

**CREATIVE CLUB  
OF BELGIUM**

# **THE BOOK**

*The best of Belgium's creative works in advertising,*

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# **2015**

*design and digital communication*

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# **BOARD**

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**GREET WACTERS**

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# FOREWORD

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The Creative Club of Belgium is a non-profit organization that unites creatives by promoting, encouraging and celebrating the most outstanding work in advertising, design and digital communication.

On June 5<sup>th</sup> 2015 the Creative Club of Belgium celebrated the 32<sup>nd</sup> CCB Awards, honouring the most outstanding work in advertising, design and digital of the year 2014.

The judging sessions for this year's edition were held at the headquarters of IP Belgium. For this occasion 49 jurors considered over 750 entries from Belgian creatives.

A total of 21 Golds, 34 Silvers, 32 Bronzes and 49 shortlists were awarded.

Congratulations to Peter Bossaert, CEO Medialaan who received the President's Award and to the Agency of the Year mortierbrigade.

We are proud to present this new edition of the CCB Awards Book. May this Book be an inspiring archive of our big creative talents in a small country and stimulate the creative industry to keep on working towards a better future for brands thanks to creativity.

Isabel Van den Broeck | Greet Wachters

# THE JURY

## Judging creative excellence

The role of the jury is to reward creative excellence that inspires. Entries are judged by specialist panels, the top people in each field. Carefully selected members of the creative communications industries are invited to serve on the juries of the CCB Awards. Each jury contains an odd number of members, from each gender and from a representative range of agencies.



