Brand Experience & Activation Shortlist 2020



	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
A01 Fast Moving Consumer Goo	ods				J	
EPSI RETRO STUDIO	PEPSICO	PEPSI BEVERAGE	DDB ROMANIA, Bucharest	ROMANIA	DDB ROMANIA	ROMANIA
.02 Healthcare					Bucharest	
HARD PILL TO SWALLOW	APOTEK HJÄRTAT	APOTEK HJÄRTAT	ÅKESTAM HOLST, Stockholm	SWEDEN	ÅKESTAM HOLST	SWEDEN
					Stockholm	
A03 Durable Consumer Goods in	ncluding Automotive					
TERNAL RUN	ASICS	ASICS GLIDERIDE	EDELMAN, London	UNITED KINGDOM	EDELMAN London	UNITED KINGDOM
HE (RE)COLLECTION	DIESEL	DIESEL	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY
A04 Travel, Leisure, Retail, Rest	taurants & Fast Food	Chains				
SLACK FRIDAY RE(SALE)	IKEA DENMARK	IKEA DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE,	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE	DENMARK
07.500.5000	OARDEFOLIR	OARDEFOUR	Copenhagen	FRANCE	Copenhagen	FDANOE
CT FOR FOOD	CARREFOUR	CARREFOUR	MARCEL, Paris	FRANCE	MARCEL Paris PUBLICIS CONSEIL Paris	FRANCE
A07 Not-for-profit / Charity / Gov	vernment					
60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
301 Use of Ambient Media: Sma	all Scale					
ORTUM CIRCO® HANDLE	FORTUM	FORTUM CIRCO® RECYCLED PLASTIC	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	FINLAND
I23. A FRAGRANCE BASED ON REAL EVENTS	NOVAYA GAZETA	THE BOYCOTT OF THE OPENING OF THE PERFUME BOUTIQUE IN THE "THE HOUSE OF EXECUTIO	ACTION, Moscow	RUSSIA	ACTION Moscow	RUSSIA
B02 Use of Ambient Media: Larg	je Scale					
BIRDS WILL BE BACK	RECKITT BENCKISER TURKEY	FINISH	HAVAS ISTANBUL, Istanbul	TURKEY	HAVAS ISTANBUL Istanbul	TURKEY
C01 Guerrilla Marketing & Stunt	s					
URYTHENES PLASTICUS	WWF GERMANY	THE NEW SPECIES EURYTHENES PLASTICUS	BBDO, Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY
C03 Exhibitions / Installations						
EROZEROZERO STORE	SKY ITALIA	TV SHOW ZEROZEROZERO BASED ON THE BOOK BY ROBERTO SAVIANO	M&C SAATCHI, Milan	ITALY	M&C SAATCHI Milan	ITALY
HE INVISIBLE STORE	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan INDEPENDENT IDEAS Milan	ITALY
C04 Competitions & Promotiona	al Games					
MAZON BINGE SHOPPING	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
EEL THE FORCE MACHINE	THE COCA-COLA	COCA-COLA ZERO SUGAR	INGO, Stockholm	SWEDEN	INGO Stankshalm	SWEDEN
	COMPANY				Stockholm	
THE NO SHOW ROOM	VOLKSWAGEN	VOLKSWAGEN CAR	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN
	VOLKSWAGEN	VOLKSWAGEN CAR	NORD DDB, Stockholm	SWEDEN	NORD DDB	SWEDEN
C05 Customer Retail / In-Store E	VOLKSWAGEN	VOLKSWAGEN CAR THE IN-BETWEEN WATER	NORD DDB, Stockholm TBWA\HELSINKI	SWEDEN	NORD DDB	SWEDEN
C05 Customer Retail / In-Store E	volkswagen Experience				NORD DDB Stockholm	
C05 Customer Retail / In-Store E THE IN-BETWEEN WATER MAZON BINGE SHOPPING	VOLKSWAGEN Experience ALKO AMAZON PRIME	THE IN-BETWEEN WATER	TBWA\HELSINKI	FINLAND	NORD DDB Stockholm TBWA\HELSINKI HEREZIE Paris BETC	FINLAND
