

Creative Belgium Awards Shortlist

Brand Experience & Activation

* Subcategory	* Campaign Title	* Brand	* Entrant
Use of Brand Experience & Activation	Campari Creates	Campari	FamousGrey
Use of Brand Experience & Activation	Social Plates	Bru	Happiness Brussels
Use of Brand Experience & Activation	The National Debate	Lefte	BBDO Belgium
Use of Brand Experience & Activation	KBC Vindr	KBC	TBWA\Belgium
Use of Brand Experience & Activation	Rescue Drivers	Volkswagen	DDB Brussels
Use of Brand Experience & Activation	The Punching Door Tour	Volkswagen	DDB Brussels
Use of Brand Experience & Activation	Volts by Volvo	Volvo	FamousGrey
Use of Brand Experience & Activation	Volvo Slow Down Cake	Volvo	FamousGrey
Use of Brand Experience & Activation	.comdom	Telenet	Wunderman Thompson Antwerp
Use of Brand Experience & Activation	The Car Key to Public Transport	STIB/MIVB	mortierbrigade
Use of Brand Experience & Activation	Ad without the break	MediaMarkt	Wunderman Thompson Antwerp
Use of Brand Experience & Activation	Raging Banners	VOO	Happiness Brussels
Use of Brand Experience & Activation	now.brussels	visit brussels	FamousGrey
Use of Brand Experience & Activation	Rue Introuvable	STIB/MIVB	mortierbrigade
Integrated Campaign	Rescue Drivers	Volkswagen	DDB Brussels
Integrated Campaign	Sorry is a Start	Creative Belgium	Happiness Brussels
Integrated Campaign	-60% culture	State of the Arts	BBDO Belgium
Integrated Campaign	TelenetGO	Telenet	Wunderman Thompson Antwerp
Integrated Campaign	Rue Introuvable	STIB/MIVB	mortierbrigade

Creative Belgium Awards Shortlist

Creative Data

✦ Subcategory

- Data-Enhanced Creativity
- Storytelling
- Use of Real-Time Data

✦ Campaign Title

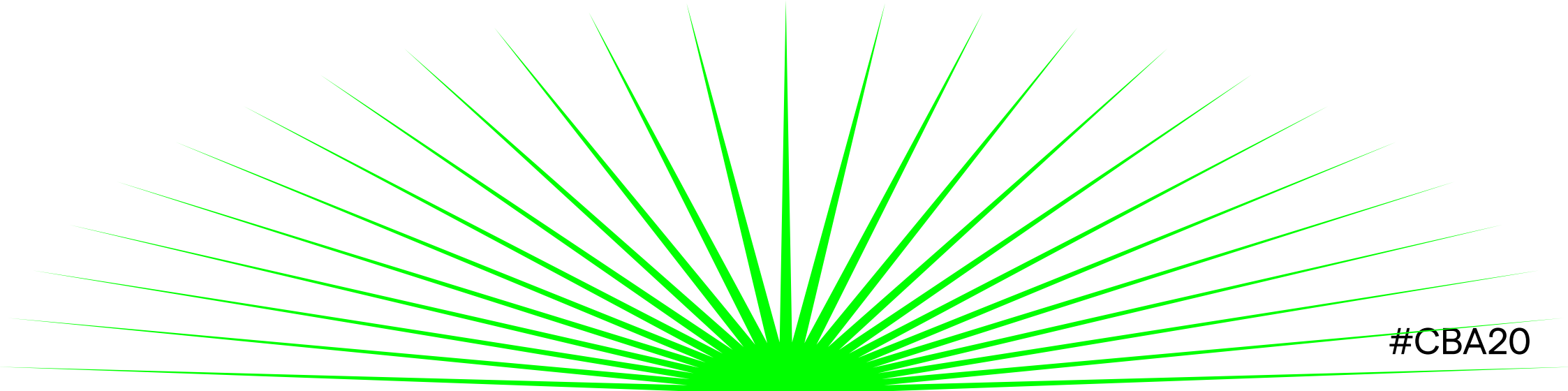
- now.brussels
- History boarding
- now.brussels

✦ Brand

- visit brussels
- Telenet
- visit brussels

✦ Entrant

- FamousGrey
- TBWA\Belgium
- FamousGrey



Creative Belgium Awards Shortlist

Design

✦ Subcategory

- Branding
- Branding
- Branding
- Branding
- Graphic Design, Poster Design
- Graphic Design, Poster Design
- Graphic Design, Poster Design
- Graphic Design, Publications
- Graphic Design, Publications
- Graphic Design, POS Material
- Mobile Graphic Design
- Mobile Graphic Design
- Craft
- Craft

