CREATIVE BELGIUM AWARDS 2019 BRAND EXPERIENCE & ACTIVATION

Jury President - Joost Berends

Category
A. Use of Brand Experience & Activation Campaigns
A. Use of Brand Experience & Activation Campaigns
A. Use of Brand Experience & Activation Campaigns
A. Use of Brand Experience & Activation Campaigns
A. Use of Brand Experience & Activation Campaigns
A. Use of Brand Experience & Activation Campaigns
B. Integrated Campaign

B. Integrated Campaign
C. Copywriting Brand Experience & Activation

Brand Telenet Volvo S90 ALS Liga België Lidl Lidl

OVK Special Olympics Belgium De Morgen

Delhaize McDonald's De Standaard Product Category

Commercial public services Cars. other vehicles, auto products & services Cars. other vehicles, auto products & services Public health & safety, public awareness, fundraising Retail stores, restaurants & fast rood
Retail stores, restaurants & fast food
Public health & safety, public awareness, fundraising
Public health & safety, public awareness, fundraising Retail stores, restaurants & fast food Retail stores, restaurants & fast food Retail stores, restaurants & fast food

Entrant

Wunderman Thompson FamousGrev Prophets Publicis Brussels BBDO Belgium BBDO Belgium Happiness Brussels LDV United Boondoggle TBWA TBWA mortierbrigade

CREATIVE BELGIUM AWARDS 2019 CREATIVE DATA

Jury President - Paul Wauters

CategoryA. Data-enhanced creativity
C. Data visualisation D. Use of real-time data D. Use of real-time data D. Use of real-time data

Brand Volvo S90 OVK Volvo S90 Audi OVK

Product Category

Publications & media

Product Category
Cars, other vehicles, auto products & services
Public health & safety, public awareness, fundraising
Cars, other vehicles, auto products & services Cars, other vehicles, auto products & services Public health & safety, public awareness, fundraising Behind The Numbers

Campaign TitleRecruiting Car
BlindMeters Recruiting Car Audi E-xperience

Campaign Title

Recruiting Car

#WorkForALS

Flan Challenge

The Unchangers

Rewrite your wrongs

Audi E-xperience

666 - a hotline to hell.

The Vegetable Name Change

Entrant FamousGrey Happiness Brussels FamousGrey Prophets Happiness Brussels

CREATIVE BELGIUM AWARDS 2019

Jury President - Hendrik Everaerts

Category A. Branding A. Branding B. Graphic Design > B03. Catalogues, Brochures & leaflets B. Graphic Design > B04. Stationery B. Graphic Design > B07. Point of sale promotional material B. Graphic Design > B08. Integrated Campaign B. Graphic Design > B08. Integrated Campaign	Brand Sonhouse HUP Dim Dining Willy Vanderperre McDonald's Pias Recordings Creative Belgium
B. Graphic Design > B08. Integrated Campaign	IABR
D. Spatial Design & Mobile Graphic Design E. Digital Design & Mobile Graphic Design F. Digital Design & Mobile Graphic Design F. Use of Design Craft	Chez Claire Creative Belgium OVK Dim Dining Pias Recordings INFINO VRT OVK

Corporate image
Travel, transport & tourism, entertainment & leisure
Retail stores, restaurants & fast food Corporate image Retail stores, restaurants & fast food Corporate image Miscellaneous Miscellaneous Savoury & sweet foods, snacks Miscellaneous
Public health & safety, public awareness, fundraising
Retail stores, restaurants & fast food

Creative Belgium
BlindMeters
Tasteful Tattoos Corporate image Business equipment & services POP UP BOOK
Public health & safety, public awareness, fundraising The clink machine Public health & safety, public awareness, fundraising BlindMeters

Campaign Title Sonhouse Branding Tasteful Tattoos Willy Vanderperre Garbage, we take it personally The Legendary Tour Creative Belgium Awards 2018 IABR-2018+2020-THE MISSING LINK, Our Future in the delta, the delta of the Future Chez Claire , Que d'éclairs Creative Belgium Awards 2018 The Legendary Tour

Entrant Mirror Mirror Creneau International Wunderman Thompson Mirror Mirror **TBWA** mortierbrigade Mirror Mirror studio de Ronners WeWantMore Mirror Mirror Happiness Brussels Wunderman Thompson mortierbrigade darwin **DDB Brussels** Happiness Brussels

CREATIVE BELGIUM AWARDS 2019 DIGITAL

Jury President - Joost Berends

Brand Category A. Websites & Microsites
B. Integrated Cross Platform Campaign Telenet Az Damiaan Ziekenhuis B. Integrated Cross Platform Campaign B. Integrated Cross Platform Campaign B. Integrated Cross Platform Campaign Special Olympics Belgium B. Integrated Cross Platform Campaign
C. Interactive Applications > CO1. Mobile Applications
C. Interactive Applications > C03. Branded Games
C. Interactive Applications > C04. Online Ads
C. Interactive Applications > C04. Online Ads
C. Interactive Applications > C04. Online Ads
D. Viral Advertising Audi Nationale Loterii VOO Bite Back Humo Orange Belgium D. Viral Advertising

Bundesliga

E. Best Practices (interface, storytelling & technical exceller Volvo S90 F. Use of Talent & Influencers Orange Belgium F. Use of Talent & Influencers De Nationale Loterij F. Use of Talent & Influencers G. Creative use of Technology Volvo S90 H. Digital Craft > H01. Form Pias Recordings H. Digital Craft > H04. Data OVK H. Digital Craft > H05. Technology Volvo S90

Product Category Public health & safety, public awareness, fundraising Commercial public services Public health & safety, public awareness, fundraising Ostenders Public health & safety, public awareness, fundraising BlindMeter Public health & safety, public awareness, fundraising Cars, other vehicles, auto products & services Travel, transport & tourism, entertainment & leisure Commercial public services Travel, transport & tourism, entertainment & leisure Cars, other vehicles, auto products & services Commercial public services Cars, other vehicles, auto products & services Travel, transport & tourism, entertainment & leisure Cars. other vehicles, auto products & services

BlindMeters 666 - a hotline to hell. BlindMeters Dare to Sponsor Audi E-xperience World's Biggest Scratch Card Buffer Rage Public health & safety, public awareness, fundraising Publications & media Publications & Supporter without limits The Loyalty-test Recruiting Car Supporter without limits #GoosevsAudi Supercare Recruiting Car Cars, other vertices, and prostate image
Public health & safety, public awareness, fundraising
Public health & safety, public awareness, fundraising The Legendary Tour Recruiting Car

Campaign Title

Entrant Happiness Brussels Wunderman Thompson d-artagnan Happiness Brussels LDV United Prophets Wunderman Thompson Happiness Brussels FamousGrey mortierbrigade Publicis Brussels Duval Guillaume FamousGrey Publicis Brussels Prophets Wunderman Thompson FamousGrey mortierbrigade Happiness Brussels FamousGrey

CREATIVE BELGIUM AWARDS 2019

Jury President - Antoinette Ribas

Category
A. Use of Direct Marketing
A. Use of Direct Marketing
A. Use of Direct Marketing B. Integrated Campaign B. Integrated Campaign
B. Integrated Campaign
B. Integrated Campaign
C. Direct Craft > C03. Experience Design
C. Direct Craft > C03. Experience Design
C. Direct Craft > C03. Experience Design

Rrand MediaMarkt Volvo S90 Brightfish Pias Recordings MediaMarkt Special Olympics Belgium ALS Liga België De Morgen Delhaize Telenet Pias Recordings OVK

Product CategoryHome electronics & audiovisual
Cars, other vehicles, auto products & services Publications & media Corporate image Home electronics & audiovisual Public health & safety, public awareness, fundraising BlindMeters Public health & safety, public awareness, fundraising Dare to Spon Public health & safety, public awareness, fundraising Publications & media Retail stores, restaurants & fast food Commercial public services Corporate image Public health & safety, public awareness, fundraising BlindMeters

Cars, other vehicles, auto products & services

Campaign Title The Binary Deal Recruiting Car The Curiosity Click The Legendary Tour The Binary Deal Dare to Sponsor #WorkForALS FAQ The Elections The Vegetable Name Change Play Trailer Park The Legendary Tour

Entrant Wunderman Thompson FamousGrev mortierbrigade Wunderman Thompson Happiness Brussels LDV United Publicis Brussels Boondoggle TBWA TRWΔ mortierbrigade Happiness Brussels