### Jury Design

**President:** *Thierry Brunfaut | Head of Creation & Partner (Base Design)*

**Frédéric Van Horenbeek** | *Founder & Creative Director (Coast Design)*

**Michel Van Dijk** | *Art Director (Air)*

**Ben Boliau** | *Creative Director (Mirror Mirror agency)*

**Fred Van Hoof** | *AD & Photographer (1kilo3)*

**Koenraad Lefevre** | *Creative Director (Duval Guillaume)*

**Olivier Vandervliet** | *Graphic Designer (Triangle books)*

**Ines Cox** | *independent Graphic Designer*



### Jury Craft

**President:** *Marie-Laure Cliquennois | Creative Director (Air)*

**Philippe Fass** | *Creative Director (Happiness)*

**Antoine Wellens** | *Copywriter (Havas Worldwide Brussels)*

**Antoinette Ribas** | *Art Director (DDB)*

**Fred de Loof** | *Film Director*

**Thierry Van Durme** | *Sonicville*

**Els Verhofstede** | *Copywriter & scenarioschrijver (YES YES YES!)*

**Paul Popelier** | *Creative Director (Dallas)*



### Jury Direct – Promo & Activation

**President:** *Jorrit Hermans | Head of Story (Quick Brown Foxes)*

**Bart Gielen** | *Creative Director*

**Frédéric Zouag** | *Art Director (BBDO Belgium)*

**Thomas De Vreese** | *Copywriter (TBWA)*

**Stefan Van den Bogaert** | *Creative (DDB Brussels)*

**Grégory Ginterdale** | *Creative Director (Air)*

**Quentin Watelet** | *Creative (20Something)*

**Eva De Jonckheere** | *Creative (Publicis)*

**Louis Ingelaere** | *Designer (PlayCo.be)*

**Nicolas Block** | *Managing Director (King George)*



## Jury Media

**President:** *Sylvie Irzi | Managing Director (Initiative)*

**Mateusz Mrosczak** | *Creative Director (These Days Y&R)*

**Niels Schreyers** | *Creative Director (Boondoggle)*

**Steven Janssens** | *Copywriter (Famous)*

**Sylvie Dewaele** | *Media Arts Director (TBWA)*

**Vincent D'Halluin** | *Strategic Director (mortierbrigade)*

**Tom Loockx** | *Executive Creative Director (Havas Worldwide Brussels)*

**Christophe Ghewy** | *Creative Partner (Bowling)*



## Jury Interactive

**President:** *Pascal Leroy | Founder & Creative Director (group94)*

**Pieter Nijs** | *Freelance, UX & UI Designer*

**Valentijn Destoop** | *Founding partner (CD Little Miss Robot / Wonderland)*

**Sam De Volder** | *Digital Creative Director (These Days Y&R)*

**Bouke Zoete** | *Creative Director / Head of Strategy (Design is Dead)*

**Bart Vermijlen** | *Executive Digital Producer (Duval Guillaume)*

**Seb De Roover** | *Head of Digital (Publicis)*

**Hannes Coudenys** | *Digital creative freelancer*

**Xavier Bouillon** | *Creative Director (Emakina)*



## Jury Film - Radio - Outdoor - Press

**President:** *Jan Macken | Executive Creative Director (TBWA)*

**Pieter Claeys** | *Copywriter (Famous)*

**Raf Debraeckeeler** | *Owner (Cobra Radio Brewery)*

**Willem Van den Hoof** | *Founder & Creative Director*

*(Make Lemonade)*

**Kwint De Meyer** | *Creative Copywriter (mortierbrigade)*

**Sam De Win** | *Executive Creative Director (Ogilvy)*

**Nicolas Gaspard** | *Creative copywriter (BBDO Belgium)*

**Jef Boes** | *Photographer*



## Jury Innovative / Integrated

**President:** *Steve Vranakis | Executive Creative Director, (Creative Lab, Google)*

**Jan Macken** | *Executive Creative Director (TBWA)*

**Jorrit Hermans** | *Head of Story (Quick Brown Foxes)*

**Pascal Leroy** | *Founder & Creative Director (group94)*

**Marie-Laure Cliquennois** | *Creative Director (Air)*

**Thierry Brunfaut** | *Head of Creation & Partner (Base Design)*

**Sylvie Irzi** | *Managing Director (Initiative)*



**CRA**





AFT

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**THE CRAFT CATEGORY  
REWARDS THE  
PRODUCTION QUALITY  
OF THE WORK  
FROM DIFFERENT  
DISCIPLINES:  
COPYWRITING, ART  
DIRECTION, VISUALS,  
DIGITAL IMAGING,  
AV DESIGN AND SELF  
PROMOTION.**

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mortierbrigade  
Self Promotion
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- pg.28 **ARNAUD PITZ / JENS MORTIER / KAREN CORRIGAN /  
MARC FAUCONNIER / STÉPHANE BUISSETER/ BRICE LE BLEVEN**  
*Merit Awards* BBDO Belgium  
Copywriting - Print

# SHORTLIST

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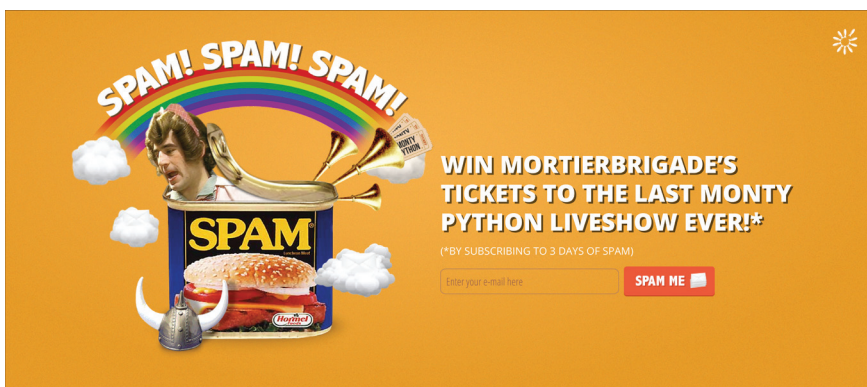
- pg.19 **JAEGHER 1:1 *Jaegher*** Bowling Brussels  
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Art Direction - Print

# THE SPAMISH INQUISITION

Self Promotion | Travel, transport & tourism, entertainment & leisure

As a showcase of our best work and homage to the clients who allow us to make it, mortierbrigade created Spam Spam Spam: a Monty Python themed website on which we gave people the opportunity to win the 4 last tickets to Monty Python Live. All they had to do was subscribe to our spam mailing list and play along in these three easy steps:

- Receive outrageous amounts of spam
- Scan the spam with our work and find the hidden ticket
- Click the link and sod off to London



**WIN MORTIERBRIGADE'S TICKETS TO THE LAST MONTY PYTHON LIVESHOW EVER!\***

(\*BY SUBSCRIBING TO 3 DAYS OF SPAM)

Enter your e-mail here  **SPAM ME**

### 1. RECEIVE OUTRAGEOUS AMOUNTS OF SPAM.

As a showcase of our best work and an homage to the clients who allow us to make it, mortierbrigade created Spam Spam Spam: a Monty Python themed website on which we gave people the opportunity to win the 4 last tickets to Monty Python Live. All they had to do was subscribe to our spam mailing list and play along in these three easy steps:



During a three day period we sent out 220.633 emails in total.

