

EUROBEST 2022 – I GRAND PRIX

Brand Experience & Activation: ‘Hack Market’, for Back Market, by Marcel, Paris, France

Creative Business Transformation: **‘The Unwasted Beer’, for Heinken, by Publicis Italy, Milan / Publicis Dublin, Italy / Ireland**

Creative Commerce: ‘Volvo Street Configurator’, for Volvo Cars Belux, by FamousGrey, Brussels, Belgium.

Creative Data: ‘Toxic Influence’, for Unilever, Dove, by Ogilvy, London, United Kingdom

Creative Effectiveness: ‘Renault - Village Électrique’, for Renault, by Publicis Conseil, Paris, France

Creative Strategy: ‘Reduce The Ride’, for D'Ieteren, by Happiness, an FCB Alliance, Brussels, Belgium

Design: ‘Portuguese (Re)Constitution’, for Penguin Random House Portugal, by FCB Lisbon, Portugal

Digital Craft: ‘Adobe X Bowie’, for Adobe, by Dentsu Creative, Amsterdam, The Netherlands

Direct: ‘Backup Ukraine’, for Polycam X UNESCO X Blue Shield by Virtue Worldwide, New York, USA

Entertainment: **‘Staraoke’, for Prime Video, by Ogilvy, Milan, Italy**

Film: ‘The Spider And The Window’, for Samsung Electronics GMBH, by Leo Burnett, Frankfurt, Germany

Film Craft: ‘The Spider And The Window’, for Samsung Electronics GMBH, by Leo Burnett, Frankfurt, Germany

Glass: The Award For Change: ‘Toxic Influence’, for Unilever, Dove, by Ogilvy, London, United Kingdom

Grand Prix for Good: ‘Gender Swap’, for Women in Games, BETC, Paris, France

Healthcare: ‘Sugar Kids’, for Spanish Ministry of Consumer Affairs, by VMLY&R HEALTH, Madrid, Spain

Industry Craft: ‘Chillboards’, for Molson Coors, by NORD DDB, Copenhagen / adam&eveDDB, London / DDB, Chicago, Denmark / United Kingdom / USA

Innovation: ‘Dot Pad. The First Smart Tactile Graphics Display.’, for Dot Incorporation by Serviceplan, Munich / Serviceplan Korea, Seoul, Germany / South Korea

Integrated: **‘The Night is Young’, for Heineken, by Publicis Italy, Milan, Italy**

Media: ‘Cirkulär’, for IKEA, by Accenture Song, Copenhagen / IKEA, Taastrup / Marketsquare, Denmark

Mobile: ‘Hack Market’, for Back Market, by Marcel, Paris, France

Outdoor: **‘Neverending Chase’, for Affinity, by Havas Milan, Italy**

PR: ‘Backup Ukraine’, for Polycam X UNESCO X Blueshield by Virtue Worldwide, New York, USA

Print & Publishing: ‘Outlaw Runners’, for Distance, by BETC, Paris, France

Radio & Audio: ‘Did he upgrade or downgrade?’, ‘Mom but not his Mom’ and ‘Unsustainable Children’, for Burger King, by David, Madrid, Spain

Social & Influencer: **‘The Virtual Heineken Silver’, for Heineken, by Publicis Italy, Milan, Italy**

SPECIAL AWARDS

Network of the Year:

- 1 Publicis Worldwide
- 2 DDB Worldwide
- 3 Ogilvy

Media Network of the Year:

- 1 dentsu X
- 2 iProspect
- 3 MediaCom

Agency of the Year:

- 1 Publicis Italy, Milan, Italy
- 2 BETC, Paris, France
- 3 Marcel, Paris, France

Independent Agency of the Year:

- 1 Philipp und Keuntje, Hamburg, Germany
 - 2 Jung von Matt AG, Hamburg, Germany
 - 3 Serviceplan, Munich, Germany
- Eurobest Golden Palm:
- 1 Zauberberg Productions, Germany
 - 2 B-Reel Films, Sweden
 - 3 Artisans du Film, France

Agency of the Year by Market:

AUSTRIA, Jung von Matt DONAU, Vienna
BELGIUM, Happiness, an FCB alliance, Brussels
FRANCE, BETC, Paris
GERMANY, Scholz & Friends, Berlin
IRELAND, Publicis, Dublin
ITALY, Publicis Italy, Milan
NORWAY, POL, Oslo
PORTUGAL, FCB, Lisbon
ROMANIA, DDB Romania, Bucharest
SPAIN, Leo Burnett, Madrid
SWEDEN, Åkestam Holst, Stockholm
THE NETHERLANDS, Dentsu Creative, Amsterdam
UNITED KINGDOM, adam&eveDDB, London