

CREATIVE BELGIUM AWARDS
THE BOOK 2018

D/2018/45/299 – ISBN 978 94 014 5378 3 – NUR 803

Book design: Mirror Mirror | www.mirrormirror.be

DTP: Keppie & Keppie | www.keppie-keppie.be

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Erasme Ruelensvest 179, box 101
3001 Leuven
Belgium

www.lannoocampus.be

**CREATIVE
BELGIUM
AWARDS**
the book
2018

foreword

The club is dead, long live the club.

On 1 June 2018, Creative Belgium celebrated the 35th edition of the Awards, honoring the best Belgian work in advertising, design and digital of the year 2017. And for this special occasion we transformed the Knokke Casino into a banging club.

In your hands you find a book offering a fine selection of award-winning work for brands and companies. This year, the jury has awarded one Grand Prix for Good, 17 Gold, 31 Silver and 45 Bronze awards. All winners and shortlists are published in this annual. Amazing work, that's what you'll discover. These are campaigns that were spontaneously shared, that people talked about because they were a stunning find or exquisitely well made. Because campaigns can get people into action. Create opinions. Change lives. Take, for example, the beautiful Child Focus campaign that won a Grand Prix for Good this year. The increase in shares thanks to the campaign resulted in an abducted girl being found exceptionally fast.

This book is also a tribute to all the brands that have a vision and the courage to invest in creativity. Bravo to the advertisers who, thanks to their courage and confidence, continue to keep our profession exciting and challenging. Hats off to Lidl, who received the President's Award this year for their courage to elevate basic promotional communication to original, witty and daring campaigns that unsurprisingly worked out really well.

I do hope this book will inspire and stimulate brands, our creative industry and the next generation to keep on working towards a better future.

Congratulations to all the winners of the Creative Belgium Awards 2018!

