

CBA 25

The shortlist

Welcome to CBA
Creativity Nowadays

CBA 25

The shortlist

Welcome to CBA
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CBA 25

The shortlist

Welcome to CBA
Creativity Nowadays

The Shortlist Classic

CBA 25

The shortlist

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Creativity Nowadays

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Creativity Nowadays

Creative Belgium Awards 2025

The Shortlist Audio

Subcategory

Radio

Radio

Radio

Radio

Radio

Audio

Branded Audio Content

Campaign title

A True Classic Is Indestructible

Immoscoopman

Safety Features

The Positive Reviews

Zware Boete

Burger to King

Freazy-E

Brand

VRT

Immoscoop

OVK/PEVR

Scarlet

Mooimakers

Burger King Belgium

Recupel

Entrant

VRT Creative

AKQA Brussels

Happiness Brussels

AKQA Brussels

mortierbrigade

Happiness Brussels

mortierbrigade

Creative Belgium Awards 2025

The Shortlist Digital

Subcategory

Use of Social Media: Insights & Engagement

Use of Social Media: Insights & Engagement

Use of Social Media: Insights & Engagement

Use of Social Media: Creator & Influencer Marketing

Use of Social Media: Creator & Influencer Marketing

Use of Social Media: Creator & Influencer Marketing

Use of Social Media: Creator & Influencer Marketing

Use of Social Media: Creator & Influencer Marketing

Use of Social Media: Content Marketing

Use of Social Media: Content Marketing

Creative Use of Technology

Integrated Cross Platform Campaigns

Use of Digital

Campaign title

Burger to King

Generation Opera

The Unwearable Wardrobe

Finding Juliette

PeeWater

Sludge Content

The Unwearable Wardrobe

The Soil Box

Lost Pasword

The End of the Internet

Burger to King

Finding Juliette

Memory Shots

Brand

Burger King Belgium

Proximus

Child Focus

Child Focus

Bargoens

Politiezone Antwerpen

Child Focus

Nike

Burger King Belgium

Mondelēz Benelux

Burger King Belgium

Child Focus

Kodak Images Belgium

Entrant

Happiness Brussels

AKQA Brussels

VML

VML

egghunter

Lucy

VML

Mutant

Happiness Brussels

Ogilvy Social.Lab

Happiness Brussels

VML

Happiness Brussels

Creative Belgium Awards 2025

The Shortlist Film

Subcategory

Film & Cinema

Film & Cinema

Film & Cinema

Film & Cinema

Film & Cinema

Internet Film

Internet Film

Internet Film

Internet Film

Internet Film

Music Video

Music Video

New Realities & Emerging Tech

Branded TV Content

Branded Film Content

Campaign title

An Inconvenient Question

De Warmste Week 2024

Shoulders

SKUNK Trailer

Support is Gold

Freazy-E

If I Could Talk To My Younger Self

Multitude, le film

Ride the Flemish Classics,
eat the Flemish Classics

SKUNK Trailer

Moja Stories

Summer Body

If I Could Talk To My Younger Self

The Masked Singer Recycled

The Molfather

Brand

Equal Pay Day

VRT

Helan Onafhankelijk Ziekenfonds

CZAR

AXA ASSURANCE BE

Recupel

Helan Onafhankelijk Ziekenfonds

Stromae

Cycling in Flanders

CZAR

Baloji

Sony Music

Helan Onafhankelijk Ziekenfonds

Recupel

Keytrade Bank

Entrant

mortierbrigade

Mutant

AKQA Brussels

mortierbrigade

Publicis Groupe Belgium

mortierbrigade

AKQA Brussels

FRAMES post-production

BBDO Belgium

mortierbrigade

Caviar

Air

AKQA Brussels

mortierbrigade

Mutant

Creative Belgium Awards 2025

The Shortlist Outdoor

Subcategory

Campaign title

Brand

Entrant

Outdoor Billboards &
Street Posters

Belhaize Election Campaign

Delhaize

TBWA\Belgium

Outdoor Billboards &
Street Posters

Het Kan

Telenet Play Sports

TBWA\Belgium

Outdoor Billboards &
Street Posters

No Drop Left Behind

Heinz

Publicis Groupe Belgium

Outdoor Billboards &
Street Posters

Wat pak jij?

