

Creative Belgium Awards the book 2019

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Creative Belgium Awards the book 2019

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foreword

Now what?

In 2018, we celebrated 35 years of advertising legacy and creative excellence in Belgium. That same year, we rounded off a three-year effort of reinvention and revitalisation of our own organisation. After looking back on 35 fascinating years, we are ready to look forward, to jointly shape what's still to come and to welcome the future for ourselves, for our creative industries and for you, our most valuable human capital!

Creative Belgium is not only more than ready to dive into this future landscape head-on. We are also going to *create* it. Together, we will envision the face of our creative industries for decades to come. Together, we will celebrate and award the architects of this bright and exciting future: The creatives. The people. You.

The Creative Belgium Awards exist to recognise, reward and promote the best creative work of brand communication in Belgium, as judging creativity means celebrating the talents of today and shaping the future. On 24 May 2019, Creative Belgium honored the best Belgian work in advertising, design and digital of the year 2018. All winners and shortlisters are published in this annual. Congratulations to all.

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. Because the future is now, and guess what? You'd better not miss it.

ISABEL VAN DEN BROECK
MANAGING DIRECTOR

#CBA19

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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. Winners 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

REWRITE YOUR WRONGS · De Standaard · mortierbrigade

Copywriting Brand Experience & Activation

BLINDMETERS · OVK/PEVR (Parents of Road Victims) · Happiness Brussels

Integrated Campaign

SILVER

AUDI E-EXPERIENCE · Audi · Prophets

Use of Brand Experience & Activation Campaigns

BRONZE

DARE TO SPONSOR · Special Olympics Belgium · LDV United

Integrated Campaign

RECRUITING CAR · Volvo · FamousGrey

Use of Brand Experience & Activation Campaigns

STRAFFE KOST · Lidl · BBDO Belgium

Use of Brand Experience & Activation Campaigns

THE VEGETABLE NAME CHANGE · Delhaize · TWBA

Integrated Campaign

SHORTLIST

FLAN CHALLENGE · Lidl · BBD0 Belgium

Use of Brand Experience & Activation Campaigns

#WORKFORALS · ALS Liga België · Publicis

Use of Brand Experience & Activation Campaigns

THE UNCHANGERS · McDonald's · TWBA

Integrated Campaign

666 – A HOTLINE TO HELL · Telenet · Wunderman Thompson

Use of Brand Experience & Activation Campaigns

FAQ THE ELECTIONS · De Morgen · Boondoggle

Integrated Campaign



Rewrite Your Wrongs

GOLD Copywriting Brand Experience & Activation · Publications & media

De Standaard wanted to reinforce its image as Belgium's best source for truthful news. In this campaign we started by accepting that "the truth" is an abstract concept, which changes in time when new facts and insights emerge. In order to show their dedication to uncovering the truth, De Standaard started by questioning their own truths from the past, and showing "mistakes" that led to new insights. Digging through the newspaper's archives of the past 100 years, we found their "wrongs" from the past and rewrote them with the new insights De Standaard has on those topics today.



BRAND DE STANDAARD | ADVERTISER/CLIENT KLAARTJE DE BONNAIRE | AGENCY MORTIERBRIGADE | CREATIVE DIRECTOR JENS MORTIER, JOOST BERENDS, PHILIPPE DE CEUSTER | COPYWRITER JESSE VAN GYSEL, DANNY VISSERS | ART DIRECTOR TOM MEIJER | CREATIVE JOHAN VAN OECKEL (TERUGROEPACTIE) | STRATEGY VINCENT D'HALLUIN | DIGITAL STRATEGY LAURA DEKNOCK | DESIGNER WIM DE DOBBELEER | RETOUCHER VITO LATORRATA | DESKTOP PUBLISHER SOPHIE BAYEUL | AGENCY PRODUCER CHARLOTTE CODDENS, TUYEN PHAM | PRODUCTION COMPANY DIVIDE | PRODUCTION COMPANY PRODUCER MAARTEN BAERT | SOUND RAYGUN | PR MANAGER ANNE-CÉCILE COLLIGNON | DIGITAL TEAM MELISSA TACK

BlindMeters

GOLD Integrated Campaign · Public health & safety, public awareness, fundraising

BlindMeters.com is a first of its kind platform giving you concrete insight in exactly how many meters you miss when texting and driving. BlindMeters.com is geo-located and turns Google Maps into a text editor, allowing you to type on any road. A custom-made font connects to the speed limitation data of the specific road you're typing on and stretches to the exact number of meters you miss when texting and driving. The strategy was simple: intrigue and incite to go to the platform via broad media – TV and Cinema – and press coverage. And create direct traffic to BlindMeters.com via a digital connectivity plan and the power of social media.