Isabel Van den Broeck
Managing Director

#CBA18
#creativebelgium

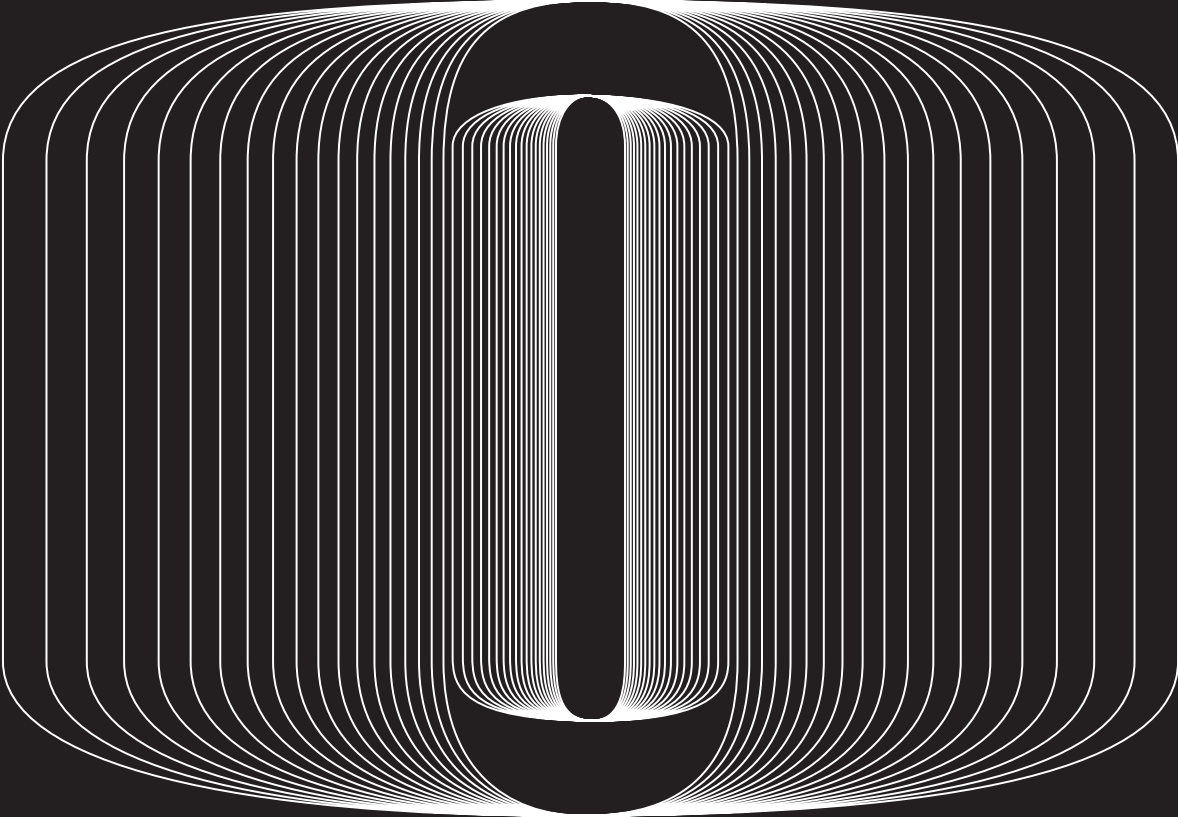
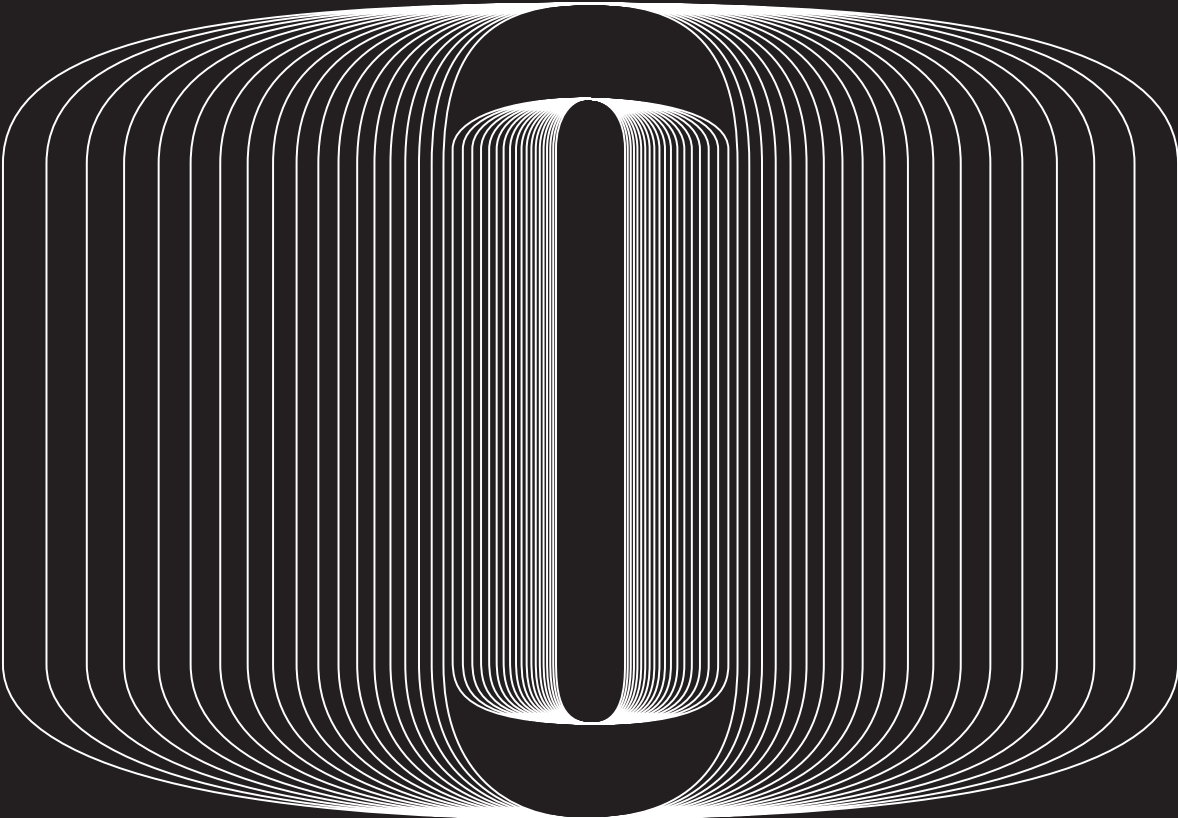
