

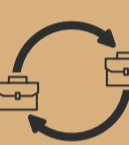




























# 2025 Awards Map

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