CREATIVE BELGIUM AWARDS 2019

FILM

Jury President - Antoinette Ribas

Category A. Film & Cinema B. Internet Film B. Internet Film B. Internet Film B. Internet Film C. Branded TV Content & TV Creativity (sponsored by SBS) D. Branded Content F. Film Craft > F01. Copywriting Film F. Film Craft > F01. Copywriting Film F. Film Craft > F02. Film Direction F. Film Craft > F04. Animation F. Film Craft > F05. Cinematography F. Film Craft > F06. Cinematography F. Film Craft > F06. Cinematography F. Film Craft > F09. Use of Music	Brand Studio Brussel Lidl Pink Ribbon IKEA IKEA McDonald's Pias Recordings Special Olympics Belgium Klara Kia Motors Belgium Orange Belgium Rode kruis-Vlaanderen VRT Special Olympics Belgium Special Olympics Belgium Zwangere Guy IKEA McDonald's Black Box Revelation Visit Flanders Jupiler Red IKEA McDonald's Lidl Telenet Oakley Mobile Vikings IKEA Studia Rrussel	Product Category Public health & safety, public awareness, fundraising Retail stores, restaurants & fast food Public health & safety, public awareness, fundraising Retail stores, restaurants & fast food Corporate image Public health & safety, public awareness, fundraising Publications & media Cars, other vehicles, auto products & services Commercial public services Public health & safety, public awareness, fundraising Travel, transport & tourism, entertainment & leisure Public health & safety, public awareness, fundraising Publications & media Retail stores, restaurants & fast food Retail stores, restaurants & fast food Travel, transport & tourism, entertainment & leisure Alcoholic & non-alcoholic drinks Retail stores, restaurants & fast food	Haal het strafste uit jezelf met vers They finally have arrived Ice-Skaters Sheep The Unchangers The Legendary Tour Dare to Sponsor Niets te knippen The Commercial Brake Supporter without limits Red Cross Week of the Volunteer Lang Zullen We Lezen Dare to Sponsor Gorik Pt. 1 Ice-Skaters The Unchangers Tattooed Smiles The Journey of Endive We Are Belgium Ice-Skaters The Unchangers Haal het strafste uit jezelf met vers Our House Oakley "It's Ok" Da Da ta Ice-Skaters	Entrant DDB Brussels BBD0 Belgium mortierbrigade DDB Brussels DDB Brussels TBWA mortierbrigade LDV United Lucy mortierbrigade Publicis Brussels DUVAI Guillaume Lucy LUCY MORTIERBRIGHER LUCY LUCY MORTIERBRIGHER LUCY LUCY MORTIERBRIGHER LUCY LUCY MORTIERBRIGHER LUCY LUCY LUCY LUCY LUCY LUCY LUCY LUCY
F. Film Craft > F09. Use of Music	Mobilé Vikings	Publications & media	Da Da ta	mortierbrigade
F. Film Craft > F10. Casting & Performance	Studio Brussel IKEA Bundesliga	Publications & media Retail stores, restaurants & fast food Travel, transport & tourism, entertainment & leisure	The Smallest Drummer Ice-Skaters The Loyalty-test	DDB Brussels CZAR.be Duval Guillaume
1.1 km orate / 1 to. oasting a follorinance	Danaosiga	maron, transport a coanom, entertainment a teledre	mo Loyalty toot	Davat Cantadine

CREATIVE BELGIUM AWARDS 2019 INNOVATIVE

Jury President - Paul Wauters

<i>Cetegory</i> INNOVATIVE	Brand Volvo S90	Product Category Cars. other vehicles, auto products & services	Campaign Title Recruiting Car	Entrant FamousGrev
INNOVATIVE	Audi	Cars, other vehicles, auto products & services	Audi E-xperience	Prophets
INNOVATIVE	OVK	Public health & safety, public awareness, fundraising		Happiness Brussels

CREATIVE BELGIUM AWARDS 2019 INTEGRATED

Jury President - Paul Wauters

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Category INTEGRATED	Brand Pias Recordings Mitsubishi OVK Special Olympics Belgium De Standaard Lidl Delhaize McDonald's Delhaize	Public health & safety, public awareness, fundraising Publications & media	Campaign Title The Legendary Tour Built for Belgian Roads BlindMeters Dare to Sponsor Rewrite your wrongs Haal het strafste uit jezelf met vers The Vegetable Name Change The Unchangers Junk Fruit

Entrant
mortierbrigade
LDV United
Happiness Brussels
LDV United
mortierbrigade
BBDO Belgium
TBWA
TBWA
TBWA

CREATIVE BELGIUM AWARDS 2019

MEDIA

Jury President - Joost Berends

Category A. TV & Cinema A. TV & Cinema D. Top Topical E. Radio E. Radio G. Ambient Media: Small Scale H. Ambient Media: Large Scale I. Special Event. Stunts & Live Advertising . Special Event. Stunts & Live Advertising I. Special Event, Stunts & Live Advertising I. Special Event, Stunts & Live Advertising J. Online J. Online J. Online J. Online M. Sponsorships M. Sponsorships N. Integrated Campaign N. Integrated Campaign N. Integrated Campaign P. Self Promotion P. Self Promotion Q. Excellence in Media