BlindMeters 289m

Using Google Maps to illustrate how many meters you miss when texting & driving.

Texting and driving is still a major cause of road deaths. Unfortunately, data shows that road safety campaigns no longer have the impact needed to change our behaviour.

BlindMeters.com is a radical different take. It is geo-located and turns Google Maps into a text editor, allowing you to type on any road. A custom-made font connects to the speed limitation data of the specific road you're typing on and stretches to the exact number of meters you miss when texting and driving. To do so we programmed an algorithm that connects to different databases and layers them onto one website.

The launch played out across various channels. It took off with an intriguing film in TV and cinema, quickly followed by a connectivity plan that included banners, Instagram-stories, Google Ad-words and an influencers-campaign, whom had to walk the distance of their last text behind the wheel.

BlindMeters uses 4 different data-sources to visualize the exact number of meters you miss when texting & driving.

A Custom-made font was made with the purpose of being able to dynamically stretch to the exact number of meters you miss while texting and driving.

An initiative of parents of road victims **SAVE**

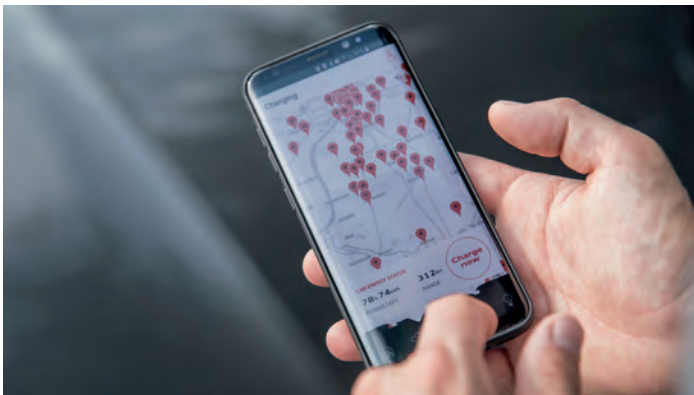
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BRAND OVK/PEVR (PARENTS OF ROAD VICTIMS) | AGENCY HAPPINESS BRUSSELS | CREATIVE DIRECTOR GEOFFREY HANTSON, PHILIPPE FASS, KATRIEN BOTTEZ | COPYWRITER PIETER CLAEYS | ART DIRECTOR ROXANE SCHNEIDER | CREATIVE ROXANE SCHNEIDER, PIETER CLAEYS | ACCOUNT KAREN CORRIGAN, HANS SMETS, TINE VAN HASSELT | STRATEGY WESLEY ROELAND | GRAPHIC DESIGNER DRIES LAUWERS | TYPOGRAPHER EDOUARD SCHNEIDER | AGENCY PRODUCER SOPHIE GUNSBURG, BART VANDE MAELE | PRODUCTION COMPANY LATCHO DROM, MOXY, RAYGUN, BLISS INTERACTIVE | PRODUCTION COMPANY PRODUCER YVES LEGRÈVES, EFROSINI SPANOUDIS, JEROEN BERTX | POST PRODUCTION MOXY | SOUND RAYGUN | DIRECTOR CHRISTOPHER ROSS-KELLAM | DOP EDGAR DUBROVSKIY | EDITOR MATTHIAS VANDENBOSCH, SIMON SCHUIJRMAN, REMKE FABER, STEFAAN GRYSOON | DATA ANALYST THOMAS COLLIERIS | DIGITAL TEAM KRIS VAN WALLENDIAEL, THOMAS COLLIERIS | WEB DESIGNER DRIES LAUWERS

Audi E-xperience

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

Electric mobility is hot. And because it is the future, it is a key lever for brand value in the automotive industry. Although all premium brands claim the best solution, the customer still has a lot of practical questions. Hence the challenge: how can an automotive premium brand like Audi offer true value to a prospect or customer when it comes to electric mobility? Well, by offering everyone the opportunity to find out if electric mobility is a valid answer to his or her mobility needs. While still driving their normal car. We proudly present you the Audi E-xperience application.



