

WINNER 2017

PROMO & ACTIVATION

eurobest!

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
EDEKA VIELFALT	EDEKA	VIELFALT KAMPAGNE	JUNG VON MATT, Hamburg	GERMANY
Gold Eurobest				
EDEKA VIELFALT	EDEKA	VIELFALT KAMPAGNE	JUNG VON MATT, Hamburg	GERMANY
CONTRÔLE DE LA POITRINE	OM	CONTRÔLE DE LA POITRINE	McCANN PARIS	FRANCE
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
CONTRÔLE DE LA POITRINE	OM	CONTRÔLE DE LA POITRINE	McCANN PARIS	FRANCE
A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS	FRANCE
THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM
Silver				
LOVING 'IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY
THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM
YOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	YOURNALIST	THE CYRANOS/McCANN, Barcelona	SPAIN
SKIN MEMORIES	EUROMELANOMA	SKIN CANCER PREVENTION	BBDO BELGIUM, Brussels	BELGIUM
LIBÉ DES RÉFUGIÉS	LIBÉRATION	LIBÉRATION NEWSPAPERS	FRED & FARID PARIS	FRANCE
LOVING 'IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY
A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS	FRANCE
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
LIBÉ DES RÉFUGIÉS	LIBÉRATION	LIBÉRATION NEWSPAPERS	FRED & FARID PARIS	FRANCE
Bronze				
THE AUDI SANDBOX VR EXPERIENCE	AUDI	AUDI Q5 QUATTRO	POL, Oslo	NORWAY
GET THE FLOW	VODAFONE	VODAFONE	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
SWAP MY SEAT FOR ALS	ALS LIGA BELGIUM	NON-PROFIT	ALS LEAGUE, Leuven	BELGIUM
LOVING 'IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA/PARIS	FRANCE
THE AUDI SANDBOX VR EXPERIENCE	AUDI	AUDI Q5 QUATTRO	POL, Oslo	NORWAY
PROBABLY TEDX	CARLSBERG GROUP	BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE, Brussels	BELGIUM
CAR CURLING	SM POLIS INSURANCE	SMPOLIS.RU INSURANCE AGENCY	VOSKHOD, Ekaterinburg	RUSSIA
#IWELCOME - LIVE	AMNESTY INTERNATIONAL	#IWELCOME	DDB & TRIBAL, Warsaw	POLAND
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
AIMEN	CANAL+	CANAL+	BETC, Paris	FRANCE
IKEA RESPONDS TO BALENCIAGA	IKEA	FRAKTA BAG	ACNE, Stockholm	SWEDEN
WINTER IS COMING	IKEA NORWAY	IKEA BRAND	SMFB, Oslo	NORWAY
RESPONSIBLY THE BEER	UBREW	BEER	McCANN WORLDGROUP, Milan	ITALY
THEY CALL US LEEUWINNEN	NIKE	NIKE WOMENS FOOTBAL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
PROBABLY TEDX	CARLSBERG GROUP	BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE, Brussels	BELGIUM
CAR CURLING	SM POLIS INSURANCE	SMPOLIS.RU INSURANCE AGENCY	VOSKHOD, Ekaterinburg	RUSSIA