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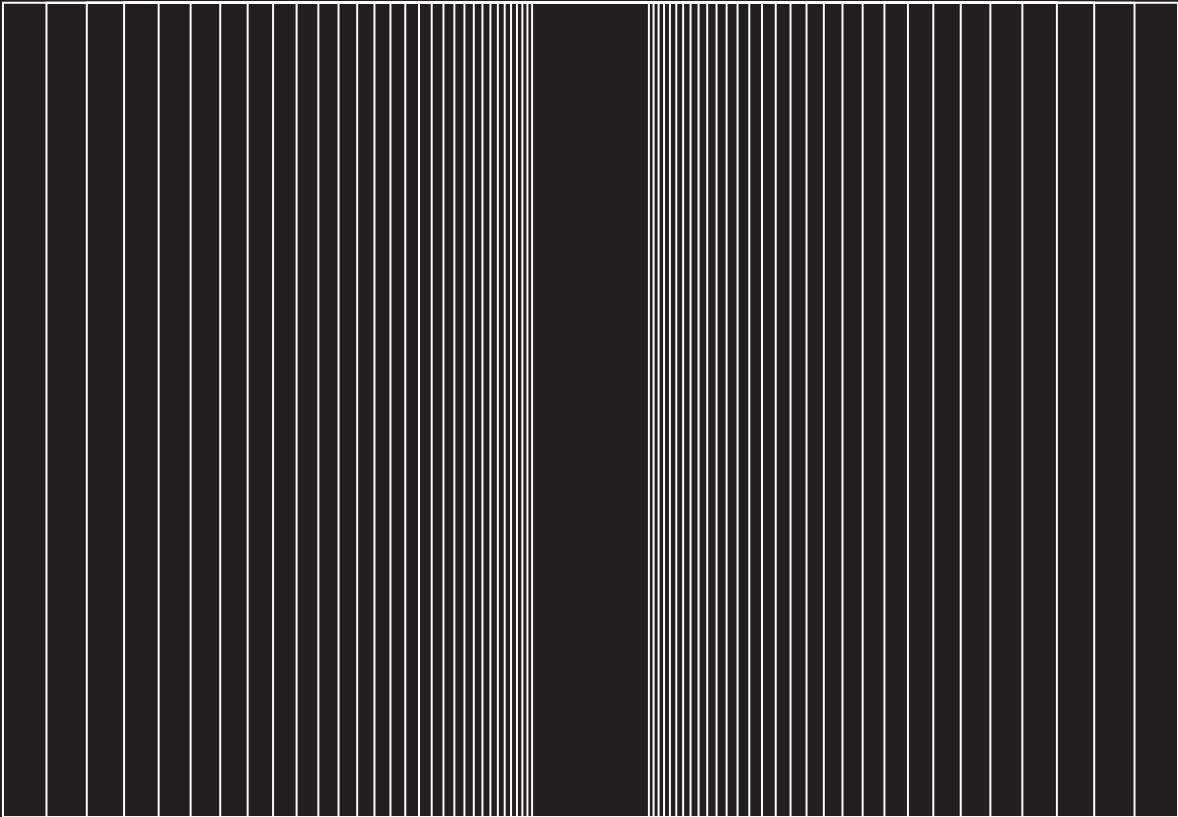
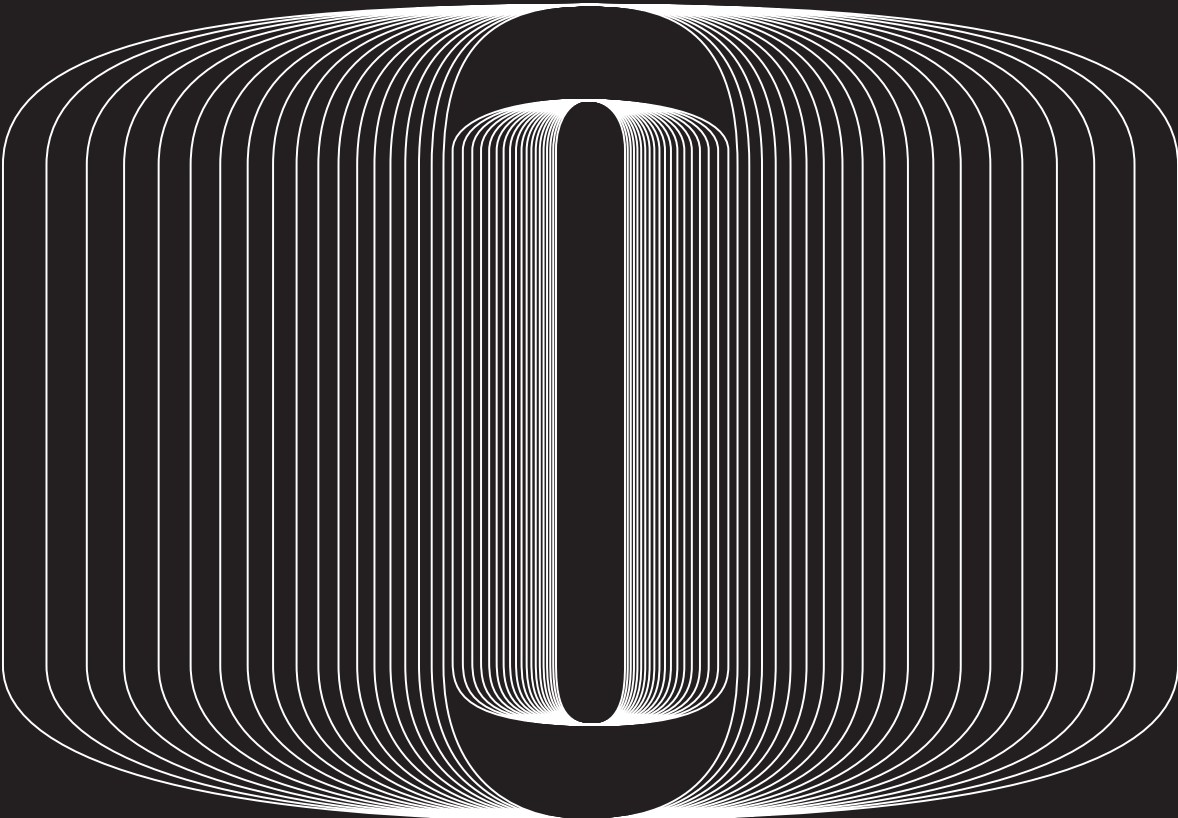
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