

AMMA 2025 NOMINEES

Best Creative Media Use	Nominees
Côte d'Or; Lighting up Christmas with purpose Alken Maes ; Grimbergen 24, Brew with me Proximus ; Oops Too Fast Samsung ; Urban window to AI Walibi; Ibilaw	Publicis Groupe Belgium Ads & Data EssenceMediacom Space / Billups / Cheil / JCDecaux dentsu / HungryMinds
Best Media Strategy	Nominees
Zalando ; When fiction becomes media Samsung ; S24 & Galaxy AI : Yin-Yang effect Orange ; Flex your flexibility IKEA ; Wake up, it's time to sleep EG Magnesium OPTI ; Re-energize a tired population	dentsu / Ads & Data Space Havas Media Mindshare / Ogilvy Social lab / Oona Semetis
Best long-term Media Strategy	Nominees
BYD ; Harvest strategy Duvel ; Brewed to be lived. MediaMarkt ; Marketing machine Proximus ; I've got the fiber Spadel ; Power of 3	PHD Media Wavemaker dentsu EssenceMediacom Space
Best Use of Performance Marketing	Nominees
VandenBorre ; Competitive shopping strategy One Search ; Incremental revenue by breaking the silos ICI Paris XL; Next generation attribution approach L'Oréal ; Beauty Studio Honda Miimo; Performance really counts	Semetis GroupM Mindshare PHD Media ClickTrust

Best Use of Data	Nominees
BE REAL : pDOOH au service de la sécurité routière Polestar ; Triumph of targeted B2B approach Lidl ; Data-based dynamic creative optimisation De Longhi ; The perfect model Intimissimi ; Framework for increased performance	Clear Channel / AKQA Brussels / GroupM EssenceMediacom iO Mediaplus Wavemaker

Best Use of Native & Content	Nominees
Zalando ; Breaking the wall of OLV with Otis Proximus ; Console swap IKEA ; Bij Milo aan huis Colruyt ; BBQ alarm #Hetbestemoetnognkomen	dentsu / Ads & Data EssenceMediacom Mindshare / Ogilvy Social.lab UM Var / VRT

Innovation & Development of the Year	Nominees
The next iteration in programmatic marketing Real-time brand lift measurement for CTV campaigns Merging of the power of TV with the efficiency of digital MAIA: reach optimisation for transit media 50 million data points proof that attention drives brand growth	Adform DPG Media DPG Media Lijncom Havas Media

Media Research of the Year	Nominees
BELROI : ROI Cross-Industry Analysis in Belgium Belgian Boost Factor MAIA : audience measurement for transit media Summer of sports 2024 Greenlight : the state of greenwashing in Belgium	Annalect OMG Choreograph GroupM Lijncom Publicis Groupe Belgium / Dynata RMB / GiveActions / JCDecaux

Media Sustainable Development Award	Nominees
Welcome Talent	EssenceMediacom

Optimising for Attention, accounting for Carbon Impact Greenlight : the state of greenwashing in Belgium Sounds of Change : voor radioreclame met positieve impact Telenet ; Digitale Duik	Havas Media RMB / GiveActions / JCDecaux Var / RMB / PUB / Bubka Wavemaker / Var
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Best Use of 1 Medium ; OOH	Nominees
Coca-Cola ; Santa's chalet Orange ; Making Netflix contextually relevant Oreo ; Breaking records through city-scale gaming Samsung ; Flip the wave VSV ; Data-driven pDOOH in dienst van Verkeersveiligheid	EssenceMediacom / JCDecaux Havas Media Publicis Groupe AdSomeNoise / Billups / Space Clear Channel / AKQA Brussels / GroupM
Best Use of 1 Medium ; Video / Audio / Cinema	
Cécémel ; Bloopers activation Gamma & Qmusic ; Dag van de uitgestelde arbeid Bol. ; Cinema take-over by Sinterklaas Orange ; Fast-forward illusion	Wavemaker DPG Media Mindshare Havas Media
Best Use of 1 Medium ; Social / Gaming / Retail Media	
Hill's ; Supporting pet shelters SPA Fruit ; # Slashthefruits Telenet ; Squid game Purina's Amazon Advertising Success	Wavemaker Spacefwd / Space AdSomeNoise GroupM

Media Brand of the Year	Nominees
De Slimste Mens ter Wereld nws.nws.nws Télévie MM Tech Sabato	Ads & Data Brand Studio Var / VRT DPG Media Marcom World Mediafin Trustmedia

Media Agency Of the Year

Essencemediacom
Wavemaker
dentsu

**Media Saleshouse of the Year
Leaders**

JCDecaux
IPM Advertising
DPG Media
Clear Channel
Ads&Data

**Media Saleshouse of the Year
Challengers**

Azerion
Brightfish
Guidooh
Lijncom
Trustmedia

Media Advertiser of the Year

Naomi Osorio Galan ; Coca-Cola Services BeLux
Sylvie Irzi ; Telenet Group
Elke De Vuyst ; Lidl Belgium & Luxemburg