

WINNER 2017

## PRINT &amp; PUBLISHING

eurobest!

| Title  | Advertiser/Client   | Product/Service                          | Entrant Company                        | Country        |
|--|---|--|--|----------------|
| <b>Grand Prix</b>                                  |   |  |  |                |
| TRUMP  | DER TAGESSPIEGEL  | DER TAGESSPIEGEL                         | SCHOLZ & FRIENDS, Berlin               | GERMANY        |
| <b>Gold Eurobest</b>                               |   |  |  |                |
| ONE BOOK FOR PEACE                                 | INTER-RELIGIOUS COUNCIL IN BOSNIA AND HERZEGOVINA PUBLIC SERVICES |  | NEW MOMENT NEW IDEAS COMPANY, Belgrade | SERBIA         |
| <b>Gold Campaign</b>                               |   |  |  |                |
| AVA  | VOLKSWAGEN AG   | VOLKSWAGEN CAR-NET LAST PARKING POSITION | DDB GROUP GERMANY, Berlin              | GERMANY        |
| FELIX  | VOLKSWAGEN AG   | VOLKSWAGEN CAR-NET LAST PARKING POSITION | DDB GROUP GERMANY, Berlin              | GERMANY        |
| ROBIN  | VOLKSWAGEN AG   | VOLKSWAGEN CAR-NET LAST PARKING POSITION | DDB GROUP GERMANY, Berlin              | GERMANY        |
| <b>Silver</b>                                      |   |  |  |                |
| 'THE INVISIBLES' THIS BOOK YOU CANNOT READ AT HOME | FUNDACJA KAPUCYNSKA   | "THE INVISIBLES"                         | WALK, Warsaw                           | POLAND         |
| <b>Silver Campaign</b>                             |   |  |  |                |
| REFUGEES   | DER TAGESSPIEGEL  | DER TAGESSPIEGEL                         | SCHOLZ & FRIENDS, Berlin               | GERMANY        |
| SOCCER   | DER TAGESSPIEGEL  | DER TAGESSPIEGEL                         | SCHOLZ & FRIENDS, Berlin               | GERMANY        |
| JONATHAN   | CALM  | CALM                                     | adam&eveDDB, London                    | UNITED KINGDOM |
| BOBBY  | CALM  | CALM                                     | adam&eveDDB, London                    | UNITED KINGDOM |
| RONNIE   | CALM  | CALM                                     | adam&eveDDB, London                    | UNITED KINGDOM |
| <b>Bronze Campaign</b>                             |   |  |  |                |
| EMERGING SPECIES                                   | HASBRO  | PLAY-DOH                                 | DDB PARIS                              | FRANCE         |
| HEAD TRANSPLANT                                    | HASBRO  | PLAY-DOH                                 | DDB PARIS                              | FRANCE         |
| PEOPLE OF ALL COLORS                               | HASBRO  | PLAY-DOH                                 | DDB PARIS                              | FRANCE         |
| GUILLOTINE   | GLOBAL 2000   | GLOBAL2000                               | DDB GROUP DÜSSELDORF                   | GERMANY        |
| ELECTRIC CHAIR                                     | GLOBAL 2000   | GLOBAL2000                               | DDB GROUP DÜSSELDORF                   | GERMANY        |