✦ Campaign Title

- AMS Rebranding
- MAD, Home of Creators
- Born To Go
- Kanal Centre Pompidou
- Integrated Conference 2019
- Video Call Art
- vote for meAL
- Hart Magazine
- De Beer en Zijn Sjaal
- Campari Creates
- 60% culture
- Our People Too
- Pep
- Our People Too

✦ Brand

- Antwerp Management School
- MAD
- Samsonite
- Kanal Centre Pompidou
- Integrated Conference
- VOO
- Lidl
- Hart Magazine
- Club Brugge
- Campari
- State of the Arts
- Vluchtelingenwerk
- Colophon Foundry
- Vluchtelingenwerk

✦ Entrant

- Mirror Mirror
- Stoëmp Studio
- Wunderman Thompson Antwerp
- Coast
- Mirror Mirror
- Happiness Brussels
- BBDO Belgium
- Vrints-Kolsteren
- Lucy
- FamousGrey
- BBDO Belgium
- mortierbrigade
- Studio Dries Wiewauters
- mortierbrigade

Creative Belgium Awards Shortlist

Digital

✦ Subcategory

Websites & Microsites

Integrated Cross Platform Campaign

Mobile Applications

Mobile Applications

Social Networking

Social Networking

Social Networking

Social Networking

Online Ads

Online Ads

Viral Advertising

Viral Advertising

Viral Advertising

Use of Talent & Influencers

Use of Talent & Influencers

Creative Use of Technology

✦ Campaign Title

De Beer en Zijn Sjaal

TelenetGO

.comdom

now.brussels

KBC Vindr

-60% culture

The Real Challenge

Instaverliefd

Ad without the break

Raging Banners

Freestyler: The rebirth

-60% culture

The Real Challenge

Ramadamadingdong

Tik Tak 2.0

The Car Key to Public Transport

✦ Brand

Club Brugge

Telenet

Telenet

visit brussels

KBC

State of the Arts

European Union & Unicef Global

Kom Op Tegen Kanker

MediaMarkt

VOO

Telenet

State of the Arts

European Union & Unicef Global

Studio Brussel

Ketnet

STIB/MIVB

✦ Entrant

Lucy

Wunderman Thompson Antwerp

Wunderman Thompson Antwerp

FamousGrey

TBWA\Belgium

BBDO Belgium

Mutant

FamousGrey

Wunderman Thompson Antwerp

Happiness Brussels

TBWA\Belgium

BBDO Belgium

Mutant

Mutant

Lucy

mortierbrigade

Creative Belgium Awards Shortlist

Direct

✱ Subcategory

Use of Direct Marketing
Use of Direct Marketing
Use of Direct Marketing
Use of Direct Marketing
Use of Direct Marketing
Use of Direct Marketing
Use of Direct Marketing
Use of Direct Marketing
Use of Direct Marketing
Integrated Campaign
Integrated Campaign
Integrated Campaign
Craft, Copywriting
Craft, Experience Design
Craft, Experience Design

✱ Campaign Title

The National Debate
Rescue Drivers
.comdom
De Beer en Zijn Sjaal
DealerBot
Raging Banners
-60% culture
now.brussels
Rue Introuvable
the ClassiCall
Volts by Volvo
-60% culture
TelenetGO
De Beer en Zijn Sjaal
Social Plates
Focus Lines

✱ Brand

Leffe
Volkswagen
Telenet
Club Brugge
Reset
VOO
State of the Arts
visit brussels
STIB/MIVB
Brussels Philharmonic
Volvo
State of the Arts
Telenet
Club Brugge
Bru
Volvo

✱ Entrant

BBDO Belgium
DDB Brussels
Wunderman Thompson Antwerp
Lucy
Happiness Brussels
Happiness Brussels
BBDO Belgium
FamousGrey
mortierbrigade
BBDO Belgium
FamousGrey
BBDO Belgium
Wunderman Thompson Antwerp
Lucy
Happiness Brussels
FamousGrey