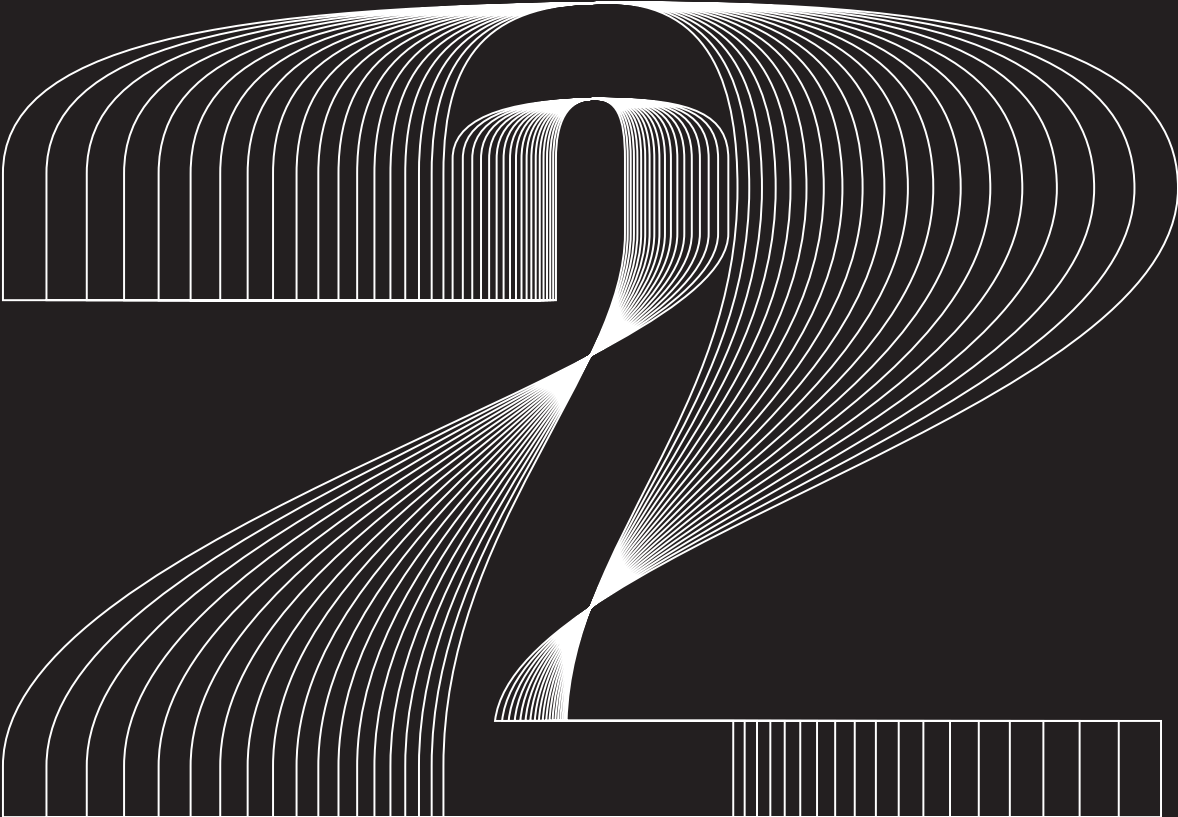
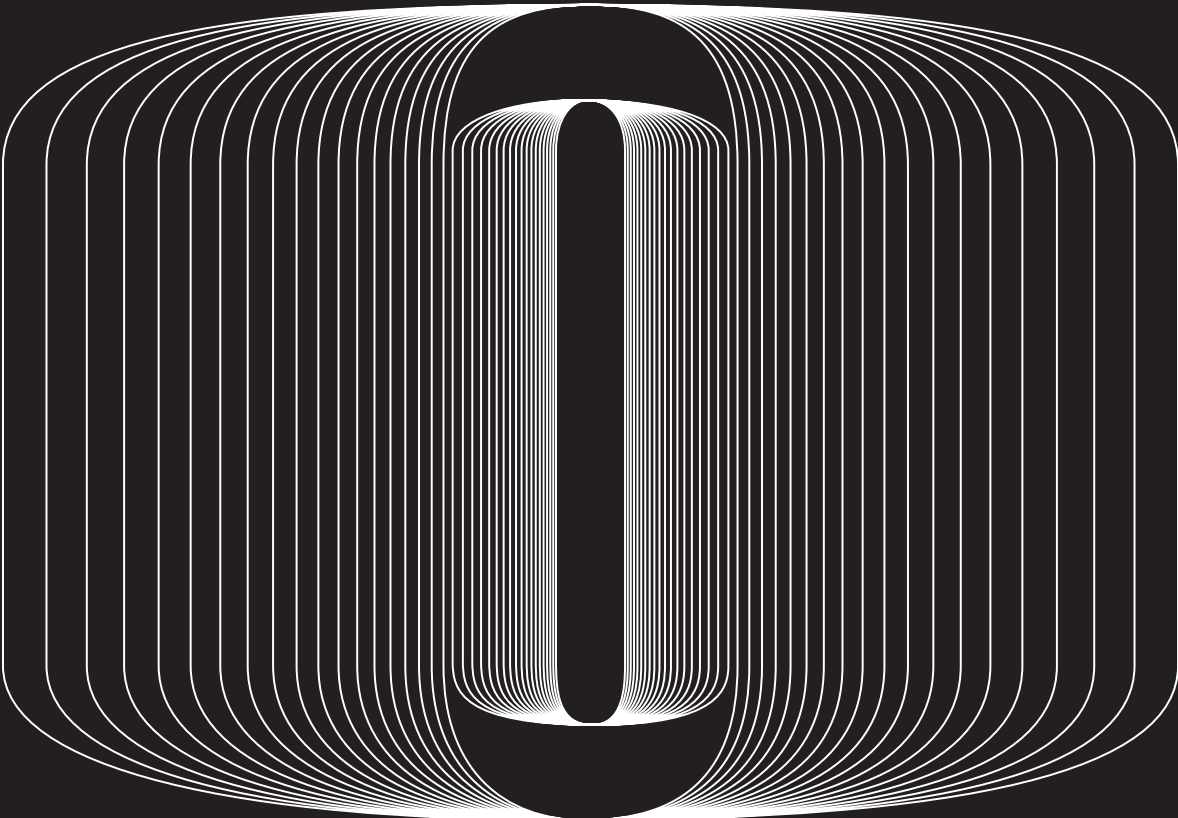
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brand experience & activation

