



ART DIRECTORS CLUB
ITALIANO

LISTINO PREZZI ADCI AWARDS 2022



Categoria	Sottocategoria	Prezzo standard	Prezzo Early Bird
A.1 INTEGRATED	A.1.2. Campagna No Profit	520.00	400.00
A.1 INTEGRATED	A.1.1. Campagna	650.00	500.00
A.1 INTEGRATED	A.1.3. Campagna Digital	650.00	500.00
A.1 INTEGRATED	A.1.4. Campagna Digital No Profit	390.00	300.00
B.1 FILM	B.1.1. TV e Cinema	390.00	300.00
B.1 FILM	B.1.2. TV e Cinema No Profit	260.00	200.00
B.1 FILM	B.1.3. Altri schermi	390.00	300.00
B.1 FILM	B.1.4. Altri schermi No Profit	260.00	200.00
C.1 RADIO & AUDIO	C.1.1. Campagna Radio	260.00	200.00
C.1 RADIO & AUDIO	C.1.2. Campagna Radio No Profit	190.00	150.00
C.1 RADIO & AUDIO	C.1.3. Podcast, streaming e supporti Voice	260.00	200.00
C.1 RADIO & AUDIO	C.1.5 Copywriting Radio&Audio	260.00	200.00
C.1 RADIO & AUDIO	C.1.4. Podcast, streaming e supporti Voice No Profit	190.00	150.00
C.1 RADIO & AUDIO	C.1.6. Copywriting Radio&Audio No Profit	190.00	150.00
D.1. PRINT & PUBLISHING	D.1.1. Campagna Stampa	260.00	200.00
D.1. PRINT & PUBLISHING	D.1.2. Campagna Stampa No Profit	190.00	150.00
D.1. PRINT & PUBLISHING	D.1.3. Campagna Stampa - Multisoggetto	890.00	700.00
E.1 OUTDOOR	E.1.1. Tabellare	260.00	200.00
E.1 OUTDOOR	E.1.2. Tabellare No Profit	190.00	150.00
E.1 OUTDOOR	E.1.3. Tabellare - Multisoggetto	890.00	700.00
E.1 OUTDOOR	E.1.5. Unconventional No Profit	190.00	150.00
E.1 OUTDOOR	E.1.4. Unconventional	260.00	200.00
E.1 OUTDOOR	E.1.6 Tabellare Multisoggetto No Profit	650.00	500.00
F.1. DIGITAL & MOBILE	F.1.1. Digital Campaign	520.00	400.00
F.1. DIGITAL & MOBILE	F.1.2. Digital Campaign No Profit	390.00	300.00
F.1. DIGITAL & MOBILE	F.1.7. Data Driven Campaign	390.00	300.00
F.1. DIGITAL & MOBILE	F.1.8. Uso innovativo del mezzo	520.00	400.00
F.1. DIGITAL & MOBILE	F.1.9. Uso innovativo del mezzo - No profit	390.00	300.00
F.1. DIGITAL & MOBILE	F.1.10. AI & Voice activation	390.00	300.00
F.1. DIGITAL & MOBILE	F.1.12. Mobile App and Gaming	260.00	200.00
F.1. DIGITAL & MOBILE	F.1.11. AI & Voice activation No Profit	260.00	200.00