#CBA20

Creative Belgium Awards Shortlist

Film

✱ Subcategory

Film & Cinema
Film & Cinema
Film & Cinema
Film & Cinema
Film & Cinema
Film & Cinema
Internet Film
Internet Film
Internet Film
Internet Film
Branded TV Content & TV Creativity
Branded TV Content & TV Creativity
Branded TV Content & TV Creativity
Branded Film Content
Branded Film Content
Craft, Copywriting
Craft, Direction
Craft, Direction
Craft, Direction
Craft, Editing
Craft, Editing

✱ Campaign Title

Drive Responsibly
Schijnbaar / Blijkbaar
Tasteful Discussions
CROKY La Bise
Born To Go
The Extended Chairlift
Unwrap your Dreams
Volvo Repay Nature
Freestyler: The rebirth
Tik Tak 2.0
Woodstock
Ad without the break
Dancing With the Stars
The Eatable Subtitles
Freestyler: The rebirth
Instaverliefd
Samen
Freestyler: The rebirth
Wie Is Guy?
Born To Go
Born To Go
Da's vlotjes

✱ Brand

Jupiler
De Standaard
Lidl
CROKY
Samsonite
Lotto
Dreamland
Volvo
Telenet
Ketnet
Klara
MediaMarkt
Stichting Tegen Kanker
Mondelèz - LU
Telenet
Kom Op Tegen Kanker
Cornet
Telenet
Zwangere Guy
Samsonite
Samsonite
Fluvius

✱ Entrant

BBDO Belgium
Lucy
BBDO Belgium
FamousGrey
Wunderman Thompson Antwerp
mortierbrigade
mortierbrigade
FamousGrey
TBWA\Belgium
Lucy
Lucy
Wunderman Thompson Antwerp
Happiness Brussels
at-thetable
TBWA\Belgium
FamousGrey
Dallas Antwerp
TBWA\Belgium
CZAR
Wunderman Thompson Antwerp
Hamlet
BBDO Belgium

Creative Belgium Awards Shortlist

Film

✦ Subcategory

- Craft, Special Effects
- Craft, Cinematography
- Craft, Cinematography
- Craft, Product Design
- Craft, Product Design
- Craft, Use of Music
- Craft, Use of Music
- Craft, Use of Music
- Craft, Use of Music
- Craft, Use of Music
- Craft, Use of Music
- Craft, Use of Music

✦ Campaign Title

- Achieve Gamefulness
- Sorry is a Start
- Born To Go
- Achieve Gamefulness
- Born To Go
- J'aime la vie
- Freestyler: The rebirth
- Capte Pas le Wifi
- Shitty Jobs
- Music is our answer
- Filmmuziek
- Unwrap your Dreams

✦ Brand

- HP Omen
- Creative Belgium
- Samsonite
- HP Omen
- Samsonite
- Jupiler
- Telenet
- VOO
- Equal Pay Day
- Studio Brussel
- Klara
- Dreamland

✦ Entrant

- Hamlet
- Happiness Brussels
- Wunderman Thompson Antwerp
- Hamlet
- Wunderman Thompson Antwerp
- BBDO Belgium
- TBWA\Belgium
- Happiness Brussels
- mortierbrigade
- Mutant
- Lucy
- mortierbrigade