C05 Customer Retail / In-Store E THE IN-BETWEEN WATER MAZON BINGE SHOPPING CROCODILE FREE	VOLKSWAGEN Experience ALKO AMAZON PRIME VIDEO	THE IN-BETWEEN WATER AMAZON PRIME VIDEO	TBWA\HELSINKI HEREZIE, Paris	FINLAND	NORD DDB Stockholm TBWAIHELSINKI HEREZIE Paris	FINLAND
THE NO SHOW ROOM C05 Customer Retail / In-Store E THE IN-BETWEEN WATER AMAZON BINGE SHOPPING CROCODILE FREE TELCOLLECTION C06 360 integrated brand experi	VOLKSWAGEN Experience ALKO AMAZON PRIME VIDEO LACOSTE PRISMA	THE IN-BETWEEN WATER AMAZON PRIME VIDEO LACOSTE	TBWA\HELSINKI HEREZIE, Paris BETC, Paris	FINLAND FRANCE FRANCE	NORD DDB Stockholm TBWAIHELSINKI HEREZIE Paris BETC Paris	FINLAND FRANCE FRANCE
C05 Customer Retail / In-Store E THE IN-BETWEEN WATER MAZON BINGE SHOPPING CROCODILE FREE TELCOLLECTION C06 360 integrated brand experi	VOLKSWAGEN Experience ALKO AMAZON PRIME VIDEO LACOSTE PRISMA	THE IN-BETWEEN WATER AMAZON PRIME VIDEO LACOSTE	TBWA\HELSINKI HEREZIE, Paris BETC, Paris	FINLAND FRANCE FRANCE	NORD DDB Stockholm TBWAIHELSINKI HEREZIE Paris BETC Paris	FINLAND FRANCE FRANCE
C05 Customer Retail / In-Store E THE IN-BETWEEN WATER MAZON BINGE SHOPPING CROCODILE FREE TELCOLLECTION C06 360 integrated brand experi	VOLKSWAGEN Experience ALKO AMAZON PRIME VIDEO LACOSTE PRISMA ience PRISMA	THE IN-BETWEEN WATER AMAZON PRIME VIDEO LACOSTE TELCOLLECTION CLOTHING LINE	TBWA\HELSINKI HEREZIE, Paris BETC, Paris TBWA\HELSINKI	FINLAND FRANCE FRANCE FINLAND	NORD DDB Stockholm TBWA\HELSINKI HEREZIE Paris BETC Paris TBWA\HELSINKI	FINLAND FRANCE FRANCE FINLAND
CO5 Customer Retail / In-Store ETHE IN-BETWEEN WATER MAZON BINGE SHOPPING CROCODILE FREE TELCOLLECTION CO6 360 integrated brand experimental control of the	VOLKSWAGEN Experience ALKO AMAZON PRIME VIDEO LACOSTE PRISMA ience PRISMA	THE IN-BETWEEN WATER AMAZON PRIME VIDEO LACOSTE TELCOLLECTION CLOTHING LINE	TBWA\HELSINKI HEREZIE, Paris BETC, Paris TBWA\HELSINKI	FINLAND FRANCE FRANCE FINLAND	NORD DDB Stockholm TBWA\HELSINKI HEREZIE Paris BETC Paris TBWA\HELSINKI	FINLAND FRANCE FRANCE FINLAND
C05 Customer Retail / In-Store E THE IN-BETWEEN WATER MAZON BINGE SHOPPING CROCODILE FREE TELCOLLECTION C06 360 integrated brand experi TELCOLLECTION C07 Customer Acquisition & Ret OTTO CHRISTMAS COLLECTION	VOLKSWAGEN Experience ALKO AMAZON PRIME VIDEO LACOSTE PRISMA ience PRISMA tention THE DANISH	THE IN-BETWEEN WATER AMAZON PRIME VIDEO LACOSTE TELCOLLECTION CLOTHING LINE TELCOLLECTION CLOTHING LINE	TBWA\HELSINKI HEREZIE, Paris BETC, Paris TBWA\HELSINKI TBWA\HELSINKI ROBERT/BOISEN & LIKE-MINDED,	FINLAND FRANCE FRANCE FINLAND	NORD DDB Stockholm TBWAIHELSINKI HEREZIE Paris BETC Paris TBWAIHELSINKI TBWAIHELSINKI	FINLAND FRANCE FRANCE FINLAND
