

Eurobest announces Grand Prix, Special Awards and Young Creative Competition winners for 2023

France receives the most Grands Prix

Poland and Ukraine receive their first ever Grands Prix at Eurobest

Eurobest Creativity Report is released with rankings and insights from across the Awards

Eurobest has announced the Grands Prix and Special Award winners defining the European benchmark in creative excellence for 2023. France has received the most Grands Prix at seven, followed by Germany with four.

Among the winners were some notable firsts, with Poland receiving its first-ever Grand Prix win at Eurobest, taking home the Grand Prix in two Awards, Creative Data and Direct. Ukraine also won its inaugural Grand Prix at Eurobest and was awarded the Grand Prix in PR.

Other firsts see Spain awarded its first ever Grands Prix in Brand Experience & Activation and Digital Craft. Elsewhere, Belgium has won its first Grand Prix within Creative Effectiveness, Denmark takes home its first Grand Prix within Film Craft, Sweden wins its first Grand Prix within Radio & Audio and Italy is awarded its first ever Grand Prix for Good Award at Eurobest.

The Eurobest Creativity Report is also published and can be viewed [here](#). The Report presents the definitive European rankings to benchmark creative excellence for the year ahead, as well as in-depth commentary on key trends and themes from inside the Jury rooms as identified by the Juries. Simon Cook, CEO, LIONS, comments: “It’s inspiring to see a breadth of new countries awarded for 2023. Poland and Ukraine won their first Grands Prix at Eurobest overall, and there were also first-time Grand Prix wins for Belgium, Denmark, Italy, Spain and Sweden across a number of Awards. Congratulations to all of our Award winners, and those shortlisted, as they collectively raise the bar for creative excellence across Europe.”

Grand Prix winners are announced as follows:

Brand Experience & Activation: ‘Samsung Unfear’, for Samsung Spain, by Cheil Worldwide, Madrid, Spain

Creative Business Transformation: ‘Renault - Plug-Inn’, for Renault, by Publicis Conseil, Paris, France

Creative Commerce: ‘Renault - Plug-Inn’, for Renault, by Publicis Conseil, Paris, France

Creative Data: ‘Where To Settle’, for Mastercard, by McCann Poland, Warsaw, Poland

Creative Effectiveness: ‘Reduce The Ride’, for D’leteren, by Happiness, an FCB Alliance, Brussels, Belgium

Creative Strategy: ‘Renault - Plug-Inn’, for Renault, by Publicis Conseil, Paris, France

Design: ‘The Dropstore’, for Ministry of Foreign Affairs of The Kingdom of The Netherlands, by Publicis Groupe Benelux, Amsterdam, the Netherlands

Digital Craft: ‘Samsung Unfear’, for Samsung Spain, by Cheil Worldwide, Madrid, Spain

Direct: ‘Where To Settle’, for Mastercard, by McCann Poland, Warsaw, Poland

Entertainment: ‘Women's Football’, for Orange, by Marcel, Paris, France

Film: ‘Women's Football’, for Orange, by Marcel, Paris, France

Film Craft: ‘Iran-E Man’, For Pairi Daeza, by new—land, Copenhagen, Denmark

Glass: The Award For Change: ‘Women's Football’, for Orange, by Marcel, Paris, France

Grand Prix for Good: ‘Ridiculous Excuses Not To Be Inclusive’, for CoorDown, by Indiana Production Company, Milan, Italy / Small, New York, USA

Healthcare: ‘Me, My Autism & I’, for Vanish, by Havas, London, United Kingdom
Industry Craft: ‘The Unexpected Encounters Campaign’, for Lacoste, by BETC, Paris, France
Innovation: ‘Aizome Ultra™ – An Innovative Method To Create Textiles With Lasting Health Benefits.’, for Aizome, by Serviceplan, Munich, Germany
Integrated: ‘Oreo Cheat Cookies’, for Mondelēz Europe, by Saatchi & Saatchi, Düsseldorf, Germany
Media: ‘Plastic Kicks The Bucket’, for McDonald’s, by OMD Germany, Düsseldorf / DDB Germany, Munich, Germany
Outdoor: ‘Deals Stuck in Time’, for McDonald’s, by NORD DDB, Stockholm, Sweden
PR: ‘Be Brave Like Ukraine’, for Ukraine, by Banda Agency, Kyiv, Ukraine
Print & Publishing: ‘Mayo McHack’, for Hellman’s, by Edelman, London, United Kingdom
Radio & Audio: ‘Spellbound By Sweden’, for Visit Sweden, by Prime Weber Shandwick, Stockholm, Sweden
Social & Influencer: ‘Oreo Cheat Cookies’, for Mondelēz Europe, by Saatchi & Saatchi, Düsseldorf, Germany

Special Award winners are announced as follows:

Network of the Year:

- 1 Publicis Worldwide
- 2 Havas Creative
- 3 DDB Worldwide

Media Network of the Year:

- 1 OMD Worldwide
- 2 PHD Worldwide
- 3 Mindshare

Agency of the Year:

- 1 Marcel, Paris, France
- 2 Publicis Conseil, Paris, France
- 3 Saatchi & Saatchi, Düsseldorf, Germany

Independent Agency of the Year:

- 1 Serviceplan, Munich, Germany
- 2 Edelman, London, United Kingdom
- 3 SMALL, New York, USA

Eurobest Golden Palm:

- 1 Prodigious, France
- 2 new—land, Denmark
- 3 SMUGGLER, United Kingdom

Agency of the Year by Market:

Belgium, Happiness, an FCB Alliance, Brussels
 France, Marcel, Paris
 Germany, Saatchi & Saatchi, Düsseldorf
Italy, LePub, Milan
 Netherlands, Publicis Groupe Benelux, Amsterdam
 Poland, McCann Poland, Warsaw
 Spain, Cheil Worldwide, Madrid
 Sweden, Nord DDB, Stockholm
 Switzerland, Wirz Group, Zurich
 Ukraine, Banda Agency, Kyiv
 United Kingdom, Edelman, London