The definition of Brand Experience & Activation for the purpose of the Creative Belgium Awards celebrates creative brand building and brand experiences through use of immersive and immediate activations, experience design and/or retail engagement for the sales of a product, a service or a business. Entries demonstrate how the optimization of the chosen touchpoints enriched the customer experience of the brand or promotion and led to increased brand awareness and measurable results.

GOLD

HEAD OF GODVERDOMME ALLES · De Vloer · De Vloer

Copywriting Brand Experience & Activation

SILVER

SKIN MEMORIES · Euromelanoma · BBDO Belgium

Use of Brand Experience & Activation Campaigns

TESTDRIVE THE COMMERCIAL · Volvo · FamousGrey

Use of Brand Experience & Activation Campaigns

THE MUD SOLDIER · Flanders Fields · Ogilvy & Social.Lab Belgium

Use of Brand Experience & Activation Campaigns

BRONZE

THE TRUTH REVEALING BANNERS · Amnesty International · Air

Use of Brand Experience & Activation Campaigns

EMISSION SWITCH · Mazda · Wunderman Antwerp

Use of Brand Experience & Activation Campaigns

KETNET DUB · Ketnet · FamousGrey

Use of Brand Experience & Activation Campaigns

THE TRUTH · De Standaard · mortierbrigade

Copywriting Brand Experience & Activation

SHORTLIST

YOUR AD ON MY PROSTHESIS · CAP48 · Air

Use of Brand Experience & Activation Campaigns

THE SPORTABLE GIFT WRAP · Decathlon · BBDO Belgium

Use of Brand Experience & Activation Campaigns

TAHRA'S WORKOUT · Cleane Kleren · Boondoggle

Use of Brand Experience & Activation Campaigns

TESTDRIVE THE COMMERCIAL · Volvo · FamousGrey

Integrated Campaign

PROBABLY TEDX · Carlsberg · Happiness Brussels

Use of Brand Experience & Activation Campaigns

THE TRUTH · De Standaard · mortierbrigade

Integrated Campaign

CINEMA CANVAS: COMING SOON TO A CITY NEAR YOU · Canvas · mortierbrigade

Use of Brand Experience & Activation Campaigns

SWAP MY SEAT · ALS Liga · Publicis Brussels

Use of Brand Experience & Activation Campaigns

THE PREROLL FOOTBALL MATCH · Telenet · TBWA

Use of Brand Experience & Activation Campaigns

GAME OF TORRENTS · MediaMarkt · Wunderman Antwerp

Use of Brand Experience & Activation Campaigns

Head Of Godverdomme Alles



Copywriting Brand Experience & Activation · Miscellaneous

We needed an office manager. Lacking any HR-connections and having zero self promotion funds at our disposal, we needed to bring the most boring message in the most creative way possible. We wrote a brutally honest job notice. Not for an "Office Manager" but for a "Head of Goddamn Everything". And all we did was post it on our Facebook wall. Just once.

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DE VLOER ZOEKT IEMAND OM DAGELIJKS "IK DOE HIER GODVERDOMME ALLES" TE MOMPELEN.

Office Manager, Management Assistent of Head of Godverdomme Alles; je mag de titel op je naamkaartjes gewoon zelf kiezen. Je moet ze sowieso ook zelf bestellen. Want da's weer typisch. Jij, jij moet echt godverdomme alles doen bij De Vloer.

Je bent de spil die het bureau draaiende houdt, de lijm tussen **administratie en facturatie**, de velcro tussen **prestatie en recreatie**. Je ontvangt de klanten met een glimlach en beheert de **boekhouding en het materiaal** van het bureau met zorg. Je onthoudt verjaardagen en vergeet overuren. Je bent **verantwoordelijk** genoeg om met een **losse sfeer** om te kunnen.

Je hebt een diploma. Of je hebt er geen. Maakt ons niet uit. Dat **praktisch denkend hoofd** op je schouders en die *"awel, hoe zit het hier, bende lui lakken?"*-aanpak van jou is waarom we je zo graag hebben. Je bent mee met **Microsoft Office**, hebt al eens met **Mac** gewerkt en kan genoeg **Engels en Frans** om in beide talen een mop te vertellen. Een flauwe ofzo.

Elke dag opnieuw red je **een jong, dynamisch communicatiebureau in Zurenborg** (10 minuten wandelen van Berchem Station) van de afgrond. Een creatief bureau met 11 jonge, keihard werkende mensen die zich binnenkort afvragen hoe ze het in godsnaam ooit deden zonder jou. Want jij, jij doet er godverdomme alles.

Interesse? **Stuur je cv en een korte motivatie naar info@opdevloer.be**



Grote Hondstraat 44 · 2018 Antwerpen · 0032(0)35018665 · www.opdevloer.be

BRAND/PRODUCT DE VLOER | CAMPAIGN TITLE HEAD OF GODVERDOMME ALLES | AGENCY DE VLOER | COPYWRITER KOEN VAN DEUN | CREATIVE DIRECTOR KOEN VAN DEUN, JOHAN ROELANDT

Skin Memories



Use of Brand Experience & Activation Campaigns · Public health & safety, public awareness, fundraising

To detect skin cancer in early stages, the evolution of a skin mark is the most important factor in determining the risk. Euromelanoma decided to use Facebook Memories as a medium to remind people to check their skin. We developed a transparent sticker that asked people to put it on one of their skin marks, take a picture and post it on Facebook, privately or publicly. Exactly one year later, Facebook Memories reminds them to check its evolution. 100 000 skin memories stickers were distributed in pharmacies nationwide. Our message was picked up by the national media as well as the digital community, resulting in nationwide reach.