Creative Belgium Awards Shortlist

Innovative

✦ Subcategory

- Innovative
- Innovative
- Innovative
- Innovative

✦ Campaign Title

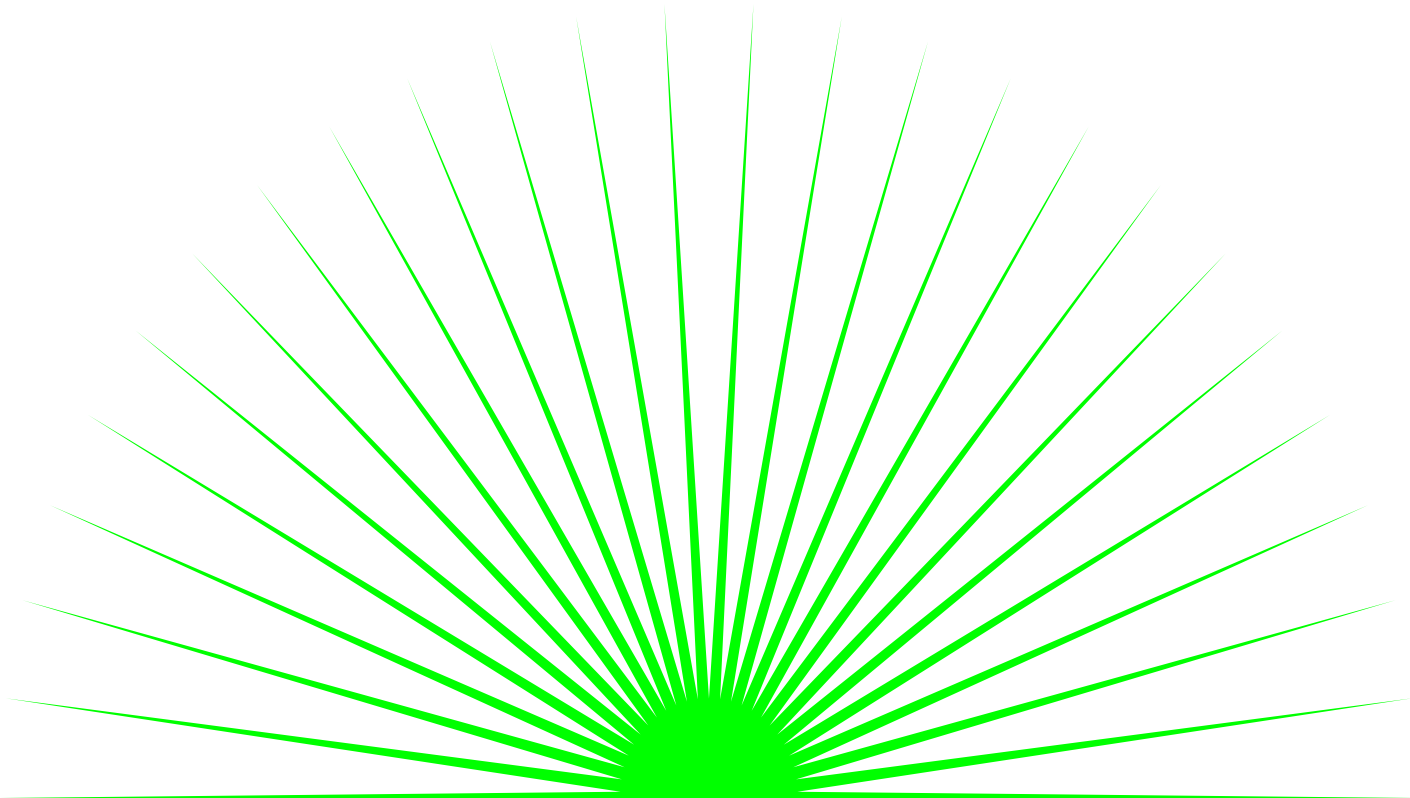
- Rescue Drivers
- Volts by Volvo
- .comdom
- now.brussels

✦ Brand

- Volkswagen
- Volvo
- Telenet
- visit brussels

✦ Entrant

- DDB Brussels
- FamousGrey
- Wunderman Thompson Antwerp
- FamousGrey



Creative Belgium Awards Shortlist

Integrated

✦ Subcategory

- Integrated
- Integrated
- Integrated
- Integrated
- Integrated

✦ Campaign Title

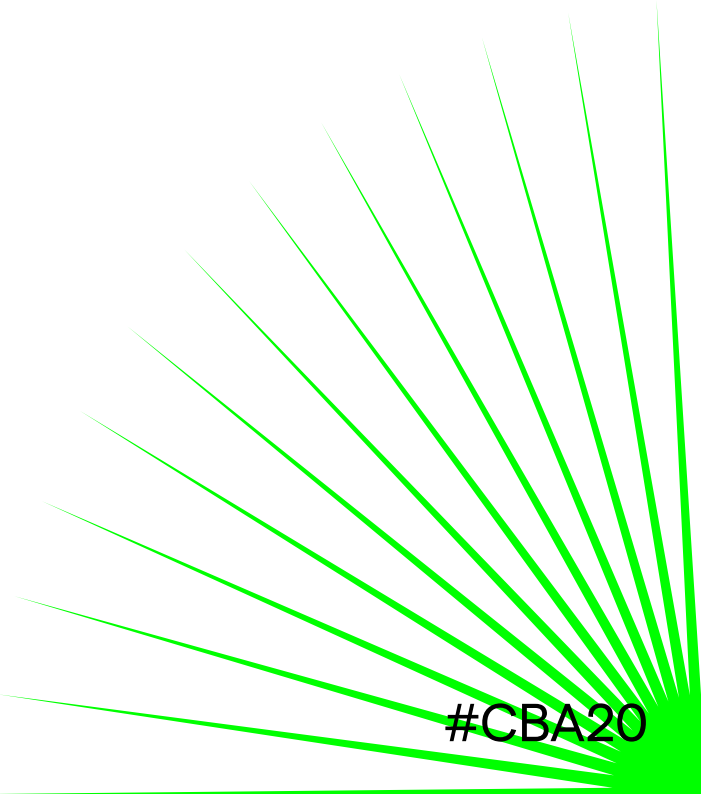
- 60% culture
- Ramadamadingdong
- Schijnbaar / Blijkbaar
- TelenetGO
- The Value of Fresh

