

## PR Winners

| Cat. No | Entry No | Title                           | Advertiser                                                                       | Product                                     | Entrant/Idea Creation               | Country         | PR                                | Production                                                                                                                                      | Media Placement            | Additional Company/ies                                                                                                                                       |
|---------|----------|---------------------------------|----------------------------------------------------------------------------------|---------------------------------------------|-------------------------------------|-----------------|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A06/001 | 00089    | ALL THAT WE SHARE               | TV2                                                                              | TV2                                         | &CO, Copenhagen                     | DENMARK         |                                   | MOLAND FILM COMPANY, Copenhagen / &CO. PRODUCTIONS, Copenhagen                                                                                  | TV2 MARKETING, Copenhagen  |                                                                                                                                                              |
| A04/006 | 00199    | THE RIGHT VEGETABLES            | INTERMARCHE                                                                      | VEGETABLES                                  | ROMANCE, Paris / INTERMARCHE, Paris | FRANCE          |                                   |                                                                                                                                                 |                            |                                                                                                                                                              |
| A07/002 | 00125    | 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 | 00035    | LIKE MY ADDICTION               | ADDICT AIDE                                                                      | ADDICT AIDE                                 | BETC, Paris                         | FRANCE          |                                   | FRANCINE FRAMBOISE, Paris / GUM, Paris                                                                                                          |                            |                                                                                                                                                              |
| C06/001 | 00071    | IKEA RESPONDS TO BALENCIAGA     | IKEA                                                                             | FRAKTA BAG                                  | ACNE, Stockholm / IKEA, Malmö       | SWEDEN          |                                   |                                                                                                                                                 |                            |                                                                                                                                                              |
| A03/003 | 00006    | THE SCANIA CLOCK                | SCANIA                                                                           | TRUCKS AND SERVICES                         | TBWA/STOCKHOLM                      | SWEDEN          | TBWA/STOCKHOLM                    | B-REEL, Stockholm                                                                                                                               |                            |                                                                                                                                                              |
| A04/008 | 00100    | EDEKA VIELFALT                  | EDEKA                                                                            | VIELFALT KAMPAGNE                           | JUNG VON MATT, Hamburg              | GERMANY         |                                   | MARKENFILM CROSSING, Hamburg                                                                                                                    |                            | EDEKA ZENTRALE AG & CO. KG                                                                                                                                   |
| A05/007 | 00212    | DINNER WITH GEORGIA             | GEORGIAN NATIONAL TOURISM ADMINISTRATION                                         | GEORGIA                                     | WINDFOR'S, Tbilisi                  | GEORGIA         | WINDFOR'S, Tbilisi                | WINDFOR'S, Tbilisi                                                                                                                              | WINDFOR'S, Tbilisi         |                                                                                                                                                              |
| A09/016 | 00236    | REALITY XMAS                    | DOCTORS OF THE WORLD                                                             | INTERNATIONAL MEDICAL CHARITY               | McCANN LONDON                       | UNITED KINGDOM  | PERSUASION COMMUNICATIONS, London | CRAFT WORLDWIDE, London                                                                                                                         | UM MANCHESTER              |                                                                                                                                                              |
| B12/008 | 00176    | WHOPPER GATE                    | BURGER KING BELGIUM                                                              | BURGER KING BELGIUM                         | BUZZMAN, Paris                      | FRANCE          |                                   | BUZZMAN, Paris / NEUVIÈME PAGE, Paris                                                                                                           |                            |                                                                                                                                                              |
| C01/001 | 00001    | NOTFAIRBNB                      | SOLIDARITE GRANDS FROIDS' ('BIG COLD SOLIDARITY')                                | FOR THE HOMELESS PEOPLE                     | TBWA/BELGIUM, Brussels              | BELGIUM         | TBWA/BELGIUM, Brussels            | TBWA/BELGIUM, Brussels                                                                                                                          | TBWA/BELGIUM, Brussels     |                                                                                                                                                              |
| C08/002 | 00002    | SOCIAL CRIME SHOPPING           | EBAY CORPORATE SERVICES GMBH                                                     | EBAY.DE                                     | ACHTUNG!, Hamburg                   | GERMANY         | ACHTUNG!, Hamburg                 | ACHTUNG!, Hamburg                                                                                                                               |                            |                                                                                                                                                              |
| C09/001 | 00013    | THE IMPOSSIBLE SIGNING SESSIONS | BOL.COM                                                                          | ONLINE BOOKSTORE                            | DDB BRUSSELS                        | BELGIUM         | LEWIS PR, Antwerp                 | DDB BRUSSELS / BEYOND.IO, Antwerp                                                                                                               | MEC BELGIUM, Brussels      |                                                                                                                                                              |
| F01/007 | 00064    | OPEN YOUR WORLD (WORLD'S APART) | HEINEKEN UK                                                                      | HEINEKEN LAGER                              | EDELMAN, London / PUBLICIS LONDON   | UNITED KINGDOM  | EDELMAN, London                   | PUBLICIS LONDON                                                                                                                                 | STARCOM, London            |                                                                                                                                                              |
| A03/002 | 00019    | FROM FAT TO FUEL                | FINNISH CHEMICAL INDUSTRY, NESTE, K-GROUP, LASSILA & TIKANOJA, RINKI, HONKAJOKI, | CIRCULAR ECONOMY, NESTE MY RENEWABLE DIESEL | MILTTON, Helsinki                   | FINLAND         | MILTTON, Helsinki                 | MILTTON, Helsinki / NESTE OIL, Espoo / THE CHEMICAL INDUSTRY FEDERATION OF FINLAND, Helsinki / K-GROUP, Helsinki / LASSILA & TIKANOJA, Helsinki |                            | FINNISH PACKAGING RECYCLING RINKI / FINNISH WATER UTILITIES ASSOCIATION / HONKAJOKI / FINNISH ENVIRONMENTAL INDUSTRIES / RURAL WOMEN'S ADVISORY ORGANISATION |
| B02/008 | 00241    | LIBE DES REFUGIES               | LIBERATION                                                                       | LIBERATION NEWSPAPERS                       | FRED & FARID PARIS                  | FRANCE          | FRED & FARID PARIS                | FRED & FARID PARIS                                                                                                                              | FRED & FARID PARIS         | LIBERATION                                                                                                                                                   |
| B06/005 | 00251    | MADE BY ALL OF US               | CAMPOFRIO                                                                        | CAMPOFRIO                                   | McCANN MADRID                       | SPAIN           | LLORENTE & CUENCA, Madrid         |                                                                                                                                                 |                            |                                                                                                                                                              |

