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+Titanium								
Brand	Classic	Craft	Engagement	Entertainment	Experience	Good	Health	Strategy
Celebrating the creative engine that makes breakthrough work inevitable, recognising the systems, culture, leadership and infrastructure that transform creative potential into sustained competitive advantage.	The big creative idea - where work is brought to life through the long-standing yet ever-evolving fundamentals of image, sound and storytelling.	Focusing on the artistry, skill, talent and flair required to deliver beautifully executed ideas with the power to cut through and bring the creative idea to life.	Celebrating insightful creativity that captivates at every touchpoint. Creating authentic interaction and immersive experiences that engage consumers and impact culture.	Celebrating creativity that goes beyond branded communications to create authentic branded entertainment that engages consumers and impacts culture.	Focusing on the powerful brand currency of intelligent customers journeys and immersive experiences - captivating audiences at every touch point.	Going beyond brand purpose to use creative communications to shift culture, create change and positively impact the world.	Celebrating creativity in branded communications in this highly innovative but fiercely regulated sector with the unique power to truly change lives.	Celebrating commercial effectiveness, strategic planning and creative application of solutions to unlock growth and measure impact.
 Creative Brand	 Audio and Radio	 Design	 Creative B2B	 Entertainment	 Brand Experience & Activation	 Glass	 Health & Wellness	 Creative Effectiveness
	 Film	 Digital Craft	 Creative Data	 Entertainment for Gaming	 Creative Business Transformation	 Sustainable Development Goals	 Pharma	 Creative Strategy
	 Outdoor	 Film Craft	 Direct	 Entertainment for Music	 Creative Commerce			
	 Print & Publishing	 Industry Craft	 Media	 Entertainment for Sport	 Innovation			
			 PR		 Luxury			
			 Social & Creator					