SKINMEMORIES
Keeping track of skin marks through Facebook Memories

Now → **One year from now**

CHALLENGE Anyone can find their skin marks, but almost nobody remembers what they looked like one year ago. This results in a person still dying from skin cancer every 54 minutes. Keeping track of a skin mark's evolution is crucial in preventing the worst.

EMOTION AND SOLUTION Euromelanoma decided to use the well-known Facebook feature 'Memories' and turn it into 'Skin Memories', a tool to measure and compare your skin marks. They developed and distributed reusable skin patches, enabling people to measure skin marks, privately or publicly post a picture of them on Facebook and let Facebook Memories automatically show them this picture again, one year later, helping them to compare the mark's size, color and shape to the one in the picture.

EFFECTS The launch was supported by celebrities, influencers, the Minister of Health and was talked about on television and radio shows both nationally and internationally. At the moment, 116,000 Belgians use Skin Memories as a method to track their skin marks.

BRAND/PRODUCT EUROMELANOMA | CAMPAIGN TITLE SKIN MEMORIES | AGENCY BBDO BELGIUM | ACCOUNT ISABEL PEETERS, LORE DESMET | ART DIRECTOR KLAARTJE GALLE, GERTJAN DE SMET | COPYWRITER KLAARTJE GALLE, FREDERIK CLARYSSE, MORGANE CHOPPINET | CREATIVE KLAARTJE GALLE | CREATIVE DIRECTOR SEBASTIEN DE VALCK, ARNAUD PITZ, KLAARTJE GALLE | DESIGNER KLAARTJE GALLE, GERTJAN DE SMET | DIGITAL STRATEGY KLAARTJE GALLE | DIGITAL TEAM KIM LEUNEN | GRAPHIC DESIGNER KLAARTJE GALLE, GERTJAN DE SMET | DOP JASPER HELDENBERG | EDITOR JASPER VANHAUWAERT | PRODUCTION COMPANY PRODUCER DOMINIQUE SALVO

Testdrive The Commercial



SILVER · Use of Brand Experience & Activation Campaigns · Cars, other vehicles, auto products & services
SHORTLIST · Integrated Campaign · Cars, other vehicles, auto products & services

Typical car commercials most of the time look like this: a beautiful car in a beautiful landscape with a handsome driver that is not you. If you go for a test drive, the reality is far from what you saw in the spot. Until now. Volvo invites you to test drive the commercial. A test drive of the new Volvo V90 along exactly the same Swedish route as the commercial. People could win this unique experience by visiting the campaign website and first signing up for a test drive in Belgium.

PAGE 32



BRAND/PRODUCT VOLVO | **CAMPAIGN TITLE** TESTDRIVE THE COMMERCIAL | **AGENCY** FAMOUSGREY | **ACCOUNT** KRIS VANDERHULST, NATALIE DE KEYSER | **PRODUCER** EMILY RAMMANT, LOES FIERENS | **ART DIRECTOR** GEERT DE ROCKER | **COPYWRITER** TOM BERTH | **CREATIVE DIRECTOR** KATRIEN BOTTEZ, AD VAN ONGEVAL, JEREMIE GOLDWASSER | **DEVELOPER** DAVID VIAENE, JÉRÉMY DILLENBOURG | **DIGITAL TEAM** BART SEGERS | **EDITOR** 2FRAME | **WEB DESIGNER** JÉRÉMIE ACQUISTO | **SOUND** RAYGUN | **STRATEGY** ELISABETH ROELANDT, COPPELIA DE CRANE D'HEYSSELAER | **EXPERIENCE DIRECTOR** MAARTEN BREDA | **PRODUCTION COMPANY** SHOOT THE ARTIST | **POST-PRODUCTION** FAMOUSGREY PRODUCTIONS | **DIRECTOR** BJORN TAGEMOSE | **DOP** BJORN TAGEMOSE | **LINE PRODUCER** KATARINA VERCAMMEN

The Mud Soldier



Use of Brand Experience & Activation Campaigns · Travel, transport & tourism, entertainment & leisure

To mark the centenary of the battle of Passchendaele, Visit Flanders unveiled "The Mud Soldier". A statue placed on the North Terrace of Trafalgar Square, right in the heart of London. It stands as a symbol of the struggle soldiers faced in the deadly muddy trenches. This unique outdoor art installation, sculpted with sand and mud from the Flanders Fields of Passchendaele, slowly dissolved as it was exposed to the rain. This ephemeral statue was an emotional reminder of all those soldiers that disappeared by drowning in the deadly mud traps of Flanders Fields. And a reminder that their memory lives on.



