

# Brand Experience & Activation

## Winners 2020

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
<b>Gold Eurobest</b>						
A HARD PILL TO SWALLOW	APOTEK HJÄRTAT	APOTEK HJÄRTAT	AKESTAM HOLST, Stockholm	SWEDEN	AKESTAM HOLST Stockholm	SWEDEN
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
ENJOY BEFORE RETURNING	DIESEL	DIESEL	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY
TELCOLLECTION	PRISMA	TELCOLLECTION CLOTHING LINE	TBWA HELSINKI	FINLAND	TBWA HELSINKI	FINLAND
<b>Silver</b>						
BLACK FRIDAY RE(SALE)	IKEA DENMARK	IKEA DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE Copenhagen	DENMARK
TELCOLLECTION	PRISMA	TELCOLLECTION CLOTHING LINE	TBWA HELSINKI	FINLAND	TBWA HELSINKI	FINLAND
.COMDOM	TELENET	COMMERCIAL PUBLIC SERVICES	WUNDERMAN THOMPSON, Antwerp	BELGIUM	WUNDERMAN THOMPSON Antwerp	BELGIUM
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
EURYTHENES PLASTICUS	WWF GERMANY	THE NEW SPECIES EURYTHENES PLASTICUS	BBDO, Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY
<b>Bronze</b>						
ETERNAL RUN	ASICS	ASICS GLIDERIDE	EDELMAN, London	UNITED KINGDOM	EDELMAN London	UNITED KINGDOM
EURYTHENES PLASTICUS	WWF GERMANY	THE NEW SPECIES EURYTHENES PLASTICUS	BBDO, Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY
THE IN-BETWEEN WATER	ALKO	THE IN-BETWEEN WATER	TBWA HELSINKI	FINLAND	TBWA HELSINKI	FINLAND
TELCOLLECTION	PRISMA	TELCOLLECTION CLOTHING LINE	TBWA HELSINKI	FINLAND	TBWA HELSINKI	FINLAND
FEEL THE FORCE MACHINE	THE COCA-COLA COMPANY	COCA-COLA ZERO SUGAR	INGO, Stockholm	SWEDEN	INGO Stockholm	SWEDEN
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
AMAZON BINGE SHOPPING	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
SPACEBUZZ: VR EDUCATION PROGRAMME FOR CHILDREN CREATING EARTH'S AMBASSADORS	SPACEBUZZ	SPACEBUZZ: EXPERIENTIAL EDUCATION PROGRAMME	MEDIAMONKS, Hilversum	THE NETHERLANDS	MEDIAMONKS Hilversum SPACEBUZZ Amsterdam	THE NETHERLANDS
TEAR DOWN THIS WALL	THE DDR MUSEUM	TEAR DOWN THIS WALL	THE DDR MUSEUM, Berlin	GERMANY	VIRTUE Copenhagen NO SLEEP Copenhagen	DENMARK
THE DARK SIDE OF MONEY	ABN AMRO	RECRUITMENT	N=5, Amsterdam	THE NETHERLANDS	N=5 Amsterdam	THE NETHERLANDS
CROCODILE FREE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE