

# The shortlist

BRAND EXPERIENCE

## Subcategory

## Campaign title

## Brand

## Entrant

GUERILLA & STUNTS

Drunk Shirts

Carlsberg

Happiness Brussels

GUERILLA & STUNTS

The Kid That Counts

Vluchtelingenwerk

mortierbrigade

GUERILLA & STUNTS

Saved By The Doorbell

Equal.Brussels

AIR

DIGITAL EXPERIENCE

Think In Colour

Knack/Le Vif

Mutant

DIGITAL EXPERIENCE

Counter-Strike: Antwerp Harbour

Stad Antwerpen

Lucy

DIGITAL EXPERIENCE

OK Groomer

Child Focus

Wunderman Thompson Benelux

DIGITAL EXPERIENCE

Veilig Over

OVK/PEVR

Happiness Brussels

RETAIL EXPERIENCE

Bricks From A Legend

Jumbo Supermarkets

LDV United

INTEGRATED CAMPAIGN

Boeren Voor Boeren

Club Brugge

Mutant

INTEGRATED CAMPAIGN

Saved By The Doorbell

Equal.Brussels

AIR

INTEGRATED CAMPAIGN

Placeb'Eau

SPA

Happiness Brussels

INTEGRATED CAMPAIGN

Syllabuse

Vlaamse Ombudsdienst

mortierbrigade

CBA23

# The shortlist

CORPORATE PURPOSE

## Subcategory

## Campaign title

## Brand

## Entrant

CORPORATE PURPOSE & SOCIAL  
RESPONSIBILITY

See My Pain

Helan

FamousGrey

CORPORATE PURPOSE & SOCIAL  
RESPONSIBILITY

Boeren Voor Boeren

Club Brugge

Mutant

CORPORATE PURPOSE & SOCIAL  
RESPONSIBILITY

Respect

STIB/MIVB

mortierbrigade

CORPORATE PURPOSE & SOCIAL  
RESPONSIBILITY

Beautiful Bins

McDonald's Belgium®

TBWA\Belgium

CBA23

# The shortlist

## CULTURE & SOCIAL BEHAVIOUR

### Subcategory

### Campaign title

### Brand

### Entrant

CULTURAL INSIGHT

Yaka!

