

CREATIVE BELGIUM AWARDS SHORTLIST

Brand Experience

SUBCATEGORY

Live Brand Experience

Live Brand Experience

Live Brand Experience

Guerilla & Stunts

Guerilla & Stunts

Digital experience

Digital experience

Digital experience

Digital experience

CAMPAIGN TITLE

Home Street Home

Non-Bob

Voices of Brussels

Summer brochure made by kids

Voices of Brussels

A Screen for help

Frontrow

Code van Coppens

Videocall with Saint Nicholas

BRAND

Solidarité Grands Froids

VIAS & OVK/PEVR

STIB/MIVB

Dreamland

STIB/MIVB

Awel

Bednet

VTM

Dreamland

ENTRANT

TBWA\Belgium

Happiness Brussels

mortierbrigade

mortierbrigade

mortierbrigade

Wunderman Thompson

LDV United

at-thetable

mortierbrigade

CREATIVE BELGIUM AWARDS SHORTLIST

Creative Data

SUBCATEGORY

Data Storytelling

Data Visualisation

Data Visualisation

CAMPAIGN TITLE

#catsforkids

Clean your Street View

FaceTouchers

BRAND

Child Focus

Mooimakers

Snap Inc. & IFRC

ENTRANT

Wunderman Thompson

mortierbrigade

Happiness Brussels

CREATIVE BELGIUM AWARDS SHORTLIST

Design

SUBCATEGORY	CAMPAIGN TITLE	BRAND	ENTRANT
Branding	Antwerp Art Weekend 2020	Antwerp Art	Vrints-Kolsteren
Branding	Branding izzzi	izzzi	Mirror Mirror
Branding	Pro League Rebranding	Pro League	Mirror Mirror
Poster Design	Campari Bus Shelter Art Gallery	Campari Belgium	FamousGrey
Publications	As Slow as Possible, Tom Volkaert	Everyday Gallery	Vrints-Kolsteren
Graphic Design Integrated	Kaleidoscope 2020	De Morgen	mortierbrigade
Graphic Design Integrated	Live2020 Collection	Live2020	Happiness Brussels
Product & Packaging Design	Live2020 Collection	Live2020	Happiness Brussels
Digital & Mobile Graphic Design	FaceTouchers	Snap Inc. & IFRC	Happiness Brussels
Craft	Campari Bus Shelter Art Gallery	Campari Belgium	FamousGrey
Craft	Cultural Pro League	Onder Stroom	AKA De Mensen
Craft	Kaleidoscope 2020	De Morgen	mortierbrigade

CREATIVE BELGIUM AWARDS SHORTLIST

Direct

SUBCATEGORY	CAMPAIGN TITLE	BRAND	ENTRANT
Physical Items	Tiny en haar Verwarde Opa	Nationale Alzheimer Liga	Publicis Groupe Belgium
Physical Items	Non-Bob	VIAS & OVK/PEVR	Happiness Brussels
Experiential	De Fantaseerspelen	Ketnet Junior	Lucy
Experiential	Helpy Hour	FEDCAF	Happiness Brussels
Experiential	Non-Bob	VIAS & OVK/PEVR	Happiness Brussels
Digital & Online	Clean your Street View	Mooimakers	mortierbrigade
Digital & Online	FaceTouchers	Snap Inc. & IFRC	Happiness Brussels
Integrated Campaigns	Kaleidoscope 2020	De Morgen	mortierbrigade
Integrated Campaigns	Unseen Genius	Telenet	TBWA\Belgium

CREATIVE BELGIUM AWARDS SHORTLIST

Film

SUBCATEGORY	CAMPAIGN TITLE	BRAND	ENTRANT
Film & Cinema	Life of Ella	Special Olympics Belgium & Toyota Europe	LDV United
Film & Cinema	Men In Progress	Jules	AIR
Film & Cinema	Something to Share	Douwe Egberts	BBDO Belgium
Film & Cinema	Unseen Genius of Rik Coppens	Telenet	TBWA\Belgium
Internet Film	Eternal Pregnancy	Equal Pay Day	mortierbrigade
Internet Film	Men In Progress	Jules	AIR
Internet Film	Non-Bob	VIAS & OVK/PEVR	Happiness Brussels
Branded TV Content & TV Creativity	Belgian Break	SBS Belgium	Happiness Brussels
Branded Film Content	Samilia Foundation	Samilia Foundation	87seconds
Other Screens	Pact voor Meer Respect	KU Leuven	darwin BBDO
Craft: Scriptwriting	End The Lockdown for Animals	Humane Society International	Fledge
Craft: Scriptwriting	Men In Progress	Jules	AIR
Craft: Scriptwriting	Pact voor Meer Respect	KU Leuven	darwin BBDO
Film Direction	Eternal Pregnancy	Equal Pay Day	mortierbrigade
Film Direction	Life of Ella	Special Olympics Belgium & Toyota Europe	LDV United
Film Direction	Men In Progress	Jules	AIR
Editing	Men In Progress	Jules	AIR
Editing	Unseen Genius	Telenet	AKA De Mensen
Animation	Kaleidoscope 2020	De Morgen	mortierbrigade
Animation	Wishes	The National Lottery	mortierbrigade
Cinematography	Men In Progress	Jules	AIR
Cinematography	More than Playing	De Nationale Loterij	TBWA\Belgium

