

Brand Experience & Activation Winner 2019



Title	Brand	Product/Service	Entrant Company	Location
Grand Prix				
THISABLES	IKEA	DEMOCRATIZING HOME-FURNITURE FOR PEOPLE WITH DISABILITIES WITH 3D PRINTED ADD-ON	McCANN, Tel Aviv	ISRAEL
Gold Eurobest				
THE E.V.A. INITIATIVE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
THE E.V.A. INITIATIVE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
CLEAR	DIAGEO	GUINNESS	AMVBDDO, London	UNITED KINGDOM
THISABLES	IKEA	DEMOCRATIZING HOME-FURNITURE FOR PEOPLE WITH DISABILITIES WITH 3D PRINTED ADD-ON	McCANN, Tel Aviv	ISRAEL
Silver				
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
ROAD TALES	VOLKSWAGEN	VOLKSWAGEN ROAD TALES	ISOBAR, Amsterdam	THE NETHERLANDS
NO NEED TO FLY – AROUND THE WORLD IN GERMANY	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
UBERTOYS	UBER	UBER	DDB PARIS	FRANCE
STORYSIGN	HUAWEI	HUAWEI	FCB INFERNO, London	UNITED KINGDOM
MY LIFE AS A NPC	UBISOFT	ASSASSIN'S CREED	DDB PARIS	FRANCE
50/50	BURGER KING	PLANBASED BURGERS	INGO, Stockholm	SWEDEN
VISIT XBOX: THE BIRTH OF GAMING TOURISM	MICROSOFT	XBOX ONE X ENHANCED	McCANN LONDON	UNITED KINGDOM
Bronze				
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG-FRAUENTICKET (WOMEN'S TICKET)	SERVICEPLAN GERMANY, Munich	GERMANY
AI VERSUS	TV RAIN	TV RAIN SUBSCRIPTION	VOSKHOD, Ekaterinburg	RUSSIA
ADDRESS POINT - POINTING A WAY BACK HOME FOR IRELAND'S HOMELESS	AN POST	ADDRESS POINT	WUNDERMAN THOMPSON, Dublin	IRELAND
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
CRAFT A WESTERN WHOPPER	BURGER KING	HAMBURGER	INGO, Stockholm	SWEDEN
THE UNKNOWN FACE	HISTORIAL DE LA GRANDE GUERRE PÉRONNE	ART INSTALLATION AND A WEBSITE	FF PARIS	FRANCE
THE GPS QUALITY LABEL	AUCHAN RETAIL FRANCE	RETAIL SHOPS	SERVICEPLAN FRANCE, Paris	FRANCE
SIGNS	GERMAN YOUTH ASSOCIATION OF PEOPLE WITH HEARING LOSS	SIGNS SMART TOOL	MRM/McCANN, Frankfurt	GERMANY
GREEN DAWN	UBISOFT	THE DIVISION 2	DDB PARIS	FRANCE
RAGING BANNERS	VOO TELECOM	FASTEST INTERNET	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME	OGILVY, Paris	FRANCE
PUTIN TURNS ON THE RAIN	TV RAIN	TV CHANNEL	VOSKHOD, Ekaterinburg	RUSSIA