BRAND AUDI | AGENCY PROPHETS | CREATIVE DIRECTOR SAM DE WIN | COPYWRITER TINE SINNAEVE | ACCOUNT AMAURY THOMAS, JEREMY DEMOOR
| STRATEGY BJÖRN JOOS | DESIGNER PAUL JOLY | DATA ANALYST MENNO BOSMA | DIGITAL TEAM STIJN BONJEAN | UX DESIGNER JOE SMITH |
DEVELOPER SAMUEL JOOS, TOM BRUYNEEL

Dare To Sponsor

BRONZE Integrated Campaign · Public health & safety, public awareness, fundraising

Special Olympics needed more sponsors. And while B2B campaigns happen under the radar, this one incorporated the enthusiasm of sport fans. We dared companies in public to not only sponsor famous sports heroes, but also athletes with an intellectual disability. We created a fully integrated campaign, targeting major brands through personalised direct mails, a billboard in front of their own headquarters, a touching online movie and the support of Belgian top athletes on social media. It resulted in partnerships with 12 major brands, such as Coca Cola (Aquarius), Procter&Gamble and BNP Paribas Fortis.



BRAND SPECIAL OLYMPICS BELGIUM | AGENCY LDV UNITED | CREATIVE DIRECTOR KRISTOF SNELS, DENNIS VANDEWALLE, DRIES DE BRUYN | COPYWRITER JOHAN-LOU VERWIMP | CREATIVE THOMAS THYSENS, OLAF MEULEMAN | ACCOUNT DIMITRI MUNDORFF, INNIE TRAN | STRATEGY TOMAS SWEERTVAEGHER, LORIEN VERACHTERT | DESIGNER JEFFREY UTEN | PRODUCTION COMPANY CAVIAR | PRODUCTION COMPANY PRODUCER LAURANNE CRAHAY, ILSE JOYE, EVA VAN RIET | POST PRODUCTION LESLIE VERBIST, PIXMIX STUDIOS | SOUND GREGORY CARON | PHOTOGRAPHY EVERT THIRY | DIRECTOR NORMAN BATES | DOP BJORN CHARPENTIER | EDITOR MAARTEN VERLINDEN | DIGITAL TEAM YAWUAR SERNA DELGADO | MUSIC PIETER VAN DESSEL | COLOR GRADING VEERLE ZEELMAEKERS

Recruiting Car

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

We refitted a Volvo S90 as the "HR90," equipping it with artificial intelligence that allows it to interview prospective technicians. The car has "recruited" at the Brussels Motor Show and then continued with a tour of job expos, schools and Volvo dealerships in search of new hires. Volvo asked candidates to submit their job application on a website to be considered for an interview. The car quizzes them via image recognition, mapping and analysis of pre-set parameters, analysing the candidates' facial expressions and word use in order to assess their knowledge, motivation and social skills.



BRAND VOLVO | AGENCY FAMOUSGREY | CREATIVE DIRECTOR PETER AMPE | COPYWRITER TOM BERTH | ART DIRECTOR GEERT DE ROCKER | CREATIVE JOANNA RYCKAERT | ACCOUNT VINCENT VANDAM, KRIS VANDERHULST, CAROLA MICHIELS | STRATEGY MAARTEN VAN DAELE | DIGITAL STRATEGY MAARTEN BREDÁ | GRAPHIC DESIGNER JONATHAN LICHTFELD | DESKTOP PUBLISHER EMILIE BOUDART, FRANCO SCARAMUZZA | AGENCY PRODUCER EMILY RAMMANT, LOES FIERENS, MARLIES NEUDT | PRODUCTION COMPANY NOCOMPUTER, CRAFTWORKZ | PRODUCTION COMPANY PRODUCER FREDERIK ZAMAN | SOUND ELI SUNDERMANN | DIRECTOR KHAËL TOUAG | DOP PIET DEYAERT | EDITOR SVEN VANHEE, JELLE STROO | PR MANAGER SOPHIE ENGELS, LIEDEWIJ VERBIEST | DEVELOPER ARNO VAN BIESEN, JÉRÉMY DILLENBOURG, GWEN VANHEE, WIM VANHENDEN | AD DECOR STAN MAERTENS | CREATIVE EXPERIENCE DIRECTOR JONATHAN DETAVERNIER | DIGITAL PRODUCER BART DE BOCK, MARIE DELRUE | OPERATIONS DIRECTOR BART SEGERS

Straffe Kost

BRONZE Use of Brand Experience & Activation Campaigns · Retail stores, restaurants & fast food

Lidl's mission in 2018 was to help every Belgian get the best out of him- or herself with all the benefits of eating fresh food. So to support students during the exams in Gent, Lidl opened a pop-up student restaurant that served brainfood. The restaurant was open 24/7 for a month, so Lidl was even there for students when they pulled an all-nighter. Opening the restaurant already created loads of free publicity. This, together with ads on Facebook, Instagram and Spotify, resulted in more than 12.000 students enjoying the healthy and fresh products of Lidl.



