
I.1.1	DESIGN	Brand Identity - Immagine Coordinata	500	350
I.1.2	DESIGN	Brand Identity - Stationary	200	140
I.1.3.	DESIGN	Packaging - Lavoro singolo	200	140
I.1.4.	DESIGN	Packaging - Serie coordinata	500	350
I.1.5.	DESIGN	Grafica editoriale	200	140
I.1.6.	DESIGN	BTL, Retail e Environmental	200	140
I.1.7.	DESIGN	BTL, Retail e Environmental - Progetto coordinato	500	350
I.1.8.	DESIGN	Experiential Branded Spaces	200	140
I.1.9.	DESIGN	Digital e Interactive - Website, blog e mobile app, UX	200	140
I.1.10.	DESIGN	Digital e Interactive - Motion Design	200	140
I.1.11.	DESIGN	Logo Design	200	140
I.1.12.	DESIGN	Product Design	200	140
I.1.13.	DESIGN	Merchandising	200	140
J.1.1	INDUSTRY CRAFT	Fotografia	300	210
J.1.2.	INDUSTRY CRAFT	Fotografia - Digital Retouch	300	210
J.1.3.	INDUSTRY CRAFT	Illustrazione	300	210
J.1.4.	INDUSTRY CRAFT	Illustrazione - Digital Retouch	300	210
J.1.5.	INDUSTRY CRAFT	Typography	300	210
J.1.6.	INDUSTRY CRAFT	Copywriting	300	210
J.1.7	INDUSTRY CRAFT	Art Direction	300	210
J.1.8.	INDUSTRY CRAFT	Art Direction Digital	300	210
K.1.1.	FILM CRAFT	Regia	300	210
K.1.2.	FILM CRAFT	Direzione della Fotografia	300	210
K.1.3.	FILM CRAFT	Montaggio	300	210
K.1.4.	FILM CRAFT	Miglior Effetto Speciale/VFX/ Animazione	300	210
K.1.5.	FILM CRAFT	Sound & Music Sound Effect	300	210
K. 1.6.	FILM CRAFT	Production Design	300	210
K. 1.7.	FILM CRAFT	Script / Copywriting	300	210
L.1.1.	PR	Comunicazione PR corporate	300	210
L.1.2.	PR	Campagna PR No Profit	250	175
L.1.3.	PR	Social/Digital PR	300	210
L.1.4.	PR	Campagna PR con partner	300	210
L.1.5.	PR	Eventi, Brand Experiences e "stunt"	300	210
M.1.1	BRANDED CONTENT	Branded Content Digital Driven	300	210
M.1.2	BRANDED CONTENT	Branded content Social Media Driven	300	210
M.1.3	BRANDED CONTENT	Branded Content TV Driven	300	210
M.1.4	BRANDED CONTENT	Branded Content Audio Driven	300	210
M.1.5	BRANDED CONTENT	Branded Publishing	300	210

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M.1.6	BRANDED CONTENT	Branded Placement	300	210
M.1.7	BRANDED CONTENT	Long video	300	210
M.1.8	BRANDED CONTENT	Branded Content No Profit	150	105
N.1.1	MEDIA	Campagna Media Integrata	500	350
N.1.2	MEDIA	Uso Innovativo dei Media	300	210
N.1.3	MEDIA	Creative Automation	300	210
O.1.1.	CREATIVE EFFECTIVENESS	Best of Both Worlds	300	210
O.1.2.	CREATIVE EFFECTIVENESS	Cultural Insight	300	210
O.1.3.	CREATIVE EFFECTIVENESS	Creativity Booster	300	210
O.1.4.	CREATIVE EFFECTIVENESS	Low Budget, Great Results	300	210
P.1.1	HEALTHCARE	Health & Wellness	250	175
P.1.2	HEALTHCARE	Pharma Etico	250	175
P.1.3	HEALTHCARE	Pharma OTC	250	175
P.1.4	HEALTHCARE	Awareness e Advocacy	250	175
Q.1.1	STUDENTI	CLASSIC:(atl, film, print, radio, copywriting)	40	28
Q.1.2	STUDENTI	EXPERIENCE: (Social, Digital, Eventi, Brand Activation)	40	28
Q.1.3	STUDENTI	DESIGN: (Branding, loghi, website, progetti editoriali)	40	28