Mediafin

FamousGrey

CULTURAL INSIGHT

The Unforgettable 2 Minutes

Nationaal Comité 4 en 5 mei

Publicis Groupe Benelux

CULTURAL INSIGHT

Bricks From A Legend

Jumbo Supermarkets

LDV United

CULTURAL INSIGHT

The Dream Final

De Morgen

mortierbrigade

CULTURAL INSIGHT

RamAHdan

Albert Heijn

Accenture Song

CULTURAL INSIGHT

The Umbilical Cord

Equal Pay Day

mortierbrigade

CULTURAL INSIGHT

Onze Bro

Bisdom Antwerpen

CHOO CHOO

CULTURAL INSIGHT

Saved By The Doorbell

Equal.Brussels

AIR

SOCIAL BEHAVIOUR

De Boer Kent Z'n Veld

Club Brugge

Mutant

SOCIAL BEHAVIOUR

See My Pain

Helan

FamousGrey

SOCIAL BEHAVIOUR

Respect

STIB/MIVB

mortierbrigade

SOCIAL BEHAVIOUR

The Talk

VLESP

Lucy

SOCIAL BEHAVIOUR

WikiTruth

Ukrainian Witness

Publicis Groupe Belgium

SOCIAL BEHAVIOUR

Onze Natuur

Onze Natuur

Hotel Hungaria

SOCIAL BEHAVIOUR

OK Groomer

Child Focus

Wunderman Thompson Benelux

SOCIAL BEHAVIOUR

Day 3

MSD

TBWA\Belgium

SOCIAL BEHAVIOUR

SoberCoins

Stad Balen

Happiness Brussels

SOCIAL BEHAVIOUR

Waze Invaders

OVK/PEVR

Happiness Brussels

**CBA23**

# The shortlist

## DESIGN

### Subcategory

### Campaign title

### Brand

### Entrant

BRANDING

Tomboy x Jupiler

Tomboy, Jupiler

The Satisfaction

BRANDING

Creative Belgium Awards 2022

Creative Belgium

Vrints-Kolsteren

BRANDING

Doel Festival

Doel Festival

Vrints-Kolsteren

BRANDING

Belgian Owl

Belgian Owl

WeWantMore

BRANDING

Rebranding Brussels Philharmonic

Brussels Philharmonic

WeWantMore

BRANDING

Rebranding Loop Earplugs

Loop Earplugs

WeWantMore

BRANDING

Rebranding SPA

SPA

WeWantMore

BRANDING

Rebranding Kringwinkel

Kringwinkel

Vrints-Kolsteren

BRANDING

Visual Identity For Echo

Echo Records

LOBSTER

GRAPHIC DESIGN: PUBLICATIONS

AbortUS

Knack

Mutant

GRAPHIC DESIGN: INTEGRATED

Listen Festival 2022

Listen Festival

LOBSTER

PRODUCT & PACKAGING DESIGN

Belgian Owl

Belgian Owl

WeWantMore

SPATIAL & ENVIRONMENTAL GRAPHICS

The Kid That Counts

Vluchtelingenwerk

mortierbrigade

SPATIAL & ENVIRONMENTAL GRAPHICS

Oever Gallery

Oever Gallery

5AM

DIGITAL & MOBILE GRAPHIC DESIGN

Think In Colour

Knack/Le Vif

Mutant

DIGITAL & MOBILE GRAPHIC DESIGN

Keep Hope Alive

Child Focus

Wunderman Thompson Benelux

# CBA23

# The shortlist

DESIGN

## Subcategory

USE OF DESIGN CRAFT

USE OF DESIGN CRAFT

USE OF DESIGN CRAFT

USE OF DESIGN CRAFT

## Campaign title

Listen Festival 2022

The Dream Final

Belgian Owl

Rebranding Caroline Bosmans

## Brand

Listen Festival

De Morgen

Belgian Owl

Caroline Bosmans

## Entrant

LOBSTER

mortierbrigade

WeWantMore

Mutant

CBA23

# The shortlist

## DIGITAL

### Subcategory

### Campaign title

### Brand

### Entrant

INTERACTIVE APPLICATIONS:  
MOBILE APPLICATIONS

OK Groomer

Child Focus

Wunderman Thompson Benelux

INTERACTIVE APPLICATIONS:  
MOBILE APPLICATIONS

Veilig Over

OVK/PEVR

Happiness Brussels