Brand Kia Motors Belgium Ketnet Junior Lidl Smart OVK Child Focus BeTV Pias Recordings Volvo S90 Eyeworks Hirmo VNN MediaMarkt Brightfish Special Olympics Belgium Orange Belgium Play Sports Pias Recordings Mitsuhishi

Product CategoryCars, other vehicles, auto products & services Publications & media Retail stores, restaurants & fast food Cars, other vehicles, auto products & services Public health & safety, public awareness, fundraising Behind The Numbers Public health & safety, public awareness, fundraising Retail stores, restaurants & fast food Commercial public services Cornorate image Cars, other vehicles, auto products & services
Travel, transport & tourism, entertainment & leisure Publications & media Commercial public services Home electronics & audiovisual Public health & safety, public awareness, fundraising BlindMeters Publications & media Public health & safety, public awareness, fundraising Commercial public services Commercial public services Corporate image
Cars. other vehicles, auto products & services Corporate image Corporate image Commercial public services

Campaign Title The Commercial Brake Ketnet Subs Flan Challenge 5'13" of parking Missing Poster Child Straffe Kost The Wall The Legendary Tour Recruiting Car Memorial Seats Humo's Clickbait banners Buffer Rage The Binary Deal The Curiosity Click Dare to Sponsor Supporter without limits Keep on Talking The Legendary Tour Built for Belgian Roads Brigitte Barbot Telenet leaves These Days Buffer Rage

Entrant mortierbrigade FamousGrey BBD0 Belaium BBD0 Belaium Happiness Brussels Wunderman Thompson BBD0 Belgium Happiness Brussels mortierbrigade FamousGrey Wunderman Thompson mortierbrigade Happiness Brussels Wunderman Thompson Happiness Brussels Lucy LDV United Publicis Brussels TBWA mortierbrigade I DV United mortierbrigade Wunderman Thompson Happiness Brussels

CREATIVE BELGIUM AWARDS 2019 OUTDOOR

Jury President - Antoinette Ribas

Category
A. Billboards & Street Posters A. Billboards & Street Posters D. Ambient > D01, Bars, Restaurants, Stores D. Ambient > D01. Bars, Restaurants, Stores D. Ambient > D02. Small Scale Special Solutions D. Ambient > D03. Special Builds D. Ambient > D04. Stunts, Live Advertising

D. Ambient > D04. Stunts, Live Advertising D. Ambient > D04. Stunts, Live Advertising E. Outdoor Craft > E02. Art Direction

Brand IKEA MIVB/STIB Child Focus McDonald's McDonald's Telenet Nissan Lidl Belgium Pias Recordings Volvo \$90 Studio Brussel Play Sports Eveworks McDonald's

mortierbrigade

VOO

Wunderman Antwerp

Retail stores, restaurants & fast food Travel, transport & tourism, entertainment & leisure Public health & safety, public awareness, fundraising Missing Poster Child Retail stores, restaurants & fast food Retail stores, restaurants & fast food Commercial public services Cars, other vehicles, auto products & services Retail stores, restaurants & fast food Corporate image Cars, other vehicles, auto products & services Publications & media Publications & media Travel, transport & tourism, entertainment & leisure Retail stores, restaurants & fast food

Campaign Title Enjoy the sun while you still can Exotic destinations in Brussels The McMistakes Garbage, we take it personally Play Trailer Park The Dumb Parking Ads Straffe Kost The Legendary Tour Recruiting Car The Smallest Drummer Steal the Ticket Memorial Seats The McMistakes

Entrant DDB Brussels mortierbrigade Wunderman Thompson TBWA TBWA TBWA BBDO Belgium mortierbrigade FamousGrey DDB Brussels Wunderman Thompson Wunderman Thompson

CREATIVE BELGIUM AWARDS 2019

Jury President - Joost Berends

E. Events, Live Shows, Festivals

Category

A. Corporate Communication B. Consumer Communication C. Internal Communications & Employee Engagement E. Events, Live Shows, Festivals E. Events, Live Shows, Festivals

Brand Az Damiaan Ziekenhuis

Delhaize THE EXPANSE Orange Belgium Volvo S90 ALS Liga België Child Focus Az Damiaan Ziekenhuis Pias Recordings Volvo S90 Eyeworks

Product Category Public health & safety, public awareness, fundraising Retail stores, restaurants & fast food

