

# 2022 Awards Map

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