

Direct Winners

Cat. No	Entry No	Title	Advertiser	Product	Entrant/Idea Creation	Country	PR	Production	Media Placement	Additional Company/ies
A10/002	00074	THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris / SERVICEPLAN, München	FRANCE	SERVICEPLAN FRANCE, Paris	TRINITY FILMS, Paris / COMPTOIR DU SON, Paris	SERVICEPLAN FRANCE, Paris	
B03/013	00184	THE HUMANIUM METAL INITIATIVE	IM	HUMANIUM METAL	AKESTAM HOLST, Stockholm / GREAT WORKS, Stockholm	SWEDEN				
B07/001	00033	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA/PARIS / DAN PARIS	FRANCE				
D01/003	00079	SAFEST ROUTE	GROUPAMA	GROUPAMA	GROUPAMA, Paris / MARCEL, Paris	FRANCE		PRODIGIOUS, Paris / PUBLICIS ETO, La Madeleine / KUEST PROD, Paris		
A04/006	00167	THE RIGHT VEGETABLES	INTERMARCHE	VEGETABLES	ROMANCE, Paris / INTERMARCHE, Paris	FRANCE				
A06/005	00219	YOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	YOURNALIST	THE CYRANOS// McCANN, Barcelona	SPAIN		THE CYRANOS// McCANN, Barcelona		
B04/005	00076	THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris / SERVICEPLAN, München	FRANCE	SERVICEPLAN FRANCE, Paris	TRINITY FILMS, Paris / COMPTOIR DU SON, Paris	SERVICEPLAN FRANCE, Paris	
C01/001	00024	A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS / UBISOFT, Paris	FRANCE		MAKE ME PULSE, Paris		
C02/002	00034	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA/PARIS / DAN PARIS	FRANCE				
C03/009	00091	FAIL	NORWEGIAN RED CROSS	FIRST AID	TRY, Oslo	NORWAY		TANGRYSTAN, Oslo	T/A OPT, Oslo	
C04/001	00061	IKEA RESPONDS TO BALENCIAGA	IKEA	FRAKTA BAG	ACNE, Stockholm / IKEA, Malmö	SWEDEN				
D02/002	00005	SBERBANK NEIGHBORHOODS	SBERBANK	LOANS FOR SMALL BUSINESSES	SBERBANK OF RUSSIA, Moscow / GOOD, Moscow	RUSSIA		HYPE PRODUCTION, Moscow	DENTSU SMART, Moscow / SEGMENTO, Moscow	GOOD DATA NEW YORK
A04/003	00116	RETAIL THERAPY	IKEA	FURNITURE	AKESTAM HOLST, Stockholm	SWEDEN	AKESTAM HOLST, Stockholm	AKESTAM HOLST, Stockholm	MEC, Stockholm	
A06/001	00023	A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS / UBISOFT, Paris	FRANCE		MAKE ME PULSE, Paris		
A07/002	00003	SBERBANK NEIGHBORHOODS	SBERBANK	LOANS FOR SMALL BUSINESSES	SBERBANK OF RUSSIA, Moscow / GOOD, Moscow	RUSSIA		HYPE PRODUCTION, Moscow	DENTSU SMART, Moscow / SEGMENTO, Moscow	GOOD DATA NEW YORK
A11/003	00090	FAIL	NORWEGIAN RED CROSS	FIRST AID	TRY, Oslo	NORWAY		TANGRYSTAN, Oslo	T/A OPT, Oslo	
B03/002	00039	SKIN MEMORIES	EUROMELANO MA	SKIN CANCER PREVENTION	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM, Brussels	BBDO BELGIUM, Brussels	BBDO BELGIUM, Brussels	
B03/014	00177	MCCOINS	MCDONALD'S	FAST FOOD	NORD DDB	SWEDEN				
B06/001	00058	ELECTION CAMPAIGN	THE ECONOMIST	THE ECONOMIST MAGAZINE	PROXIMITY LONDON	UNITED KINGDOM		PROXIMITY LONDON		
B06/004	00210	LIBÉ DES REFUGIES	LIBERATION	LIBERATION NEWSPAPERS	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS	FRED & FARID PARIS	LIBÉRATION
C02/001	00027	LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE		FRANCINE FRAMBOISE, Paris / GUM, Paris		
C02/003	00088	GET THE FLOW	VODAFONE	VODAFONE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	HET PR BUREAU, Amsterdam	WEFILM, Amsterdam / ROBOT KITTEN, Hilversum	MEC NETHERLANDS, Amsterdam	MAAK

C03/002	00028	LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE		FRANCINE FRAMBOISE, Paris / GUM, Paris		
G02/007	00127	LOVING "IT"	BURGER KING DEUTSCHLAN D GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY	EMANATE, München	RABBICORN FILMS, Hamburg / SLAUGHTERHOUSE VISUAL MANUFACTURING, Hamburg / YESSIAN MUSIC, Hamburg	VIZEUM DEUTSCHLAND, Wiesbaden	BURGER KING DEUTSCHLAND GMBH / SETUP GMBH
G02/008	00173	SWEDEN ON AIRBNB	VISITSWEDEN	VISITSWEDEN	FORSMAN & BODENFORS, Gothenburg	SWEDEN	FORSMAN & BODENFORS, Gothenburg	FORSMAN & BODENFORS, Gothenburg		VISIT SWEDEN / SMFB ENGINE / AIRBNB
Total Awards:			25							

Prize

Gold Eurobest

Gold Eurobest

Gold Eurobest

Gold Eurobest

Silver Eurobest

Silver Eurobest

Silver Eurobest

Silver Eurobest

Silver Eurobest

Silver Eurobest

Silver Eurobest

Silver Eurobest

Bronze Eurobest

Bronze Eurobest

Bronze Eurobest

Bronze Eurobest

Bronze Eurobest

Bronze Eurobest

Bronze Eurobest

Bronze Eurobest

Bronze Eurobest

Bronze Eurobest

Bronze Eurobest

Bronze Eurobest

Bronze Eurobest