Product Category

Travel, transport & tourism, entertainment & leisure Commercial public services Cars. other vehicles, auto products & services Public health & safety, public awareness, fundraising
Public health & safety, public awareness, fundraising Public health & safety, public awareness, fundraising Corporate image Cars, other vehicles, auto products & services Travel, transport & tourism, entertainment & leisure

Campaign Title

Ostenders The Vegetable Name Change #SAVETHEEXPANSE Supporter without limits Recruiting Car #WorkForALS Missing Poster Child Ostenders The Legendary Tour Recruiting Car Memorial Seats

Entrant

d-artagnan TBWA Friendship Publicis Brussels FamousGrey Happiness Brussels Publicis Brussels Wunderman Thompson d-artagnan mortierbrigade FamousGrey Wunderman Thompson

CREATIVE BELGIUM AWARDS 2019

Category

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Jury President - Antoinette Ribas

A. 03C 0111C33	
A. Use of Press	
A. Use of Press	
A. Use of Press	
C. Press Craft > C01. Copywriting Press	
C. Press Craft > C01. Copywriting Press	
C. Press Craft > CO2. Art Direction	
C. Press Craft > CO4. Photography	

Brand De Standaard Solidarité Grands Froids Klara De Standaard

Lidl

Studio Brussel Modular lighting instruments

Product CategoryPublications & media

Product Category

Commercial public services

Public health & safety, public awareness, fundraising Public health & safety, public awareness, fundraising Publications & media Publications & media Publications & media
Retail stores, restaurants & fast food
Public health & safety, public awareness, fundraising
The cult of M

Campaign Title Rewrite vour wrongs

Moordstrookie The Warming Poster Niets te knippen Rewrite your wrongs Haal het strafste uit jezelf met vers

Entrant

mortierbrigade Happiness Brussels TBWA Lucy mortierbrigade BBD0 Belgium DDB Brussels LDV United

CREATIVE BELGIUM AWARDS 2019 RADIO & AUDIO

Jury President - Antoinette Ribas

Category
A. Radio & Audio
D. Radio & Audio Craft > D01. Copywriting Radio
D. Radio & Audio Craft > D01. Copywriting Radio
D. Radio & Audio Craft > D01. Copywriting Radio
D. Radio & Audio Craft > D01. Copywriting Radio D. Radio & Audio Craft > D02. Sound Design
D. Radio & Audio Craft > D03. Use of Music
D. Radio & Audio Craft > D03. Use of Music
D. Radio & Audio Craft > D03. Use of Music
D. Radio & Audio Craft > D04. Casting & Performance
D. Radio & Audio Craft > D04. Casting & Performance

Brand Orange Belgium Telenet Play Sports Smart Smart Hans Anders Mobile Vikings JOE Lidl Lidl IKEA 0VK Smart Smart Pink Ribbon Mobile Vikings Smart ihuA Mobile Vikings I idl

Stichting Tegen Kanker

Lidl

Commercial public services Cars, other vehicles, auto products & services Cars, other vehicles, auto products & services Cars, other vehicles, auto products & services Cars, other venicles, auto products of Clothing, footwear and accessories Publications & media Publications & media Retail stores, restaurants & fast food Retail stores, restaurants & fast food Patril stores, restaurants & fast food Retail stores, restaurants & fast food Public health & safety, public awareness, fundraising Behind The Numbers Cars, other vehicles, auto products & services Cars, other vehicles, auto products & services Public health & safety, public awareness, fundraising Hair everywhere Publications & media Cars, other vehicles, auto products & services Cars, other vehicles, auto products & services Publications & media Retail stores, restaurants & fast food Public health & safety, public awareness, fundraising Message from Jolanda Retail stores, restaurants & fast food

Campaign Title Keep on talking Radio Hijacks F*ck parking 5'13" of parking D*ck Parkers Hans Anders Opticians Da Da ta Een goede radiohit krijgt iedereen mee Haal het strafste uit jezelf met vers Sounds Delicious Make room for the unexpected 5'13" of parking F*ck parking Da Da ta 5'13" of parking #GoosevsAudi Da Da ta Sounds Delicious Sounds Delicious

Entrant Publicis Brussels TBWA BBDO Belgium BBDO Belgium BBDO Belgium mortierbrigade mortierbrigade TBWA BBDO Belgium BBD0 Belgium DDB Brussels Happiness Brussels BBDO Belgium BBDO Belgium mortierbrigade mortierbrigade BBD0 Belgium Prophets mortierbrigade BBDO Belgium Happiness Brussels BBD0 Belaium