✦ Brand

- State of the Arts
- Studio Brussel
- De Standaard
- Telenet
- Lidl

✦ Entrant

- BBDO Belgium
- Mutant
- Lucy
- Wunderman Thompson Antwerp
- BBDO Belgium



#CBA20

Creative Belgium Awards Shortlist

Media

* Subcategory

TV & Cinema

Press

Top Topical

Top Topical

Top Topical

Top Topical

Top Topical

Radio

Radio

Outdoor

Outdoor

Outdoor

Outdoor

Ambient Media: Small Scale

Ambient Media: Small Scale

Ambient Media: Large Scale

Ambient Media: Large Scale

Special Events, Stunts & Live Advertising

Special Events, Stunts & Live Advertising

Online

Online

Social Media

* Campaign Title

Drive Responsibly

The Faces behind the Numbers

The Inclusive Beer Ad

-60% culture

#10YearChallenge

vote for meAL

Lidl Hack

Drive Responsibly

Ramadamadingdong

The Car Key to Public Transport

Our People Too

Ramadamadingdong

vote for meAL

Campari Creates

Social Plates

Focus Lines

Rue Introuvable

End The Wait

History boarding

Ad without the break

Raging Banners

Instaverliefd

* Brand

Jupiler

Pink Ribbon

Jupiler

State of the Arts

Missing Children Europe

Lidl

Euromillions

Jupiler

Studio Brussel

STIB/MIVB

Vluchtelingenwerk

Studio Brussel

Lidl

Campari

Bru

Volvo

STIB/MIVB

SP.A

Telenet

MediaMarkt

VOO

Kom Op Tegen Kanker

* Entrant

BBDO Belgium

mortierbrigade

BBDO Belgium

BBDO Belgium

Lucy

BBDO Belgium

TBWA\Belgium

BBDO Belgium

Mutant

mortierbrigade

mortierbrigade

Mutant

BBDO Belgium

FamousGrey

Happiness Brussels

FamousGrey

mortierbrigade

Happiness Brussels

TBWA\Belgium

Wunderman Thompson Antwerp

Happiness Brussels

FamousGrey

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Creative Belgium Awards Shortlist

Media

* Subcategory

Other Digital Media
Integrated Campaigns
Self Promotion

* Campaign Title

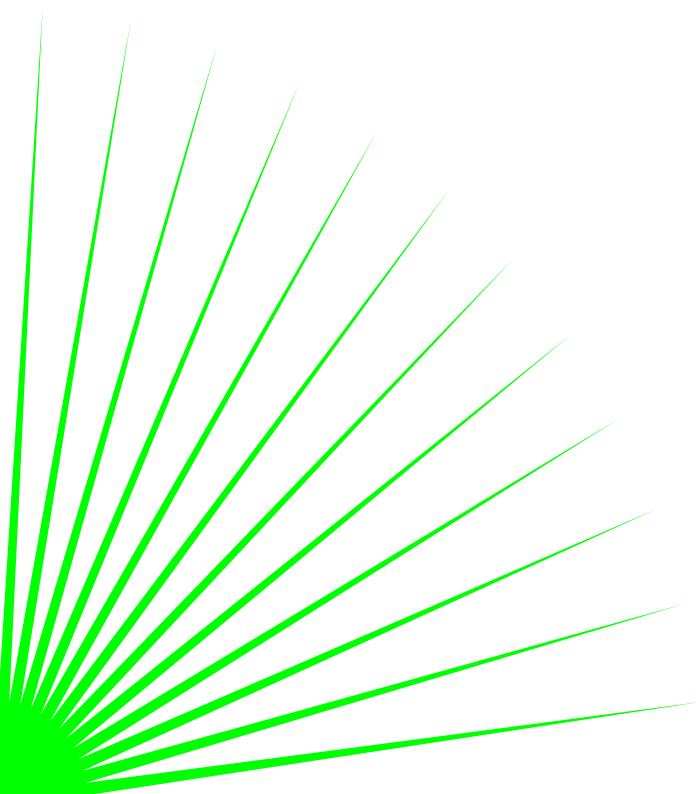
The Car Key to Public Transport
Fastest Internet
#klimaatcopy

* Brand

STIB/MIVB
VOO
TBWA

* Entrant

mortierbrigade
Happiness Brussels
TBWA\Belgium



Creative Belgium Awards Shortlist

Outdoor

* Subcategory	* Campaign Title	* Brand	* Entrant
Billboards & Street Posters	Great Beer Travels	AB InBev	TBWA\Belgium
Billboards & Street Posters	Our People Too	Vluchtelingenwerk	mortierbrigade
Indoor Posters	Video Call Art	VOO	Happiness Brussels
Digital Posters	History boarding	Telenet	TBWA\Belgium
Digital Posters	Sleep Movement	IKEA	DDB Brussels
Ambient: Bars, Restaurants, Stores	Social Plates	Bru	Happiness Brussels
Ambient: Small Scale	Campari Creates	Campari	FamousGrey
Ambient: Small Scale	Lidl Hack	Euromillions	TBWA\Belgium
Ambient: Special Builds	MINI Birthday Party	MINI	TBWA\Belgium
Ambient: Special Builds	The Social Media Judge	Orde van Vlaamse Balies	FamousGrey
Ambient: Special Builds	vote for meAL	Lidl	BBDO Belgium
Ambient: Special Builds	Brieven aan Bijou	Stad Antwerpen	Het Geluidshuis
Ambient: Special Builds	Rue Introuvable	STIB/MIVB	mortierbrigade
Ambient: Stunts, Live Advertising	The National Debate	Lefte	BBDO Belgium
Ambient: Stunts, Live Advertising	-60% culture	State of the Arts	BBDO Belgium
Ambient: Stunts, Live Advertising	De Grote Prijs Stig Broeckx	Nationale Loterij	TBWA\Belgium
Ambient: Stunts, Live Advertising	Rue Introuvable	STIB/MIVB	mortierbrigade
Ambient: Transit	The Punching Door Tour	Volkswagen	DDB Brussels
Ambient: Transit	Canal Grande	Klara	Lucy
Craft, Art Direction	Great Beer Travels	AB InBev	TBWA\Belgium
Craft, Art Direction	Video Call Art	VOO	Happiness Brussels