CREATIVE BELGIUM AWARDS SHORTLIST

Film

SUBCATEGORY	CAMPAIGN TITLE	BRAND	ENTRANT
Sound Design	Lidl Sounds Horrible	LIDL	BBDO Belgium
Sound Design	Live2020 Collection	Live2020	Happiness Brussels
Use of Music	1000 Strokes	Amnesty International	Prophets
Use of Music	Eternal Pregnancy	Equal Pay Day	mortierbrigade
Use of Music	Streams	StuBru	AKA De Mensen
Use of Music	The Bitch	Arla Foods	Publicis Groupe Belgium
Use of Music	Yugo, Do Your Thing	Telenet	TBWA\Belgium
Casting & Performance	Life of Ella	Special Olympics Belgium & Toyota Europe	LDV United
Casting & Performance	Men In Progress	Jules	Hamlet

CREATIVE BELGIUM AWARDS SHORTLIST

Media

SUBCATEGORY	CAMPAIGN TITLE	BRAND	ENTRANT
TV & Cinema	Belgian Break	SBS Belgium	Happiness Brussels
TV & Cinema	Eén voor Allen	Eén	Mutant
Press	Summer Brochure Made by Kids	Dreamland	mortierbrigade
Press	Code van Coppens	VTM	at-thetable
Top Topical	A Screen for Help	Awel	Wunderman Thompson
Top Topical	Cobblestone Tribute	Het Nieuwsblad	LDV United
Top Topical	Corollo	Toyota	Happiness Brussels
Radio & Audio	Ads about Nothing	De Acteursgilde	BBDO Belgium
Radio & Audio	De Fantaseerspelen	Ketnet Junior	Lucy
Outdoor	1 op 9	Pink Ribbon & Etam	Lucy
Outdoor	Voices of Brussels	STIB/MIVB	mortierbrigade
Ambient Small Scale	McPuzzle	McDonald's Belgium	TBWA\Belgium
Ambient Small Scale	Non-Bob	VIAS & OVK/PEVR	Happiness Brussels
Ambient Small Scale	Tknadeb	Volvo	FamousGrey
Ambient Large Scale	Cobblestone Tribute	Het Nieuwsblad	LDV United
Ambient Large Scale	MAKDO	McDonald's Belgium	TBWA\Belgium
Events, Stunts & Live Advertising	Home Street Home	Solidarité Grands Froids	TBWA\Belgium
Events, Stunts & Live Advertising	Voices of Brussels	STIB/MIVB	mortierbrigade
Online	Clean your Street View	Mooimakers	mortierbrigade
Social Media	The Framehunt	Samsung	Duke & Grace
Other Digital Media	A Screen for Help	Awel	Wunderman Thompson
Other Digital Media	FaceTouchers	Snap Inc. & IFRC	Happiness Brussels

CREATIVE BELGIUM AWARDS SHORTLIST

Media

SUBCATEGORY

Branded Content

Branded Content

Branded Content

Self Promotion

CAMPAIGN TITLE

DJ Devos & Mc Lemmens

Tiny en haar Verwarde Opa

Songs without Music

Tijdelijk Inzetbaar

BRAND

Devos & Lemmens

Ligue Nationale Alzheimer Liga

Belgian Music Fund

Dallas Antwerp

ENTRANT

LDV United

Publicis Groupe Belgium

BBDO Belgium

Dallas Antwerp

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

CREATIVE BELGIUM AWARDS SHORTLIST

PR

SUBCATEGORY	CAMPAIGN TITLE	BRAND	ENTRANT
Corporate Communication	Cultural Pro League	Onder Stroom	AKA De Mensen
Corporate Communication	Helpy Hour	FEDCAF	Happiness Brussels
Consumer Communication	Café Solidaire	Alken Maes	Wunderman Thompson
Consumer Communication	Cobblestone Tribute	Het Nieuwsblad	LDV United
Consumer Communication	Front Line For The Frontliners	Ancienne Belgique	DDB Brussels
Consumer Communication	Voices of Brussels	STIB/MIVB	mortierbrigade
Internal Communication	Be Safe Be Late	Volvo	FamousGrey
Events, Live Shows, Festivals	Drive Thru	Mazda	Wunderman Thompson
Events, Live Shows, Festivals	Frontrow	Bednet	LDV United
Events, Live Shows, Festivals	Home Street Home	Solidarité Grands Froids	TBWA\Belgium
Events, Live Shows, Festivals	Missing Fans	Royal Belgian Football Association & Child Focus	De Vloer
Events, Live Shows, Festivals	Non-Bob	VIAS & OVK/PEVR	Happiness Brussels
Events, Live Shows, Festivals	Voices of Brussels	STIB/MIVB	mortierbrigade

#CBA21

CREATIVE BELGIUM AWARDS SHORTLIST

Radio & Audio

SUBCATEGORY	CAMPAIGN TITLE	BRAND	ENTRANT
Radio & Audio	Ads About Nothing	De Acteursgilde	BBDO Belgium
Radio & Audio	Lidl Sounds Horrible	LIDL	BBDO Belgium
Radio & Audio	Songs without Music	Belgian Music Fund	BBDO Belgium
Radio & Audio	Van Bij Onz	Streamz	TBWA\Belgium
Radio & Audio	Yugo, Do Your Thing	Telenet	TBWA\Belgium
Branded Audio Content	De Fantaseerspelen	Ketnet Junior	Lucy
Sonic Branding	The Pro League Anthem	Pro League & Eleven Sports	Sonhouse
Copywriting	De Fantaseerspelen	Ketnet Junior	Lucy
Copywriting	Van Bij Onz	Streamz	TBWA\Belgium
Sound Design	Lidl Sounds Horrible	LIDL	BBDO Belgium
Casting & Performance	Genius has No Borders	Telenet	TBWA\Belgium