

PROMO & ACTIVATION WINNERS 2015



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON, Bucharest	ROMANIA
Gold Eurobest				
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN, Madrid	SPAIN
CARLSBERG BEER BEAUTY	CARLSBERG	CARLSBERG BEER BEAUTY SERIES	CP+B SCANDINAVIA, Copenhagen	DENMARK
THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL, Paris	FRANCE
VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN, Madrid	SPAIN
RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY, Frankfurt	GERMANY
Silver				
NAZIS AGAINST NAZIS- GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE, Hamburg	GERMANY
SEPARATING AMATEURS FROM TRUE DIY-ENTHUSIASTS. THE HORNBACH SPRING COLLECTION.	HORNBACH	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT, Berlin	GERMANY
SINGING SAILOR	THE SWEDISH PEACE AND ARBITRATION SOCIETY	SUSTAINABLE PEACE AND HUMAN RIGHTS	ÅKESTAM HOLST, Stockholm	SWEDEN
THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL, Paris	FRANCE
VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY
RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY, Frankfurt	GERMANY
FIRST PERSON LOVER	BJÖRN BORG	SPORTS APPAREL	GARBERGS, Stockholm	SWEDEN
FAMILIES ON THE VERGE OF EXTINCTION	WORLD WILDLIFE FUND	NON PROFIT	FAMOUS BRUSSELS	BELGIUM
MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE
CARLSBERG BEER BEAUTY	CARLSBERG	CARLSBERG BEER BEAUTY SERIES	CP+B SCANDINAVIA, Copenhagen	DENMARK
MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE
SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS, Puteaux	FRANCE
SHOPLIFTERS	HARVEY NICHOLS	LOYALTY APP	ADAM&EVEDDB, London	UNITED KINGDOM
SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THE AD FILTER	D&AD	D&AD	BETC, Paris	FRANCE
THE WRITE THING FOR PARKINSON	VLAAMSE PARKINSON LIGA VZW (FLEMISH PARKINSON ASSOCIATION)	INTEREST GROUP	BBDO BELGIUM, Brussels	BELGIUM
SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON, Bucharest	ROMANIA
Bronze				
WORKOUT BILLBOARDS	COCA-COLA	POWERADE	OGILVY GERMANY, Frankfurt	GERMANY
THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	BBDO GROUP GERMANY, Berlin	GERMANY
CHARITY ARCADE	SWEDAVIA SWEDISH AIRPORTS	RED CROSS	ÅKESTAM HOLST, Stockholm	SWEDEN
SHADOW WIFI	STICHTING TEGEN KANKER/FONDATION CONTRE LE CANCER	AWARENESS ORGANISATION TO PREVENT SKIN CANCER	HAPPINESS BRUSSELS	BELGIUM
SNACKHOLIDAYS	TRANSAVIA	SNACKHOLIDAYS	LES GAULOIS, Puteaux	FRANCE
MINI FASHION BAR	PIMKIE INTERNATIONAL	CLOTHING RETAILER	HAPPINESS BRUSSELS	BELGIUM
THE ARTISTIC BABYSITTER	OPERA/BALLET FLANDERS	ARTISTIC BABYSIT SERVICE OF OPERA/BALLET FLANDERS	HAVAS WORLDWIDE BRUSSELS	BELGIUM
STREET VIEW TEST	THE AUTOMOBILE CLUB OF ROMANIA	DRIVING SCHOOL	PUBLICIS ROMANIA, Bucharest	ROMANIA
DO IT FOR MOM	SPIES TRAVELS	ACTIVE HOLIDAY	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK
THE INTERACTIVE FORM	CANAL+	CANAL+	BETC, Paris	FRANCE
#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
A KISS IS A STAMP	POSTNL	POSTAL SERVICE	JOE PUBLIC TAKE-AWAY ADVERTISING, Amsterdam	THE NETHERLANDS
THE INTERACTIVE FORM	CANAL+	CANAL+	BETC, Paris	FRANCE
FAMILIES ON THE VERGE OF EXTINCTION	WORLD WILDLIFE FUND	NON PROFIT	FAMOUS BRUSSELS	BELGIUM