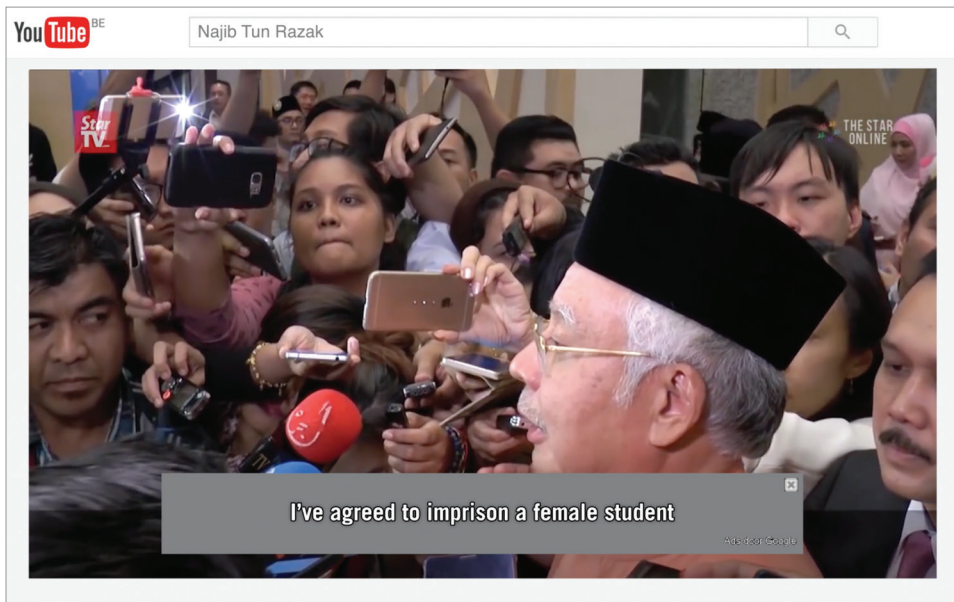
BRAND/PRODUCT FLANDERS FIELDS | CAMPAIGN TITLE THE MUD SOLDIER | AGENCY OGILVY & SOCIAL.LAB BELGIUM | PRODUCTION COMPANY SCULPTURE EVENTS EUROPE | ACCOUNT AN VANDE VELDE, ISABEL ARTOOS, LAURIEN LELIÈVRE-DAMIT | PRODUCER JAN KEERSMAEKERS, MICHELLE TOFI | ART DIRECTOR DAMIAN VAN DER VELDEN, KILIAN VAN DER VELDEN, SEBASTIEN STEVENS, GAUTHIER FAIRON, ARNAUD GERATS | COPYWRITER BILL BILQUIN, RAPHAËL ALLEGRO | CREATIVE MATHIEU CARDON | CREATIVE DIRECTOR MATHIEU CARDON | MEDIA PLANNING MATHIEU GILLAIN, CAMILLE GORETTI | STRATEGY JAKUB HODBOD, JULIE FREDERICKX

The Truth Revealing Banners



Use of Brand Experience & Activation Campaigns · Public health & safety, public awareness, fundraising

Throughout the world, there are still government leaders who don't tell the truth and do everything they can to hide information about the cruelties that take place in their country. Because of this, Amnesty decided to let leaders speak the truth for once, by targeting YouTube video speeches of the biggest leaders and paying for the video banners to cover the subtitles.



Emission Switch



Use of Brand Experience & Activation Campaigns · Cars, other vehicles, auto products & services

On 1 February, the city of Antwerp introduced a new low emission zone, meaning that almost 15.000 vehicles were no longer allowed to enter the city centre. So Mazda spotted an opportunity to hijack the news with their range of clean cars and offered a positive solution to a practical issue: the Emission Switch, a checkpoint where car owners got the chance to check if their vehicle was still allowed into the city. If any car didn't meet the new standards, the owner could switch it right then and there for a Mazda for the day.



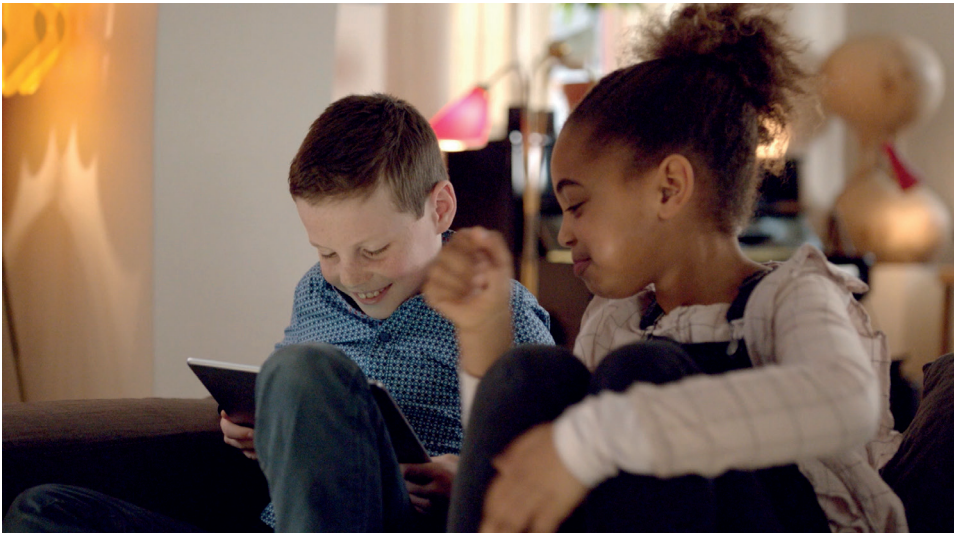
BRAND/PRODUCT MAZDA | CAMPAIGN TITLE EMISSION SWITCH | AGENCY WUNDERMAN ANTWERP | ACCOUNT SEPPE DOGGE, MATTI VERHAEGEN, ELINE GEURTS | PRODUCER INGEBORG VAN HOOF | ART DIRECTOR PATRICK VERMEYLEN | COPYWRITER TOMAS VAN LOON, JAN DENYS | CREATIVE DIRECTOR SAM DE VOLDER | DESIGNER SEBASTIEN GREFFE, MAX HEIRBAUT, SARAH HERLANT | DIRECTOR BAS VAN HOOF | EVENT AGENCY E-DEMONSTRATIONS