### 2. SCAN THE SPAM WITH OUR WORK AND FIND THE HIDDEN TICKET.



3000 brave subscribers went through every piece of spam to find a link to the tickets.

### 3. CLICK THE LINK AND SOD OFF TO LONDON.



The contest was featured on **Radio 1, Huma** and **trade press** of course.

**BRAND/PRODUCT** Monty Python/mortierbrigade | **TITLE** The Spamish Inquisition | **ADVERTISER/CLIENT** mortierbrigade | **ADVERTISING AGENCY** mortierbrigade | **CREATIVE DIRECTOR** Jens Mortier, Joost Berends, Philippe De Ceuster | **COPYWRITER** Bram Ceuppens | **ART DIRECTOR** Stijn Jansen | **ACCOUNT TEAM** Lore Meert | **CREATIVE DEVELOPERS** Wietse De Ridder, Wannas Vermeulen | **STRATEGIC PLANNER** Tallita Ortiz de la Torre

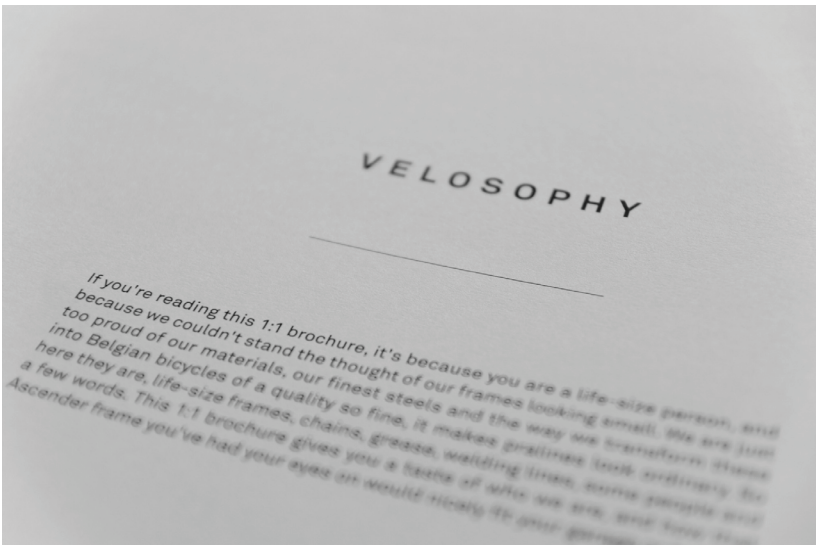
# JAEGHER 1:1

Art Direction - Print | Cars, other vehicles, motoring products & services

Visuals - Photography | Cars, other vehicles, motoring products & services - shortlist

How can you bring frames from an online store to potential buyers? By making a brochure, of course. Just not the one you would expect. With a brochure in which every element photographed is life-sized. A Belgian praline, welding lines, a full-blown cyclist's breakfast, people and, last but not least, bicycle frames. Unfolded, the booklet measures 1 metre by 70 centimetres (40 inches by 27.5 inches).

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Images that are printed on a width of 1 metre and a height of 70 centimetres need some extra attention. But in this case, we went above and beyond the call of duty. The photography for this brochure needed a lot of research, as everything shown had to be life-sized; this was the concept behind the brochure. Measuring, making the shot and keeping the dimensions in mind when placing them in the 1:1 file was a demanding task, but one that was worth all the hassle.



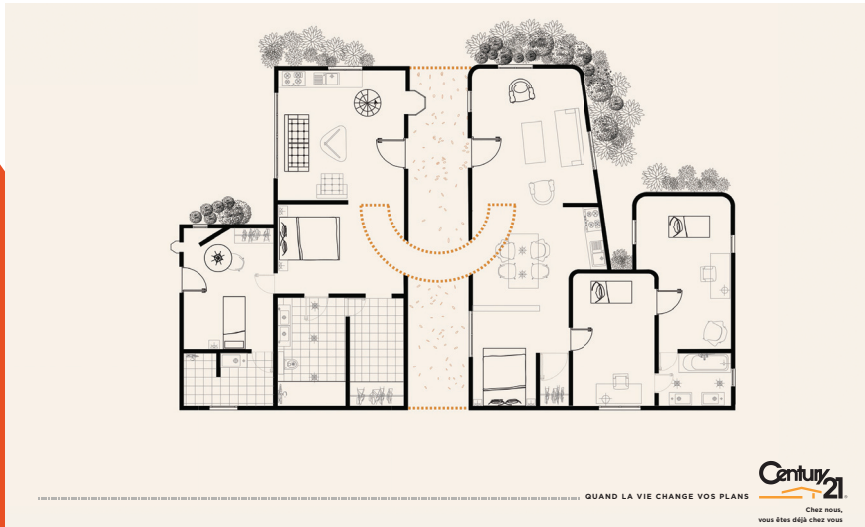
**BRAND/PRODUCT** Jaegher | **TITLE** Jaegher 1:1 | **ADVERTISING AGENCY** Bowling Brussels | **CREATIVE DIRECTOR** Christophe Ghewy | **COPYWRITER** Paul Wauters, Christophe Ghewy, Lennert Vedts | **ART DIRECTOR** Jan Sidgwick | **ACCOUNT TEAM** Sophie Van Elslander, Dimitri Mundorff | **DIRECTOR OF PHOTOGRAPHY** Kurt Stallaert