F.1. DIGITAL & MOBILE	F.1.13 Mobile app and No Profit	190.00	150.00
F.1. DIGITAL & MOBILE	F.1.14. Digital Campaign (Comprende Social Media) Multisoggetto	780.00	600.00
F.1. DIGITAL & MOBILE	F.1.15. Internet 3: NFT, Metaverse ...	520.00	400.00
F.1. DIGITAL & MOBILE	F.1.16. E-Commerce	520.00	400.00
G.1. PROMO CAMPAIGN	G.1.1 Classic Media Driven	520.00	400.00
G.1. PROMO CAMPAIGN	G.1.2 Classic Media Driven No Profit	390.00	300.00
G.1. PROMO CAMPAIGN	G.1.3. Digital e Social Media Driven	520.00	400.00
G.1. PROMO CAMPAIGN	G.1.4. Digital e Social Media Driven No Profit	390.00	300.00
G.1. PROMO CAMPAIGN	G.1.5. Other P&A	520.00	400.00
G.1. PROMO CAMPAIGN	G.1.6. Other P&A No Profit	390.00	300.00
H.1. DIRECT	H.1.3 Direct Marketing - Campaign	330.00	250.00
H.1. DIRECT	H.1.4 Direct Marketing - Campaign No Profit	190.00	150.00
H.1. DIRECT	H.1.1 Direct Marketing - Digital e Social Media	330.00	250.00
H.1. DIRECT	H.1.2 Direct Marketing - Digital e Social Media No Profit	190.00	150.00
H.1. DIRECT	H.1.5 Direct Marketing Community building	330.00	250.00
H.1. DIRECT	H.1.6 Direct Marketing Community building - No Profit	190.00	150.00
H.1. DIRECT	H.1.7 Direct Marketing B2B	330.00	250.00
H.1. DIRECT	H.1.8 Direct Marketing B2B - No Profit	190.00	150.00
I.1 DESIGN	I.1.1 Brand Identity - Immagine Coordinata	650.00	500.00
I.1 DESIGN	I.1.2 Brand Identity - Stationary	260.00	200.00
I.1 DESIGN	I.1.3. Packaging - Lavoro singolo	260.00	200.00
I.1 DESIGN	I.1.4. Packaging - Serie coordinata	650.00	500.00
I.1 DESIGN	I.1.5. Grafica editoriale	260.00	200.00
I.1 DESIGN	I.1.6. BTL, Retail e Environmental	260.00	200.00
I.1 DESIGN	I.1.7. BTL, Retail e Environmental - Progetto coordinato	650.00	500.00
I.1 DESIGN	I.1.8. Experiential Branded Spaces	260.00	200.00
I.1 DESIGN	I.1.9. Digital e Interactive - Website, blog e mobile app, UX	260.00	200.00
I.1 DESIGN	I.1.10. Digital e Interactive - Motion Design	260.00	200.00
I.1 DESIGN	I.1.11. Logo Design	260.00	200.00
I.1 DESIGN	I.1.12. Product Design	260.00	200.00
I.1 DESIGN	I.1.13. Merchandising	260.00	200.00
J.1 INDUSTRY CRAFT	J.1.1 Fotografia	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.2. Fotografia - Digital Retouch	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.3. Illustrazione	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.4. Illustrazione - Digital Retouch	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.5. Typography	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.6. Copywriting	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.7 Art Direction	390.00	300.00

