

Promo & Activation Winners

Cat. No	Entry No	Title	Advertiser	Product	Entrant/Idea Creation	Country	PR	Production	Media Placement	Additional Company/ies
C01/017	00137	EDEKA VIELFALT	EDEKA	VIELFALT KAMPAGNE	JUNG VON MATT, Hamburg	GERMANY		MARKENFILM CROSSING, Hamburg		EDEKA ZENTRALE AG & CO. KG
A04/019	00136	EDEKA VIELFALT	EDEKA	VIELFALT KAMPAGNE	JUNG VON MATT, Hamburg	GERMANY		MARKENFILM CROSSING, Hamburg		EDEKA ZENTRALE AG & CO. KG
A09/007	00303	CONTROLE DE LA POITRINE	OM	CONTROLE DE LA POITRINE	McCANN PARIS	FRANCE	WEBER SHANDWICK, Paris			
A11/001	00048	LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE		FRANCINE FRAMBOISE, Paris / GUM, Paris		
D04/009	00304	CONTROLE DE LA POITRINE	OM	CONTROLE DE LA POITRINE	McCANN PARIS	FRANCE	WEBER SHANDWICK, Paris			
E01/002	00040	A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS / UBISOFT, Paris	FRANCE		MAKE ME PULSE, Paris		
F01/011	00324	THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM		MRM/McCANN LONDON / CRAFT WORLDWIDE, London		AYZENBERG
A04/012	00221	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
A06/006	00318	THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM		MRM/McCANN LONDON / CRAFT WORLDWIDE, London		AYZENBERG
A06/007	00338	YOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	YOURNALIST	THE CYRANOS// McCANN, Barcelona	SPAIN		THE CYRANOS// McCANN, Barcelona		
B01/009	10016	SKIN MEMORIES	EUROMELANO MA	SKIN CANCER PREVENTION	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM, Brussels	BBDO BELGIUM, Brussels	BBDO BELGIUM, Brussels	
B04/012	00328	LIBE DES REFUGIES	LIBERATION	LIBERATION NEWSPAPERS	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS	FRED & FARID PARIS	LIBERATION
C01/015	00223	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
D01/002	00039	A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS / UBISOFT, Paris	FRANCE		MAKE ME PULSE, Paris		
D03/003	00050	LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE		FRANCINE FRAMBOISE, Paris / GUM, Paris		
F02/011	00329	LIBE DES REFUGIES	LIBERATION	LIBERATION NEWSPAPERS	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS	FRED & FARID PARIS	LIBERATION
A03/004	00088	THE AUDI SANDBOX VR EXPERIENCE	AUDI	AUDI Q5 QUATTRO	POL, Oslo	NORWAY		MEDIAMONKS, Stockholm	MEDIACOM, Oslo	
A07/003	00156	GET THE FLOW	VODAFONE	VODAFONE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	HET PR BUREAU, Amsterdam	WEFILM, Amsterdam / ROBOT KITTEN, Hilversum	MEC NETHERLANDS, Amsterdam	MAAK
A10/001	00142	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	

A11/017	00299	SWAP MY SEAT FOR ALS	ALS LIGA BELGIUM	NON-PROFIT	ALS LEAGUE, Leuven / PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS	PUBLICIS BRUSSELS / DIGITASLB, Brussels / PRODIGIOUS, Brussels		
B01/011	00222	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
B02/005	00143	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	
B05/002	00055	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA/PARIS / DAN PARIS	FRANCE				
B05/004	00089	THE AUDI SANDBOX VR EXPERIENCE	AUDI	AUDI Q5 QUATTRO	POL, Oslo	NORWAY		MEDIAMONKS, Stockholm	MEDIACOM, Oslo	
C02/002	00061	PROBABLY TEDX	CARLSBERG GROUP	BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE, Brussels	BELGIUM		NOBODY, Copenhagen / ARTOFFICIAL, Copenhagen / TGBVFX, Copenhagen / RGB, Vilnius / MDH HOLOGRAM, London		STUDIO TARGRAM
C04/002	00036	CAR CURLING	SM POLIS INSURANCE	SMPOLIS.RU INSURANCE AGENCY	VOSKHOD, Ekaterinburg	RUSSIA	VOSKHOD, Ekaterinburg		VOSKHOD, Ekaterinburg	
C06/004	00002	#IWELCOME - LIVE	AMNESTY INTERNATIONA L	#IWELCOME	DDB & TRIBAL, Warsaw	POLAND		PAPAYA FILMS, Warsaw		
D02/001	00049	LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE		FRANCINE FRAMBOISE, Paris / GUM, Paris		
D03/004	00051	AIMEN	CANAL+	CANAL+	BETC, Paris	FRANCE		MAKE ME PULSE, Paris		
D05/002	00107	IKEA RESPONDS TO BALENCIAGA	IKEA	FRAKTA BAG	ACNE, Stockholm / IKEA, Malmö	SWEDEN				
D05/003	00149	WINTER IS COMING	IKEA NORWAY	IKEA BRAND	SMFB, Oslo	NORWAY	SMFB, Oslo	SMFB, Oslo	SMFB, Oslo	
E01/015	00340	RESPONSIBLY THE BEER	UBREW	BEER	McCANN WORLDGROUP, Milan	ITALY	McCANN WORLDGROUP, Milan	McCANN WORLDGROUP, Milan	McCANN WORLDGROUP, Milan	
E02/002	00104	THEY CALL US LEEUWINNEN	NIKE	NIKE WOMENS FOOTBAL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	NEW AMSTERDAM FILM COMPANY	MINDSHARE, Amsterdam	
E02/004	00062	PROBABLY TEDX	CARLSBERG GROUP	BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE, Brussels	BELGIUM		NOBODY, Copenhagen / ARTOFFICIAL, Copenhagen / TGBVFX, Copenhagen / RGB, Vilnius / MDH HOLOGRAM, London		STUDIO TARGRAM
F02/003	00038	CAR CURLING	SM POLIS INSURANCE	SMPOLIS.RU INSURANCE AGENCY	VOSKHOD, Ekaterinburg	RUSSIA	VOSKHOD, Ekaterinburg		VOSKHOD, Ekaterinburg	

Total Awards:

35

Prize

Grand Prix

Gold Eurobest

Gold Eurobest

Gold Eurobest

Gold Eurobest

Gold Eurobest

Gold Eurobest

Silver Eurobest

Silver Eurobest

Silver Eurobest

Silver Eurobest

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