BRAND LIDL | ADVERTISER/CLIENT IFKE NAUWELAERTS | AGENCY BBDO BELGIUM | CREATIVE DIRECTOR SEBASTIEN DE VALCK, ARNAUD PITZ | COPYWRITER MICHEL BAETEN | ART DIRECTOR FRÉDÉRIC DELOUVROY | ACCOUNT ISABEL PEETERS, MICHELLE STAS, EMILIE KINO, SHI QI JI | STRATEGY JAN VAN BRAKEL | DIGITAL STRATEGY JONAS HELSEN | DESIGNER NADIA TWEPPENNINX | AGENCY PRODUCER PATRICIA VAN DE KERCKHOVE | PRODUCTION COMPANY CITYCUBES

The Vegetable Name Change

BRONZE Integrated Campaign · Retail stores, restaurants & fast food

Everybody knows veggies are good for you and everybody knows we should eat more of them. So no need to be educational, it wouldn't work anyway. Veggies suffer from an image problem. Making kids eat veggies is not easy: young parents know it, older parents remember it for the rest of their lives. That was the starting point. We use the power of enthusiasm: by introducing fairytale-like, magical names, kids get their phantasy going, they become enthusiastic and forget they are eating veggies. Enthusiasm and phantasy as a simple, likeable way to help parents to feed their kids veggies.

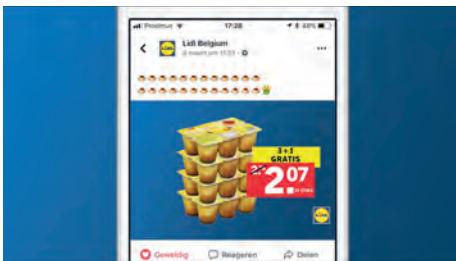


BRAND DELHAIZE | **AGENCY** TBWA | **CREATIVE DIRECTOR** FRANK MARINUS | **COPYWRITER** JULIEN RIVIEZZO, BOUT HOLTOF | **ART DIRECTOR** SEBASTIEN STRONGHEAD VERLIEFDE | **CREATIVE** ALEX AMEYE, WILFRID MORIN, GREG VAN BUGGENHOUT, OLAF MEULEMAN | **ACCOUNT** CHARLOTTE LINDEMANS, GEERT POTARGENT | **STRATEGY** KRISTOF JANSSENS | **DIGITAL STRATEGY** MICHAEL LIEKENS | **CONNECTION PLANNER** XANDRA VAN DER MERSCH | **DESIGNER** ESTELLE VANDUYNSLAEGER | **GRAPHIC DESIGNER** JANA KEPPENS | **RETOUCHER** ALEX AMEYE, ANNICK COHEN, MARIANNE GUALTIERI, PATTI SECCI | **PRODUCTION COMPANY** MAKE | **PRODUCTION COMPANY PRODUCER** RAF DEBRAEKELEER, LORE DESMET | **POST PRODUCTION** TOON VANDENBRANDEN, LAURIEN RODESCH | **SOUND** GWENN NICOLAY | **PHOTOGRAPHY** MARC WAUTERS, ALEX AMEYE | **ILLUSTRATOR** ESTELLE VANDUYNSLAEGER, JANA KEPPENS, ALEX AMEYE | **ART BUYER** ALEX AMEYE | **PR MANAGER** NIGEL OOMS | **DIGITAL TEAM** NIGEL OOMS, JOLIEN VAN HEYSTE, SOFIE GILLIAMS, SARAH PIERREQUIN | **UX DESIGNER** JEROEN GOVAERT | **WEB DESIGNER** FREDERIK SEVERIJNS | **DEVELOPER** GEERT BROEDERS, WANNES VERMEULEN, YANNICK VAN DER GOTEN, RUBEN TEMMERMAN

Flan Challenge

SHORTLIST Use of Brand Experience & Activation Campaigns · Retail stores, restaurants & fast food

While the 'Flan challenge' of Maxim Pans in Belgium's Got Talent was in the process of going viral, Lidl cleverly and swiftly launched a promotion in response to the internet hype.



BRAND LIDL | ADVERTISER/CLIENT IFKE NAUWELAERTS | AGENCY BBDO BELGIUM | CREATIVE DIRECTOR SEBASTIEN DE VALCK, ARNAUD PITZ | COPYWRITER MICHEL BAETEN | ART DIRECTOR FRÉDÉRIC DELOUVROY | ACCOUNT MICHELLE STAS, EMILIE KINO, SHI QI JI | STRATEGY JAN VAN BRAKEL | AGENCY PRODUCER PATRICIA VAN DE KERCKHOVE

#WorkForALS

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

When no one will work for a cure for your rare, unprofitable disease you work for it yourself. Not easy when your organs are failing you one by one. That's why ALS patients asked CEO's for a job and Belgian employees to join them in working to find a cure. Successfully using the right mix of media in order for ALS patients to be everywhere during world ALS week as job applicants. Even the national lottery was taken over by an ALS patient asking for change. Both ALS patients and Belgian employees worked so there's hope for ALS patients again.



BRAND ALS LIGA BELGIË | **ADVERTISER/CLIENT** EVY REVIERS | **AGENCY** PUBLICIS BRUSSELS | **CREATIVE DIRECTOR** KWINT DE MEYER, WILLEM DE WACHTER | **COPYWRITER** WIM CORREMANS | **CREATIVE** MAXIME DAMO, JELLE VAN GARDEREN | **ACCOUNT** FREDERIK JONNAERT, MAITÉ CAMERMAN | **STRATEGY** VIRGINIE LEPÈRE | **CONNECTION PLANNER** FIONA BOYLE | **DESIGNER** CHRISTOPHE VANTRICHT | **GRAPHIC DESIGNER** CHRISTOPHE VANTRICHT | **RETOUCHER** FRED DUPONT | **MEDIA PLANNING** ZENITH | **AGENCY PRODUCER** MARC VAN BUGGENHOUT, DAAN FEYTONGS | **PRODUCTION COMPANY** CAVIAR | **PRODUCTION COMPANY PRODUCER** ILSE JOYE, JULIE BOSTEELS | **SOUND** PRODIGIOUS, TOM GARCIA, ALAIN GUILLAUME, HANS DE WIT | **PHOTOGRAPHY** FRÉDÉRIC UYTENHOVE | **DIRECTOR** TOM WILLEMS | **DOP** FREDERIC VAN ZANDYCKE

The Unchangers

SHORTLIST Integrated Campaign · Retail stores, restaurants & fast food

We live in times where everything changes at the speed of light, and everyone tries to keep up with every fad. Choosing not to change is quite a statement. And that's what the Unchangers do. They just like it how it is. The Big Mac, with its 50-year-old recipe, is definitely one of them.



BRAND MCDONALD'S | **ADVERTISER/CLIENT** LAURENCE ANCKAERT | **AGENCY** TBWA | **CREATIVE DIRECTOR** JEROEN BOSTOEN | **COPYWRITER** THOMAS DRIESEN | **ART DIRECTOR** DAVID MAERTENS | **ACCOUNT** SORAYA HELLARA, VIRGINIE HAYET, GEERT POTARGENT | **STRATEGY** AURELIE RUSSANOWSKI | **DIGITAL STRATEGY** AUDREY DAHMEN, RINDERT DALSTRA | **CONNECTION PLANNER** LAURIE HERBOTS | **DESIGNER** VINCENT DE BOECK | **RETOUCHER** ANNICK COHEN | **AGENCY PRODUCER** TOON VANDENBRANDEN, MIEKE VANDEWALLE | **PRODUCTION COMPANY PRODUCER** JOOP HAESEN, CARTEL | **POST PRODUCTION** MAKE | **SOUND** JAN POLLET, GWENN NICOLAY | **DIRECTOR** JEROEN MOL | **DOP** DAVID DOOM | **EDITOR** JEROEN MOL, XAVIER POULEUR, JOOST VAN KERCKHOVE | **DIGITAL TEAM** MELISSA JANSSENS, FEDERICO COLELLA | **UX DESIGNER** JEROEN GOVAERT | **WEBMASTER** STIJN MERTENS | **DEVELOPER** RUBEN TEMMERMAN, DIEDERIK VAN REMOORTERE