#CBA20

Creative Belgium Awards Shortlist

Outdoor

✦ Subcategory

Craft, Art Direction
Craft, Art Direction
Craft, Art Direction

✦ Campaign Title

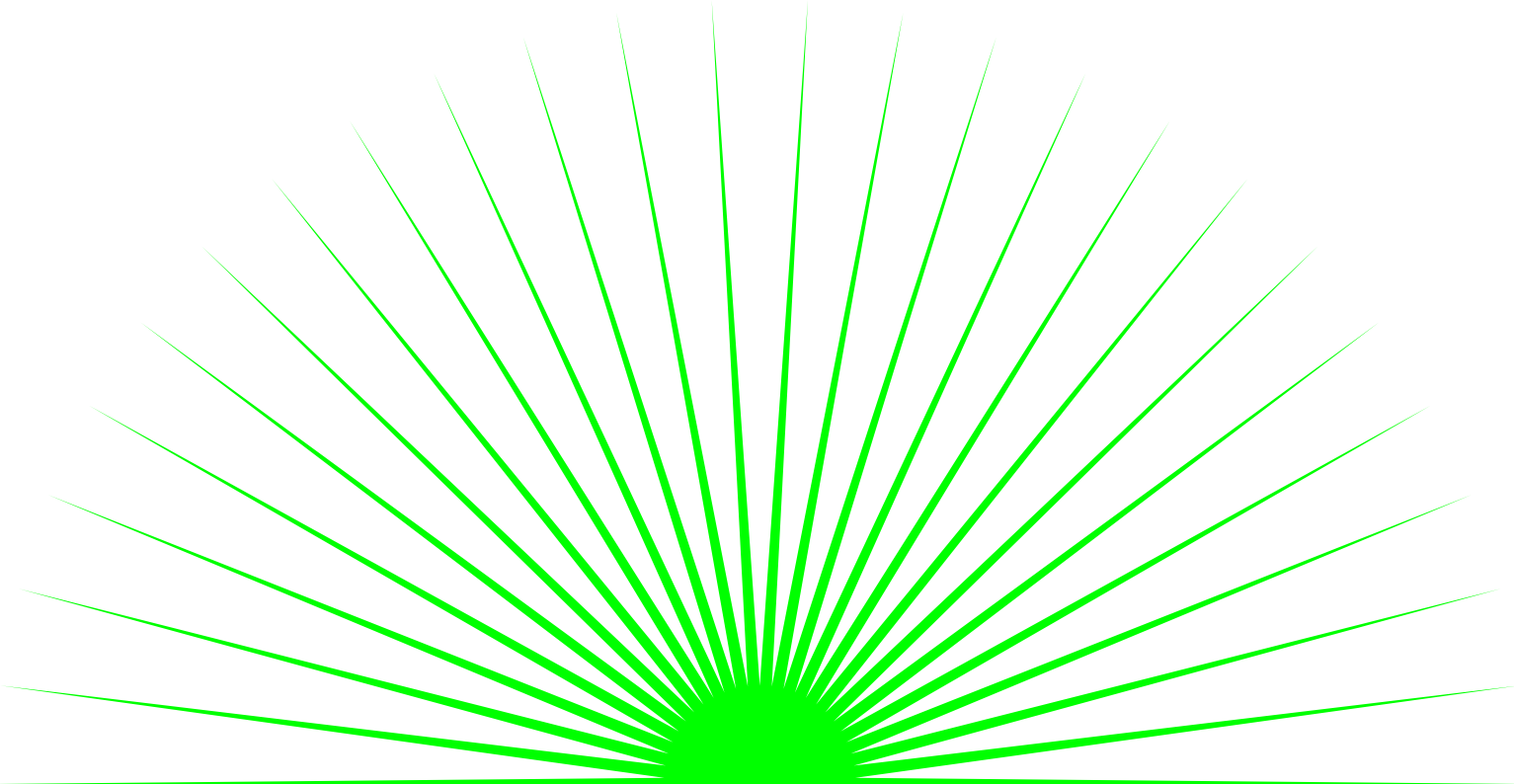
Our People Too
dSAudio
vote for meAL

✦ Brand

Vluchtelingenwerk
De Standaard
Lidl

✦ Entrant

mortierbrigade
Lucy
BBDO Belgium



Creative Belgium Awards Shortlist

PR

* Subcategory

- Corporate Communication
- Corporate Communication
- Consumer Communication
- Consumer Communication
- Consumer Communication
- Consumer Communication
- Events, Live Shows
- Events, Live Shows

* Campaign Title

- De Beer en Zijn Sjaal
- 60% culture
- The Inclusive Beer Ad
- Volts by Volvo
- .comdom
- Ramadamadingdong
- De Grote Prijs Stig Broeckx
- Our People Too

* Brand

- Club Brugge
- State of the Arts
- Jupiler
- Volvo
- Telenet
- Studio Brussel
- Nationale Loterij
- Vluchtelingenwerk

* Entrant

- Lucy
- BBDO Belgium
- BBDO Belgium
- FamousGrey
- Wunderman Thompson Antwerp
- Mutant
- TBWA\Belgium
- mortierbrigade



Creative Belgium Awards Shortlist

Press

✦ Subcategory

- Use of Press
- Use of Press
- Use of Press
- Branded Press Content
- Craft, Copywriting
- Craft, Copywriting
- Craft, Art Direction
- Craft, Illustration

✦ Campaign Title

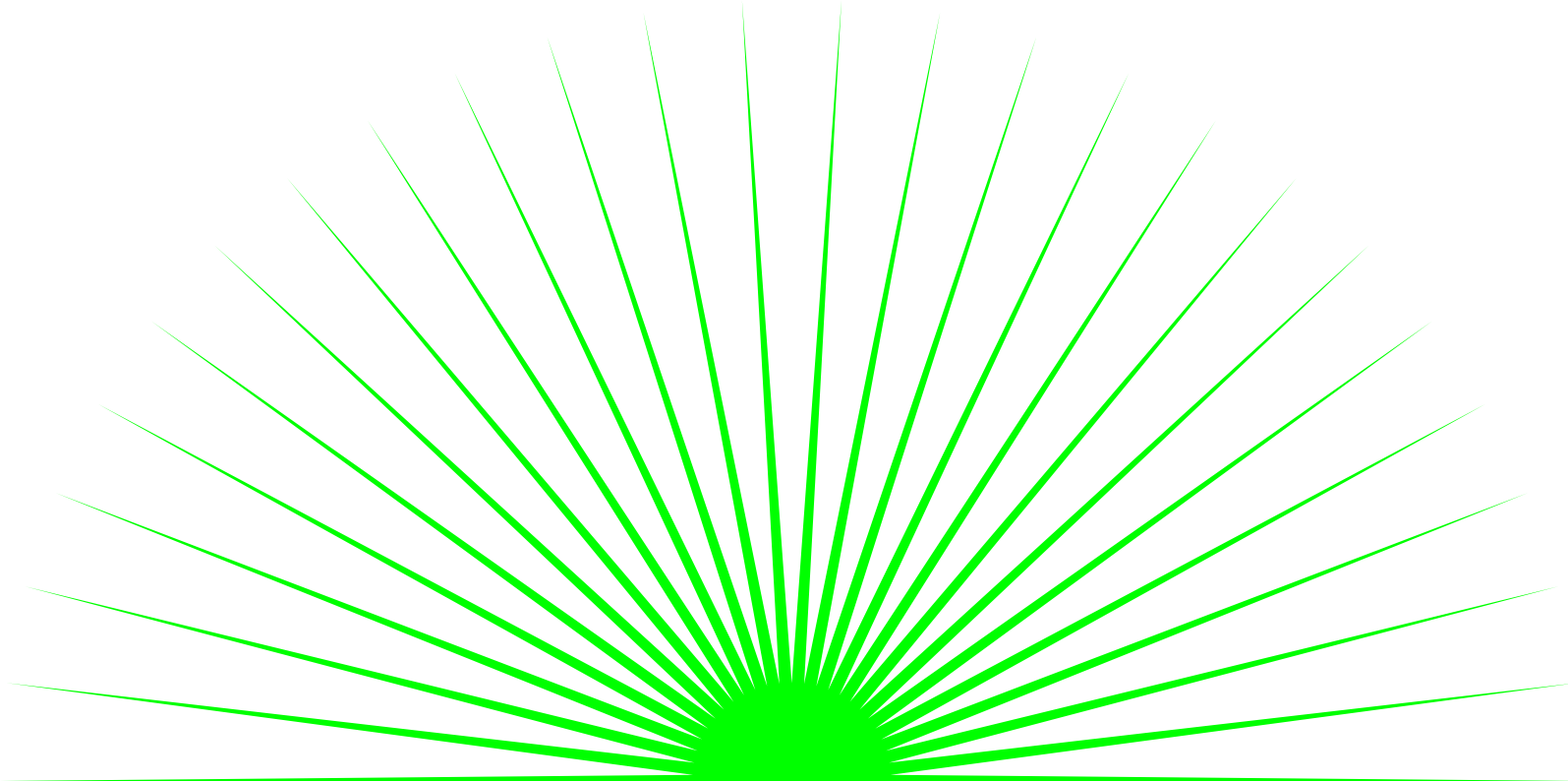
- The Inclusive Beer Ad
- Video Call Art
- The Faces behind the Numbers
- De Beer en Zijn Sjaal
- The Inclusive Beer Ad
- De Beer en Zijn Sjaal
- Video Call Art
- De Beer en Zijn Sjaal

✦ Brand

- Jupiler
- VOO
- Pink Ribbon
- Club Brugge
- Jupiler
- Club Brugge
- VOO
- Club Brugge

✦ Entrant

- BBDO Belgium
- Happiness Brussels
- mortierbrigade
- Lucy
- BBDO Belgium
- Lucy
- Happiness Brussels
- Lucy



Creative Belgium Awards Shortlist

Radio & Audio

✦ Subcategory

- Craft, Use of Music
- Craft, Use of Music
- Craft, Casting & Performance
- Craft, Casting & Performance
- Craft, Casting & Performance

✦ Campaign Title

- IKEA Pets Tunes
- the ClassiCall
- Beer Reviews
- Zwangere Guy Jaaroverzicht
- Johanna en het Gravensteen

✦ Brand

- IKEA
- Brussels Philharmonic
- Carlsberg International
- De Morgen
- Historische Huizen Gent

✦ Entrant

- Ogilvy Social.Lab
- BBDO Belgium
- Happiness Brussels
- mortierbrigade
- Het Geluidshuis