# WHEN LIFE CHANGES YOUR PLANS

S

Visuals - Illustration | Retail stores, restaurants & fast food

House plans are part and parcel of a real estate agent's profession. We chose to use this graphic style to illustrate those key moments in life when we call upon Century 21. And to make sure each detail is authentic, we ran them by a certified architectural firm.



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**BRAND/PRODUCT** Century21 | **TITLE** When Life Changes Your Plans | **ADVERTISER/CLIENT** Century21 |  
**ADVERTISING AGENCY** Publicis | **CREATIVE DIRECTOR** Erik Vervroegen, Tom Berth, Geert De Rocker |  
**COPYWRITER** Philippe Dorval | **ART DIRECTOR** Laurence Van De Putte, Bastien Grisolet, Marjorie Vardo |  
**ACCOUNT TEAM** Jonas De Wit | **PRODUCTION MANAGER** Gael Cheval | **PRODUCTION COORDINATOR** Lys-Aelia Hart |  
**PRINT MANAGER** Jean-Luc Chirio | **ILLUSTRATION** Isabelle Juy (L'Atelier d'Archi) | **ART BUYING** Lauriane Dula, Lys-Aelia Hart |  
**PRODUCTION COMPANY** Prodigious, Elysian Fields | **PRODUCTION COMPANY PRODUCER** Lauriane Dula



# THE CLASSICAL COMEBACK

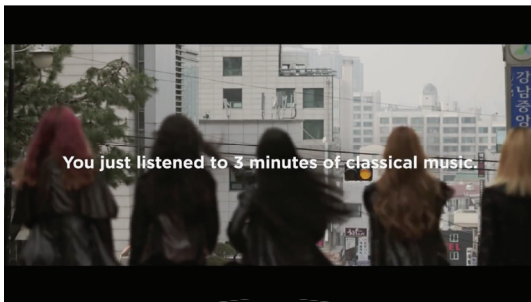
AV Design - Film Direction

AV Design - Cinematography

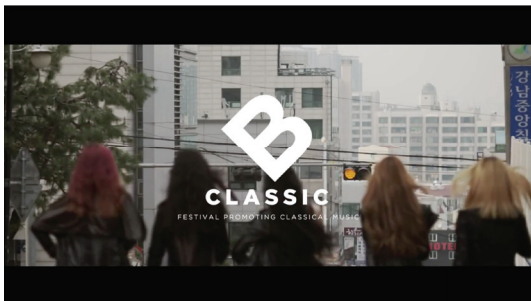


B-Classic is an innovative Belgian classical music festival that leverages the power of classical music to engage new audiences -- without compromising on quality. They want a younger and bigger audience attending their festival.

To achieve this, we first had to get this younger audience to experience classical music. The broad goal of the Classical Comeback is to give the 'invisible' classical music the popularity and fame it deserves.



How could we reconnect classical music with young people? B-classic sent Raf Reyntjens, one of Belgium's finest directors, to South Korea. He shot B-classic's first Classical Comeback music video and the local Wayeva group performed a unique choreography on Dvorák's New World. Asia today is what America was 100 years ago: the new world. With the ever-shortening attention span in mind, we launched a new music video format that combines the timeless emotion of classical music with the visual talent of a contemporary director.