INTERACTIVE APPLICATIONS:  
SOCIAL NETWORKING

Vans Customs Sessions

VANS

Ogilvy Social.Lab

INTERACTIVE APPLICATIONS:  
BRANDED GAMES

Counter-Strike: Antwerp Harbour

Stad Antwerpen

Lucy

INTERACTIVE APPLICATIONS:  
BRANDED GAMES

OK Groomer

Child Focus

Wunderman Thompson Benelux

VIRAL ADVERTISING

Respect

STIB/MIVB

mortierbrigade

CREATIVE DATA: DATA STORYTELLING

See My Pain

Helan

FamousGrey

CREATIVE DATA: DATA VISUALISATION

Think in Colour

Knack/Le Vif

Mutant

CREATIVE DATA: DATA VISUALISATION

See My Pain

Helan

FamousGrey

CREATIVE DATA: REAL-TIME DATA

Waze Invaders

OVK/PEVR

Happiness Brussels

USE OF TALENT & INFLUENCERS

Bricks From A Legend

Jumbo Supermarkets

LDV United

USE OF TALENT & INFLUENCERS

The King's Tactics

RBFA & Royal Palace

AKA De Mensen

# CBA23

# The shortlist

DIGITAL

## Subcategory

CREATIVE USE OF TECHNOLOGY

CREATIVE USE OF TECHNOLOGY

CREATIVE USE OF TECHNOLOGY

CREATIVE USE OF TECHNOLOGY

DIGITAL CRAFT: FUNCTION

DIGITAL CRAFT: CONTENT

DIGITAL CRAFT: DATA

## Campaign title

See My Pain

The Dream Final

WikiTruth

Waze Invaders

Veilig Over

The Unforgettable 2 Minutes

Think In Colour

## Brand

Helan

De Morgen

Ukrainian Witness

OVK/PEVR

OVK/PEVR

Nationaal Comité 4 en 5 mei

Knack/Le Vif

## Entrant

FamousGrey

mortierbrigade

Publicis Groupe Belgium

Happiness Brussels

Happiness Brussels

Publicis Groupe Belgium

Mutant

CBA23

# The shortlist

DIRECT

## Subcategory

## Campaign title

## Brand

## Entrant

PHYSICAL ITEMS

Bricks From A Legend

Jumbo Supermarkets

LDV United

PHYSICAL ITEMS

Placeb'Eau

SPA

Happiness Brussels

PHYSICAL ITEMS

SoberCoins

Stad Balen

Happiness Brussels

OUT OF HOME

The Discussion Starts Here

Telenet Play Sports

TBWA\Belgium

DIGITAL & ONLINE

The Unforgettable 2 Minutes

Nationaal Comité 4 en 5 mei

Publicis Groupe Belgium

DIGITAL & ONLINE

WikiTruth

Ukrainian Witness

Publicis Groupe Belgium

DIGITAL & ONLINE

Call Mom

Proximus

FamousGrey

DIGITAL & ONLINE

Veilig Over

OVK/PEVR

Happiness Brussels

INTEGRATED CAMPAIGNS

Bricks From A Legend

Jumbo Supermarkets

LDV United

INTEGRATED CAMPAIGNS

Boeren Voor Boeren

Club Brugge

Mutant

INTEGRATED CAMPAIGNS

Veilig Over

OVK/PEVR

Happiness Brussels

INTEGRATED CAMPAIGNS

Respect

STIB/MIVB

mortierbrigade

CBA23



# The shortlist

FILM

## Subcategory

FILM & CINEMA

FILM & CINEMA

INTERNET FILM

INTERNET FILM

INTERNET FILM

INTERNET FILM

INTERNET FILM

BRANDED TV CONTENT & CREATIVITY

OTHER SCREENS

OTHER SCREENS

CRAFT: SCRIPTWRITING FILM

CRAFT: SCRIPTWRITING FILM

CRAFT: SCRIPTWRITING FILM

CRAFT: SCRIPTWRITING FILM

CRAFT: FILM DIRECTION

CRAFT: FILM DIRECTION

CRAFT: FILM DIRECTION

CRAFT: EDITING

CRAFT: EDITING

## Campaign title

Insupportable

The Umbilical Cord

Tomboy x Jupiler

The Talk

Apply Your Skills To The Household

The King's Tactics

Respect

Blind Gesprongen

Once Upon A.I.