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| B08/007              | 00007 | THE SCANIA CLOCK                | SCANIA                       | TRUCKS AND SERVICES     | TBWA STOCKHOLM                   | SWEDEN          | TBWA STOCKHOLM           | B-REEL, Stockholm                                                                                |                               |                                                           |
| B08/021              | 00167 | LOVING "IT"                     | BURGER KING DEUTSCHLAND 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                 |
| B09/001              | 00011 | THE IMPOSSIBLE SIGNING SESSIONS | BOL.COM                      | ONLINE BOOKSTORE        | DDB BRUSSELS                     | BELGIUM         | LEWIS PR, Antwerp        | DDB BRUSSELS / BEYOND.IO, Antwerp                                                                | MEC BELGIUM, Brussels         |                                                           |
| B13/002              | 00191 | I'M STILL HERE                  | ALZHEIMERLIGA                | ALZHEIMER DISEASE       | DDB BRUSSELS                     | BELGIUM         |                          |                                                                                                  |                               |                                                           |
| C08/001              | 00036 | LIKE MY ADDICTION               | ADDICT AIDE                  | ADDICT AIDE             | BETC, Paris                      | FRANCE          |                          | FRANCINE FRAMBOISE, Paris / GUM, Paris                                                           |                               |                                                           |
| C09/004              | 00126 | GET THE FLOW                    | VODAFONE                     | VODAFONE                | DDB & TRIBAL WORLDWIDE AMSTERDAM | THE NETHERLANDS | HET PR BUREAU, Amsterdam | WEFILM, Amsterdam / ROBOT KITTEN, Hilversum                                                      | MEC NETHERLANDS, Amsterdam    | MAAK                                                      |
| F01/003              | 00109 | THE ELBPHILHARMONIE TURNAROUND  | HAMBURG MARKETING            | ELBPHILHARMONIE HAMBURG | JUNG VON MATT, Hamburg           | GERMANY         | ACHTUNG!, Hamburg        | SIMON & PAUL, Hamburg                                                                            |                               | THORSTEN KAUSCH / SYNCHRONIS KONZEPT & KOMMUNIKATION GMBH |
| <b>Total Awards:</b> |       |                                 | <b>24</b>                    |                         |                                  |                 |                          |                                                                                                  |                               |                                                           |

**Prize**

Grand Prix

Gold Eurobest

Gold Eurobest

Gold Eurobest

Gold Eurobest

Silver Eurobest

Silver Eurobest

Silver Eurobest

Silver Eurobest

Silver Eurobest

Silver Eurobest

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