**BRAND/PRODUCT** B-Classic | **TITLE** The Classical Comeback | **ADVERTISER/CLIENT** B-Classic | **ADVERTISING AGENCY** DDB | **CREATIVE DIRECTOR** Peter Ampe | **COPYWRITER** Tim Arts, Stefan Van Den Boogaard | **ACCOUNT TEAM** Francis Lippens, Kaat De Brandt | **DIRECTOR** Raf Reyntjens | **CHOREOGRAPHY** By Ari & Miu (Wayeva) | **POST-HOUSE** Caviar Post | **OFFLINE EDITOR** Helena Overlaet-Michiels | **COLOR GRADER** Xavier Dockx | **SOUND** Sonicville | **MUSIC** Dvorak - Symphony NO 9 in E-Minor From the new world - Smetana The Moldau IV Allegro con fuoco. Herbert Von Karajan & Wiener PHilharmoniker Deutsche Grammphone - Universal Music | **PRODUCTION COMPANY** Caviar Brussels | **PRODUCTION COMPANY PRODUCER** Geert De Wachter | **DIRECTOR OF PHOTOGRAPHY** Brecht Goyvaerts

# COP S

Visuals - Photography | Clothing, footwear and accessories



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**BRAND/PRODUCT** Ray-Ban | **TITLE** Cop | **ADVERTISER/CLIENT** Erika Ferszt | **ADVERTISING AGENCY** Duval Guillaume nv - Marcel | **CREATIVE DIRECTOR** Geoffrey Hantson, Katrien Bottez, Erik Vervroegen | **COPYWRITER** Dries De Wilde, Bastien Grisolet | **ART DIRECTOR** Koenraad Lefever, Marjorie Vardo | **ACCOUNT TEAM** Alberto Scorticati, Shannon Eddy, Charles Vieillefosse | **INTERNATIONAL HEAD OF STRATEGIC PLANNING** Rob Klingensmit (Marcel) | **SENIOR PLANNER** David Daines (Marcel) | **GLOBAL PRINT MANAGER** Jean Luc Chirio (Publicis Conseil) | **ART BUYER** Lauriane Dula-L'adresse | **LINE PRODUCER** Thomas Geffrier | **WARDROBE STYLIST** Franck Chevalier | **HAIR STYLIST** Jamal Hammadi | **MAKE-UP ARTIST** Jo Strettell | **SET DESIGNER** Thomas Thurnauer | **LOCATION SCOUT** Brenda Ferrell | **PRODUCTION COMPANY** Mark Seliger Photography | **PRODUCTION COMPANY PRODUCER** Ruth Levy | **DIRECTOR OF PHOTOGRAPHY** Mark Seliger

# VRIJDAGSWENSEN

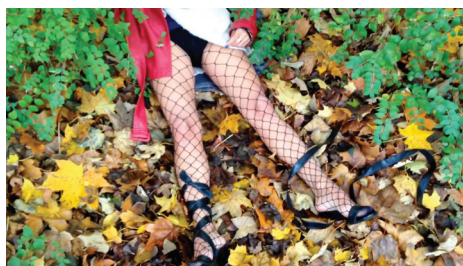


Copywriting - Film | Publications & media



Lieve vrienden,  
Geniet van het weekend  
En denk erom: de mooiste dingen in  
het leven zijn gratis  
De lach van een kind  
Een zachte kus  
Een stevige knuffel  
De zon op je huid  
Een bewusteloze hoer in het park  
En hé, deze warme groet aan jou.

Kusjes



**BRAND/PRODUCT** Humo | **TITLE** Vrijdagswensen | **ADVERTISER/CLIENT** Lisbeth Rillaerts, Danny Ilegems, Steven Huyers, Elvira Torfs | **ADVERTISING AGENCY** mortierbrigade | **CREATIVE DIRECTOR** Jens Mortier, Joost Berends, Philippe De Ceuster | **ART DIRECTOR** Jeroom Snelders, Guy Mortier, Jan Eelen, Jens Mortier | **COPYWRITER** Jeroom Snelders, Guy Mortier, Jan Eelen, Jens Mortier | **ACCOUNT TEAM** Evert Vermeire, Eline Rousseau | **STRATEGIC DIRECTOR** Vincent D'Halluin | **PRODUCTION COMPANY** Eugene&Louise | **2ND PRODUCTION COMPANY** Het Geluidshuis

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# GENERAL CONDITIONS WORTH READING



Copywriting - Print | Clothing, footwear and accessories

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**BRAND/PRODUCT** Fabuleux Marcel | **TITLE** General Conditions worth reading | **ADVERTISER/CLIENT** Kaat Blommaert | **ADVERTISING AGENCY** Bowling Brussels | **CREATIVE DIRECTOR** Christophe Ghewy | **COPYWRITER** Paul Wauters | **ART DIRECTOR** Jan Sidgwick | **ACCOUNT TEAM** Gwenn Nevelsteen