The Safety Music Video

Ça N'arrive Pas Qu'Aux Autres

The Talk

Patience

Respect

The Umbilical Cord

Fearless

The Glitch

Fearless

The Glitch

## Brand

V00

Equal Pay Day

Tomboy, Jupiler

VLESP

UnEqual Pay Day

RBFA & Royal Palace

STIB/MIVB

VDAB

Yuval Noah Harari

Brussels Airlines

AWSR

VLESP

Club Brugge

STIB/MIVB

Equal Pay Day

Puma

Alzheimer Forschung

Puma

Alzheimer Forschung

## Entrant

Happiness Brussels

mortierbrigade

The Satisfaction

Lucy

mortierbrigade

AKA De Mensen

mortierbrigade

BBD0 Belgium

Leap Forward

TBWA\Belgium

Hamlet NV

Lucy

Mutant

mortierbrigade

mortierbrigade

Hamlet NV

Caviar

Hamlet NV

Caviar

CBA23

# The shortlist

FILM

## Subcategory

## Campaign title

## Brand

## Entrant

CRAFT: ANIMATION

De Jaren Nul

Studio Brussel

Mutant

CRAFT: VISUAL EFFECTS

Fils De Joie

Stromae

Hamlet

CRAFT: CINEMATOGRAPHY

The Talk

VLESP

Lucy

CRAFT: CINEMATOGRAPHY

The Umbilical Cord

Equal Pay Day

mortierbrigade

CRAFT: CINEMATOGRAPHY

Onze Natuur

Onze Natuur

Hotel Hungaria

CRAFT: CINEMATOGRAPHY

Fearless

Puma

Hamlet

CRAFT: PRODUCT DESIGN

Fils De Joie

Stromae

Hamlet

CRAFT: SOUND DESIGN

Knack MaaiMeiNiet

Knack

CARON

CRAFT: SOUND DESIGN

Fearless

Puma

Hamlet

CRAFT: SOUND DESIGN

De Jaren Nul

Studio Brussel

Mutant

CRAFT: USE OF MUSIC

The Umbilical Cord

Equal Pay Day

mortierbrigade

CRAFT: USE OF MUSIC

Onze Natuur

Onze Natuur

Hotel Hungaria

CRAFT: USE OF MUSIC

Respect

STIB/MIVB

mortierbrigade

CRAFT: CASTING & PERFORMANCE

Valentine's Day Doggy Style

Lidl Belgium

BBDO Belgium

CRAFT: CASTING & PERFORMANCE

The Umbilical Cord

Equal Pay Day

mortierbrigade

CBA23

# The shortlist

INNOVATIVE

## Subcategory

INNOVATIVE

INNOVATIVE

## Campaign title

See My Pain

SoberCoins

## Brand

Helan

Stad Balen

## Entrant

FamousGrey

Happiness Brussels

CBA23

# The shortlist

INTEGRATED

## Subcategory

INTEGRATED

INTEGRATED

INTEGRATED

INTEGRATED

INTEGRATED

INTEGRATED

INTEGRATED

## Campaign title

The Unforgettable 2 Minutes

Unsuck Work

The Discussion Starts Here

Veilig Over

Respect

YAKA!

Onze Natuur

## Brand

Nationaal Comité 4 en 5 mei

Accent

Telenet Play Sports

OVK/PEVR

STIB/MIVB

Mediafin

Onze Natuur

## Entrant

Publicis Groupe Belgium

Mutant

TBWA\Belgium

Happiness Brussels

mortierbrigade

FamousGrey

Hotel Hungaria

CBA23

# The shortlist

LONG TERM

## Subcategory

## Campaign title

## Brand

## Entrant

LONG TERM CREATIVE BRAND  
PLATFORM

De Boer Kent Z'n Veld

Club Brugge

Mutant

LONG TERM CREATIVE BRAND  
PLATFORM

Dare To Doubt

Knack/Le Vif

Mutant

LONG TERM CREATIVE BRAND  
PLATFORM

Jouw Quick. Jouw Smaak

Quick

Happiness Brussels

LONG TERM CREATIVE BRAND  
PLATFORM

HUMO - Making Sense Through  
Nonsense

HUMO

mortierbrigade

CBA23

# The shortlist

MEDIA

## Subcategory

## Campaign title

## Brand

## Entrant

MOBILE

Veilig Over

OVK/PEVR

Happiness Brussels

MOBILE

Waze Invaders

OVK/PEVR

Happiness Brussels

TOP TOPICAL

WikiTruth

Ukrainian Witness

Publicis Groupe Belgium

AMBIENT MEDIA: SMALL SCALE

Placeb'Eau

SPA

Happiness Brussels

AMBIENT MEDIA: SMALL SCALE

SoberCoins

Stad Balen

Happiness Brussels

AMBIENT MEDIA: SMALL SCALE

Saved By The Doorbell

Equal.brussels

AIR

SPECIAL EVENTS, STUNTS & LIVE  
ADVERTISING

Lang Leve Luc

Stad Gent

De Vloer

SPECIAL EVENTS, STUNTS & LIVE  
ADVERTISING

No Service

De Lijn

Accenture Song

SPECIAL EVENTS, STUNTS & LIVE  
ADVERTISING

The Smallest Supercar

Microlino Belgium

TBWA\Belgium

SPECIAL EVENTS, STUNTS & LIVE  
ADVERTISING

The Kid That Counts

Vluchtelingenwerk

mortierbrigade

SPECIAL EVENTS, STUNTS & LIVE  
ADVERTISING

L'Enfer Release

Stromae

Mosaert

ONLINE

WikiTruth

Ukrainian Witness

Publicis Groupe Belgium

ONLINE

Counter-Strike: Antwerp Harbour

Stad Antwerpen

Lucy

ONLINE

(Not So) New Bottles

Carlsberg

Happiness Brussels

OTHER DIGITAL MEDIA

Counter-Strike: Antwerp Harbour

Stad Antwerpen

Lucy

SPONSORSHIP

Drunk Shirts

Carlsberg

Happiness Brussels

BRANDED CONTENT

Syllabuse

Vlaamse Ombudsdienst

mortierbrigade

**CBA23**

# The shortlist

## OUTDOOR

### Subcategory

### Campaign title

### Brand

### Entrant

BILLBOARDS & STREET POSTERS

Beautiful Bins

McDonald's Belgium®

TBWA\Belgium

BILLBOARDS & STREET POSTERS

The Discussion Starts Here

Telenet Play Sports

TBWA\Belgium

INDOOR POSTERS

Apply Your Skills To The Household

UnEqual Pay Day

mortierbrigade

DIGITAL POSTERS

Earth Day

Marktplaats

Happiness Brussels

AMBIENT: BARS, RESTAURANTS, STORES

Placeb'Eau

SPA

Happiness Brussels

AMBIENT: SMALL SCALE SPECIAL SOLUTIONS

Saved By The Doorbell

Equal.Brussels

AIR

AMBIENT: SPECIAL BUILDS

The 29 Minute Restaurant

Renault Belgium

Publicis Groupe Belgium

AMBIENT: SPECIAL BUILDS

The Kid That Counts

Vluchtelingenwerk

mortierbrigade

OUTDOOR CRAFT: COPYWRITING

This Promo Is Not For You, Rudy

Telenet

TBWA\Belgium

OUTDOOR CRAFT: ART DIRECTION

Beautiful Bins

McDonald's Belgium®

TBWA\Belgium

OUTDOOR CRAFT: ART DIRECTION

Unsuck Work

Accent

Mutant

OUTDOOR CRAFT: ART DIRECTION

The 29 Minute Restaurant

Renault Belgium

Publicis Groupe Belgium

OUTDOOR CRAFT: PHOTOGRAPHY

Beautiful Bins

McDonald's Belgium®

TBWA\Belgium

CBA23

# The shortlist

PR

## Subcategory

CORPORATE COMMUNICATION

CORPORATE COMMUNICATION

CONSUMER COMMUNICATION

CONSUMER COMMUNICATION

CONSUMER COMMUNICATION

CONSUMER COMMUNICATION

CONSUMER COMMUNICATION

EVENTS, LIVE SHOWS, FESTIVALS

EVENTS, LIVE SHOWS, FESTIVALS

EVENTS, LIVE SHOWS, FESTIVALS

EVENTS, LIVE SHOWS, FESTIVALS

## Campaign title

Onze Bro

Beautiful Bins

Bricks From A Legend

Boeren Voor Boeren

Respect

OK Groomer

The King's Tactics

SoberCoins

Drunk Shirts

The Kid That Counts

L'Enfer Release

## Brand

Bisdom Antwerpen

McDonald's Belgium®

Jumbo Supermarkets

Club Brugge

STIB/MIVB

Child Focus

RBFA & Royal Palace

Stad Balen

Carlsberg

Vluchtelingenwerk

Stromae

## Entrant

CHOO CHOO

TBWA\Belgium

LDV United

Mutant

mortierbrigade

Wunderman Thompson Benelux

AKA De Mensen

Happiness Brussels

Happiness Brussels

mortierbrigade

Mosaert

CBA23



# The shortlist

PRESS

## Subcategory

PRESS

PRESS

BRANDED PRESS CONTENT

PRESS CRAFT: COPYWRITING PRESS

PRESS CRAFT: ILLUSTRATION

## Campaign title

The Choice

AbortUS

The Dream Final

Poetry Or Aphasia

AbortUS

## Brand

RYD vzw/Reborn To Be Alive vzw

Knack

De Morgen

Vereniging Afasie vzw

Knack

## Entrant

Publicis Groupe Belgium

Mutant

mortierbrigade

Accenture Song Belux

Mutant

CBA23

# The shortlist

RADIO & AUDIO

## Subcategory

## Campaign title

## Brand

## Entrant

RADIO & AUDIO

Vocal Assistance

Vereniging Afasie vzw

Accenture Song

RADIO & AUDIO

The Unforgettable 2 Minutes

Nationaal Comité 4 en 5 mei

Publicis Groupe Belgium

RADIO & AUDIO

Ketnetzone

VRT

Lucy

RADIO & AUDIO

Call Mom

Proximus

FamousGrey

BRANDED AUDIO CONTENT

The Unforgettable 2 Minutes

Nationaal Comité 4 en 5 mei

Publicis Groupe Belgium

BRANDED AUDIO CONTENT

In My Shoes

Bristol

Mutant

BRANDED AUDIO CONTENT

Je Veux Nager

Pool is Cool (via Growfunding)

TBWA\Belgium

CRAFT: COPYWRITING RADIO & AUDIO

Yaka!

Mediafin

FamousGrey

CRAFT: USE OF MUSIC

Yaka!

Mediafin

FamousGrey

CRAFT: USE OF MUSIC

Je Veux Nager

Pool is Cool (via Growfunding)

TBWA\Belgium

CRAFT: USE OF MUSIC

The Safety Music Video

Brussels Airlines

TBWA\Belgium

CRAFT: CASTING & PERFORMANCE

The Safety Music Video

Brussels Airlines

TBWA\Belgium

CRAFT: CASTING & PERFORMANCE

Fromage

RSCA

Het Geluidshuis

CBA23