

# CREATIVE BELGIUM AWARDS SHORTLIST

## Outdoor

SUBCATEGORY	CAMPAIGN TITLE	BRAND	ENTRANT
Billboards & Street Posters	1 op 9	Pink Ribbon & Etam	Lucy
Billboards & Street Posters	De Ochtend Suckt	Studio Brussel	Mutant
Billboards & Street Posters	Firsthugs	Canon	Happiness Brussels
Billboards & Street Posters	The M Effect	McDonald's Belgium	TBWA\Belgium
Billboards & Street Posters	Webcam Portraits	Telenet	TBWA\Belgium
Small Scale Special Solutions	Non-Bob	VIAS & OVK / PEVR	Happiness Brussels
Special Builds	Cobblestone Tribute	Het Nieuwsblad	LDV United
Special Builds	Home Street Home	Solidarité Grands Froids	TBWA\Belgium
Stunts, Live Advertising	Clean your Street View	Mooimakers	mortierbrigade
Copywriting	Vroeg of Laat Kijk Je Canvas	Canvas	Mutant
Art Direction	The M Effect	McDonald's Belgium	TBWA\Belgium
Illustration	Campari Bus Shelter Art Gallery	Campari Belgium	FamousGrey
Photography	Firsthugs	Canon	Happiness Brussels
Photography	The M Effect	McDonald's Belgium	TBWA\Belgium
Photography	Webcam Portraits	Telenet	TBWA\Belgium