J.1 INDUSTRY CRAFT	J.1.8. Art Direction Digital	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.9. Copywriting Multisoggetto	650.00	500.00
J.1 INDUSTRY CRAFT	J.1.10 Art Direction Multisoggetto	650.00	500.00
J.1 INDUSTRY CRAFT	J.1.11. Podcast Production	390.00	300.00
J.1 INDUSTRY CRAFT	J.1.12. Podcast Production - No Profit	190.00	150.00
K.1. FILM CRAFT	K.1.1. Regia	390.00	300.00
K.1. FILM CRAFT	K.1.2. Direzione della Fotografia	390.00	300.00
K.1. FILM CRAFT	K.1.3. Montaggio	390.00	300.00
K.1. FILM CRAFT	K.1.4. Miglior Effetto Speciale/VFX/Animazione	390.00	300.00
K.1. FILM CRAFT	K.1.5. Sound & Music Sound Effect	390.00	300.00
K.1. FILM CRAFT	K.1.6. Production Design	390.00	300.00
K.1. FILM CRAFT	K.1.7. A Script / Copywriting	390.00	300.00
K.1. FILM CRAFT	K.1.8. Sound design	260.00	200.00
K.1. FILM CRAFT	K.1.9. Sound design No Profit	190.00	150.00
L.1. PR	L.1.1. Comunicazione PR corporate	390.00	300.00
L.1. PR	L.1.2. Campagna PR No Profit	330.00	250.00
L.1. PR	L.1.3. Social/Digital PR	390.00	300.00
L.1. PR	L.1.4. Campagna PR con partner	390.00	300.00
L.1. PR	L.1.5. Eventi, Brand Experiences e "stunt"	390.00	300.00
L.1. PR	L.1.6. Comunicazione PR di prodotto	390.00	300.00
L.1. PR	L.1.8. Comunicazione PR B2B	390.00	300.00
L.1. PR	L.1.9. Comunicazione PR B2B - No Profit	330.00	250.00
M.1 BRAND ENTERTAINMENT	M.1.1 Branded Content Digital Driven	390.00	300.00
M.1 BRAND ENTERTAINMENT	M.1.2 Branded Content Social Media Driven	390.00	300.00
M.1 BRAND ENTERTAINMENT	M.1.3 Branded Content TV Driven	390.00	300.00
M.1 BRAND ENTERTAINMENT	M.1.4 Branded Content Audio Driven	390.00	300.00
M.1 BRAND ENTERTAINMENT	M.1.5 Branded Publishing	390.00	300.00
M.1 BRAND ENTERTAINMENT	M.1.6 Branded Placement	390.00	300.00
M.1 BRAND ENTERTAINMENT	M.1.7 Long video	390.00	300.00
M.1 BRAND ENTERTAINMENT	M.1.8 Branded Content No Profit	190.00	150.00
M.1 BRAND ENTERTAINMENT	M1.9 PODCAST	390.00	300.00
M.1 BRAND ENTERTAINMENT	M.1.10 PODCAST - No Profit	190.00	150.00
N.1. MEDIA	N.1.1 Campagna Media Integrata	650.00	500.00
N.1. MEDIA	N.1.2 Uso Innovativo dei Media	390.00	300.00
N.1. MEDIA	N.1.3 Creative Automation	390.00	300.00
N.1. MEDIA	N.1.4 Disruption on classic media	390.00	300.00
N.1. MEDIA	N.1.5 Disruption on new media	390.00	300.00

O.1.CREATIVE EFFECTIVENESS	O.1.2. Cultural Insight	390.00	300.00
O.1.CREATIVE EFFECTIVENESS	O.1.3. Creativity Booster	390.00	300.00
O.1.CREATIVE EFFECTIVENESS	O.1.4. Low Budget, Great Results	390.00	300.00
O.1.CREATIVE EFFECTIVENESS	O.1.5. Mass action Mass result	390.00	300.00
P.1. HEALTHCARE	P.1.1 Health & Wellness	330.00	250.00
P.1. HEALTHCARE	P.1.2 Pharma Etico	330.00	250.00
P.1. HEALTHCARE	P.1.3 Pharma OTC	330.00	250.00
P.1. HEALTHCARE	P.1.4 Awareness e Advocacy	330.00	250.00
Q.1. STUDENTI	Q.1.1 CLASSIC:(atl, film, print, radio, copywriting	50.00	40.00
Q.1. STUDENTI	Q.1.2 EXPERIENCE (Social, Digital, Eventi, Brand Activation)	50.00	40.00
Q.1. STUDENTI	Q.1.3 DESIGN (Branding, loghi, website, progetti editoriali)	50.00	40.00
R.1 SOCIAL INFLUENCER	R.1.1. Digital Social Campaign	390.00	300.00
R.1 SOCIAL INFLUENCER	R.1.2. Digital Social Campaign - No Profit	260.00	200.00
R.1 SOCIAL INFLUENCER	R.1.3. Real time social campaign	390.00	300.00
R.1 SOCIAL INFLUENCER	R.1.4. Real time social campaign - No Profit	260.00	200.00
R.1 SOCIAL INFLUENCER	R.1.5. Best use of influencers\creators	390.00	300.00
R.1 SOCIAL INFLUENCER	R.1.6. Best use of influencers\creators - No Profit	260.00	200.00
R.1 SOCIAL INFLUENCER	R.1.7. Data Driven audience	390.00	300.00
R.1 SOCIAL INFLUENCER	R.1.8. Data Driven audience - No Profit	260.00	200.00
R.1 SOCIAL INFLUENCER	F.1.5. Community Management	390.00	300.00
R.1 SOCIAL INFLUENCER	F.1.6. Community Management No Profit	260.00	200.00