Ketnet Dub



Use of Brand Experience & Activation Campaigns · Publications & media

Reading out loud helps children to learn to read better. Unfortunately, not all kids love to read out loud... Ketnet wanted to do something about that. That's why Ketnet launched Ketnet Dub, a new tool that makes learning to read fun. Ketnet Dub is a series of interactive cartoons in which children can become the voice of one of the characters. Here's how it works: kids choose a character based on their current reading level. There are 3 different reading levels. The higher their level, the more difficult the words. Afterwards, they can watch their movie again and hear how they've done.



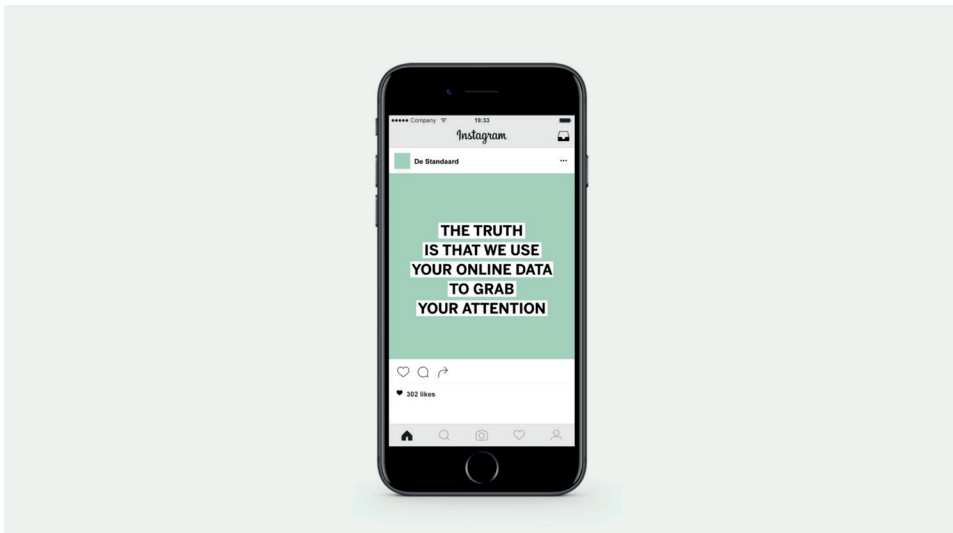
BRAND/PRODUCT KETNET | CAMPAIGN TITLE KETNET DUB | AGENCY FAMOUSGREY | ACCOUNT LORE DEBULPAEP, MIEKE VAN DE GEHUCHTE | PRODUCER EMILY RAMMANT, LOES FIERENS | ANIMATION MARK BORGIONS, GEERTJAN TILLMANS, MICHÈLE DE FEUDIS | CREATIVE CHIARA SCHERPEREEL, DIEDERIK JEANGOUT | CREATIVE DIRECTOR KATRIEN BOTTEZ | CREATIVE TECHNOLOGIST GREGORY ROEKENS | DEVELOPER FIRAT SORGUCU, ARNO VAN BIESEN | DIGITAL TEAM BART SEGERS | ILLUSTRATOR RUSLAN SULEIMANOV | PR LIEDEWIJ VERBIEST, ANNE-CÉCILE COLLIGNON, LIESBETH PYCK | DIRECTOR TOON AERTS | DOP BRECHT GOYVAERTS | WEB DESIGNER LAURENS GROVEN, KEN WUYTACK | PRODUCTION COMPANY PRODUCER EURYDICE GYSEL, NELE CARLIER | SOUND RAF DEBRAEKELEER, COBRA RADIO BREWERY, PATRICK DOOMS, SONICVILLE | STRATEGY COPPELIA DE CRANE D'HEYSSELAER | WEB COPYWRITER JOANNA RYCKAERT

The Truth



BRONZE · Copywriting Brand Experience & Activation · Publications & media
SHORTLIST · Integrated Campaign · Publications & media

To re-establish De Standaard as Belgium's best source for truthful news, we started by telling the truth about our own advertising. We used all the tricks in the book, and denounced them at the same time, telling people we were doing it all because we wanted to sell them a newspaper. But it was for a good cause, because the more papers De Standaard sells, the better they can investigate the truth.



BRAND/PRODUCT DE STANDAARD | **CAMPAIGN TITLE** THE TRUTH | **AGENCY** MORTIERBRIGADE | **PRODUCTION COMPANY** CAVIAR | **PRODUCER** CHARLOTTE CODDENS, ELINE ROUSSEAU | **ART DIRECTOR** TOM MEIJER | **COPYWRITER** JESSE VAN GYSEL | **CREATIVE DIRECTOR** JENS MORTIER, JOOST BERENDS, PHILIPPE DE CEUSTER | **GRAPHIC DESIGNER** YOANN STAS | **DIRECTOR** TOM WILLEMS | **SOUND** HET GELUIDSHUIS | **STRATEGY** VINCENT D'HALLUIN | **DESKTOP PUBLISHER** VITO LATORRATA