

WINNER 2017
DIRECT

eurobest

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Gold Eurobest				
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
THE HUMANIUM METAL INITIATIVE	IM	HUMANIUM METAL	ÅKESTAM HOLST, Stockholm	SWEDEN
THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWAIPARIS	FRANCE
SAFEST ROUTE	GROUPAMA	GROUPAMA	GROUPAMA, Paris	FRANCE
Silver				
THE RIGHT VEGETABLES	INTERMARCHÉ	VEGETABLES	ROMANCE, Paris	FRANCE
YOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	YOURNALIST	THE CYRANOS/McCANN, Barcelona	SPAIN
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS	FRANCE
THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWAIPARIS	FRANCE
FAIL	NORWEGIAN RED CROSS	FIRST AID	TRY, Oslo	NORWAY
IKEA RESPONDS TO BALENCIAGA	IKEA	FRAKTA BAG	ACNE, Stockholm	SWEDEN
SBERBANK NEIGHBORHOODS	SBERBANK	LOANS FOR SMALL BUSINESSES	SBERBANK OF RUSSIA, Moscow	RUSSIA
Bronze				
RETAIL THERAPY	IKEA	FURNITURE	ÅKESTAM HOLST, Stockholm	SWEDEN
A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS	FRANCE
SBERBANK NEIGHBORHOODS	SBERBANK	LOANS FOR SMALL BUSINESSES	SBERBANK OF RUSSIA, Moscow	RUSSIA
FAIL	NORWEGIAN RED CROSS	FIRST AID	TRY, Oslo	NORWAY
SKIN MEMORIES	EUROMELANOMA	SKIN CANCER PREVENTION	BBDO BELGIUM, Brussels	BELGIUM
MCCOINS	MCDONALD'S	FAST FOOD	NORD DDB	SWEDEN
ELECTION CAMPAIGN	THE ECONOMIST	THE ECONOMIST MAGAZINE	PROXIMITY LONDON	UNITED KINGDOM
LIBÉ DES RÉFUGIÉS	LIBÉRATION	LIBÉRATION NEWSPAPERS	FRED & FARID PARIS	FRANCE
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
GET THE FLOW	VODAFONE	VODAFONE	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
LOVING 'IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY
SWEDEN ON AIRBNB	VISITSWEDEN	VISITSWEDEN	FORSMAN & BODENFORS, Gothenburg	SWEDEN