CO5 Customer Retail / In-Store E THE IN-BETWEEN WATER MAZON BINGE SHOPPING PROCODILE FREE ELCOLLECTION CO6 360 integrated brand experi ELCOLLECTION CO7 Customer Acquisition & Res OTTO CHRISTMAS COLLECTION ENJOY BEFORE RETURNING	VOLKSWAGEN Experience ALKO AMAZON PRIME VIDEO LACOSTE PRISMA ience PRISMA retention THE DANISH NATIONAL LOTTERY DIESEL	THE IN-BETWEEN WATER AMAZON PRIME VIDEO LACOSTE TELCOLLECTION CLOTHING LINE TELCOLLECTION CLOTHING LINE LOTTO	TBWA\HELSINKI HEREZIE, Paris BETC, Paris TBWA\HELSINKI TBWA\HELSINKI ROBERT/BOISEN & LIKE-MINDED, Copenhagen	FINLAND FRANCE FRANCE FINLAND FINLAND DENMARK	NORD DDB Stockholm TBWA\HELSINKI HEREZIE Paris BETC Paris TBWA\HELSINKI TBWA\HELSINKI ROBERT/BOISEN & LIKE-MINDED Copenhagen PUBLICIS ITALY	FINLAND FRANCE FRANCE FINLAND FINLAND DENMARK
C05 Customer Retail / In-Store E THE IN-BETWEEN WATER MAZON BINGE SHOPPING CROCODILE FREE TELCOLLECTION C06 360 integrated brand experi TELCOLLECTION C07 Customer Acquisition & Ret OTTO CHRISTMAS COLLECTION CNJOY BEFORE RETURNING C01 Tech-led Brand Experience	VOLKSWAGEN Experience ALKO AMAZON PRIME VIDEO LACOSTE PRISMA ience PRISMA retention THE DANISH NATIONAL LOTTERY DIESEL	THE IN-BETWEEN WATER AMAZON PRIME VIDEO LACOSTE TELCOLLECTION CLOTHING LINE TELCOLLECTION CLOTHING LINE LOTTO	TBWA\HELSINKI HEREZIE, Paris BETC, Paris TBWA\HELSINKI TBWA\HELSINKI ROBERT/BOISEN & LIKE-MINDED, Copenhagen	FINLAND FRANCE FRANCE FINLAND FINLAND DENMARK	NORD DDB Stockholm TBWA\HELSINKI HEREZIE Paris BETC Paris TBWA\HELSINKI TBWA\HELSINKI ROBERT/BOISEN & LIKE-MINDED Copenhagen PUBLICIS ITALY	FINLAND FRANCE FRANCE FINLAND FINLAND DENMARK
CO5 Customer Retail / In-Store ETHE IN-BETWEEN WATER MAZON BINGE SHOPPING CROCODILE FREE TELCOLLECTION CO6 360 integrated brand experimental experim	VOLKSWAGEN Experience ALKO AMAZON PRIME VIDEO LACOSTE PRISMA ience PRISMA tention THE DANISH NATIONAL LOTTERY DIESEL THE COCA-COLA	THE IN-BETWEEN WATER AMAZON PRIME VIDEO LACOSTE TELCOLLECTION CLOTHING LINE TELCOLLECTION CLOTHING LINE LOTTO DIESEL	TBWA\HELSINKI HEREZIE, Paris BETC, Paris TBWA\HELSINKI TBWA\HELSINKI ROBERT/BOISEN & LIKE-MINDED, Copenhagen PUBLICIS ITALY, Milan	FINLAND FRANCE FRANCE FINLAND FINLAND DENMARK ITALY	NORD DDB Stockholm TBWA\HELSINKI HEREZIE Paris BETC Paris TBWA\HELSINKI TBWA\HELSINKI ROBERT/BOISEN & LIKE-MINDED Copenhagen PUBLICIS ITALY Milan INGO	FINLAND FRANCE FRANCE FINLAND FINLAND DENMARK ITALY
CO5 Customer Retail / In-Store ETHE IN-BETWEEN WATER MAZON BINGE SHOPPING CROCODILE FREE TELCOLLECTION CO6 360 integrated brand experimental collection CO7 Customer Acquisition & Resource of Control Christmas collection ENJOY BEFORE RETURNING CO1 Tech-led Brand Experience TELCE THE FORCE MACHINE CO2 Use of Mobile & Devices	VOLKSWAGEN Experience ALKO AMAZON PRIME VIDEO LACOSTE PRISMA ience PRISMA tention THE DANISH NATIONAL LOTTERY DIESEL THE COCA-COLA	THE IN-BETWEEN WATER AMAZON PRIME VIDEO LACOSTE TELCOLLECTION CLOTHING LINE TELCOLLECTION CLOTHING LINE LOTTO DIESEL	TBWA\HELSINKI HEREZIE, Paris BETC, Paris TBWA\HELSINKI TBWA\HELSINKI ROBERT/BOISEN & LIKE-MINDED, Copenhagen PUBLICIS ITALY, Milan	FINLAND FRANCE FRANCE FINLAND FINLAND DENMARK ITALY	NORD DDB Stockholm TBWA\HELSINKI HEREZIE Paris BETC Paris TBWA\HELSINKI TBWA\HELSINKI ROBERT/BOISEN & LIKE-MINDED Copenhagen PUBLICIS ITALY Milan INGO	FINLAND FRANCE FRANCE FINLAND FINLAND DENMARK ITALY
C05 Customer Retail / In-Store E THE IN-BETWEEN WATER AMAZON BINGE SHOPPING CROCODILE FREE TELCOLLECTION	VOLKSWAGEN Experience ALKO AMAZON PRIME VIDEO LACOSTE PRISMA ience PRISMA itention THE DANISH NATIONAL LOTTERY DIESEL THE COCA-COLA COMPANY TELENET	THE IN-BETWEEN WATER AMAZON PRIME VIDEO LACOSTE TELCOLLECTION CLOTHING LINE TELCOLLECTION CLOTHING LINE LOTTO DIESEL COCA-COLA ZERO SUGAR	TBWA\HELSINKI HEREZIE, Paris BETC, Paris TBWA\HELSINKI TBWA\HELSINKI ROBERT/BOISEN & LIKE-MINDED, Copenhagen PUBLICIS ITALY, Milan INGO, Stockholm	FINLAND FRANCE FRANCE FINLAND FINLAND DENMARK ITALY	NORD DDB Stockholm TBWAIHELSINKI HEREZIE Paris BETC Paris TBWAIHELSINKI TBWAIHELSINKI ROBERT/BOISEN & LIKE-MINDED Copenhagen PUBLICIS ITALY Milan INGO Stockholm	FINLAND FRANCE FRANCE FINLAND DENMARK ITALY SWEDEN

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
AMAZON BINGE SHOPPING	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
KEA PETUNES	IKEA BELGIUM	ALL	OGILVY SOCIAL.LAB BELGIUM, Brussels	BELGIUM	OGILVY SOCIAL.LAB BELGIUM Brussels	BELGIUM
D04 Digital Installations						
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 MUSUEM	TEAR DOWN THIS WALL	THE DDR MUSEUM, Berlin	GERMANY	VIRTUE Copenhagen NO SLEEP Copenhagen	DENMARK
D05 New Realities & Voice Activat	tion					
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
E01 Launch / Re-launch						
SUPERWEAR	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO (THE BOYS)	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
E02 Sponsorship & Brand Partner	ship					
BLACK FRIDAY RE(SALE)	IKEA DENMARK	IKEA DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE Copenhagen	DENMARK
F01 Integrated Campaign led by B	rand Experience &	Activation				
THE NO SHOW ROOM	VOLKSWAGEN	VOLKSWAGEN CAR	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN
G04 Social Behaviour						
TELCOLLECTION	PRISMA	TELCOLLECTION CLOTHING LINE	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	FINLAND
HELPY HOUR	FEDCAFÉ	THE INDEPENDENT FEDERATION OF BELGIAN CAFE'S.	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
G05 Cultural Insight						
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
G06 Breakthrough on a Budget						
KAK TEBE TAKOE, ELON MUSK?	THE BUSINESS FORUM DELO ZA MALIM	THE BUSINESS FORUM DELO ZA MALIM	RUPORT, Krasnodar	RUSSIA	RUPORT Krasnodar	RUSSIA
/OLVO LIFESAVER	VOLVO CAR NEDERLAND	PUBLIC AWARENESS - CAR / AED	OGILVY SOCIAL LAB AMSTERDAM	THE NETHERLANDS	OGILVY SOCIAL LAB AMSTERDAM	THE NETHERLANDS
G07 Corporate Purpose & Social F	Responsibility					
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
EURYTHENES PLASTICUS	WWF GERMANY	THE NEW SPECIES EURYTHENES PLASTICUS	BBDO, Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY