

NEW TALENT AWARD 2021 NEW TALENT AWARD 2021 NEW TALENT AWARD

# ***NEW TALENT AWARD 2021***

NEW BLOOD AWARDS 2021 NEW BLOOD AWARDS 2021 NEW BLOOD AWARDS

## New Talent

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Creative Belgium aims to develop the next generation of creative talent in partnership with D&AD New Blood. 17 international brands launched 17 briefings that reflect real business challenges and aim to develop the creative skills most sought-after by the industry. We are happy to announce the shortlist of the New Talent Award 2021.

### NEW TALENT AWARD JURY 2021

Arnaud Pitz (BBDO Belgium), Chiara Scherpereel (LDV United), Griet Byl (MediaMarketing), Kate Bellefroid (Wunderman Thompson Antwerp) & Lode Vochten (Publicis Groupe Belgium).

### THE WINNER

Brand	Duolingo
Campaign title	Do you speak gender?
Team members	Hannelore Verspeelt, Max de Bever, Debbie Claeys, Lars De Weirdt
School	LUCA School of Arts Gent
Teacher	Fabienne Beernaert, Jens De Wulf

### SHORTLIST

#### Runner-up

Brand	21 GRAMS
Campaign title	Black Skins Matter
Team members	Vicky Wyns, Joel Parfait Kuate, Loic Vanherreweghen, Marvin Cauchie, Tanguy Pels
School	ESA Saint-Luc Bruxelles
Teacher	Philippe Lepinois

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#### 3rd place

Brand	Connect4Climate
Campaign title	2° TOO MANY
Team members	Laetitia Devaux, Pauline Gloton, Camille Naude
School	ESA Saint-Luc Tournai
Teacher	Benoît Menetret, Denis Scieur

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#### 4th place

Brand	Connect4Climate
Campaign title	The Next Hole
Team members	Léa Bissiau, Inès Godyn, Chloé Soares
School	ESA Saint-Luc Tournai
Teacher	Benoit Menetret, Denis Scieur

# New Talent

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## SHORTLIST

### 5th place

Brand

Duolingo

Campaign title

Learn by watching

Team members

Rémi Cappelmans, Cécile Yaramis, Fritz Lindner, Hippolyte Messi,

Federica Garcia

School

ESA Saint-Luc Bruxelles

Teacher

Philippe Lepinois