Vlaamse Stichting Verkeerskunde

AKQA Brussels

Digital Screens

The Counter Notification

Vlaamse Stichting Verkeerskunde

AKQA Brussels

Ambient: Bars, Restaurants, Stores

Caf'eetjes

Takeaway.com

AKQA Brussels

Ambient: Small Scale
Special Solutions

The Remco Reflex

bpost

mortierbrigade

Ambient: Special Builds

City Guerrilla

Nike

Mutant

Ambient: Special Builds

The Wall

Nike

Mutant

Ambient: Special Builds

Turning Oudaan into a Living
Billboard

Netflix

Paloma

Ambient: Stunts,
Live Advertising

Karl & José

NBVN

Berlin Creative Studio

Ambient: Stunts,
Live Advertising

The Reverse Stand

OVAM

VML

Creative Belgium Awards 2025

The Shortlist Print

Subcategory

Campaign title

Brand

Entrant

Print & Publishing

Nevermind?

11.11.11

Manamana

XXV

Creative Belgium Awards 2025

The Shortlist

Craft

The Shortlist Audio Craft

Subcategory

Use of Music

Use of Music

Use of Music

Use of Music

Casting & Performance

Script

Script

Script

Campaign title

Classics Gone Wild

De Warmste Week 2024

Freazy-E

The High Fens

Immoscoopman

Freazy-E

Freazy-E

Zware Boete

Brand

Lunchgarden

VRT

Recupel

Agence du Tourisme des
Cantons de l'Est

Immoscoop

Recupel

Recupel

Mooimakers

Entrant

VML

Mutant

mortierbrigade

Hungry Minds

AKQA Brussels

mortierbrigade

mortierbrigade

mortierbrigade

Creative Belgium Awards 2025

The Shortlist

Digital Craft

Subcategory

Campaign title

Brand

Entrant

Content

Generation Opera

Proximus

AKQA Brussels

AI Storytelling

If I Could Talk To My Younger Self

Helan Onafhankelijk Ziekenfonds

AKQA Brussels

Technology

Memory Shots

Kodak Images Belgium

Happiness Brussels

Creative Belgium Awards 2025

The Shortlist Film Craft

Subcategory

Film Direction

Film Direction

Film Direction

Film Direction

Film Direction

Film Direction

Film Direction

Scriptwriting Film

Scriptwriting Film

Casting & Performance

Casting & Performance

Casting & Performance

Casting & Performance

Casting & Performance

Campaign title

An Inconvenient Question

Noblesse Oblige

Ride the Flemish Classics,
eat the Flemish Classics

The Funeral

The Molfather

The Power of Sweetness - Bear

The Robbery

The Molfather

The Robbery

Boost Your Boomer

Immoscoopman

Pass It On

Summer Body

The Molfather

Brand

Equal Pay Day

RSC Anderlecht

Cycling in Flanders

AXE

Keytrade Bank

AXE

AXE

Keytrade Bank

AXE

YoungCapital

Immoscoop

European Parliament

Sony Music

Keytrade Bank

Entrant

mortierbrigade

ILA Studio

BBDO Belgium

CZAR

Caviar

CZAR

CZAR

Mutant

CZAR

HAMLET

AKQA Brussels

ICF NEXT

Air

Mutant

Creative Belgium Awards 2025

The Shortlist Film Craft

Subcategory

Cinematography

Cinematography

Cinematography

Use of Music

Editing

Editing

VFX

Sound Design

Animation

Campaign title

The Funeral

The Power of Sweetness - Dog

The Robbery

Child in Time

Multitude, le film

The Robbery

Boost Your Boomer

Get Hot At The Right Time

De Warmste Week 2024

Brand

AXE

AXE

AXE

Willy Radio

Stromae

AXE

YoungCapital

Under Armour

VRT

Entrant

CZAR

CZAR

CZAR

mortierbrigade

FRAMES post-production

CZAR

FRAMES post-production

Klankwerk

Mutant

Creative Belgium Awards 2025

The Shortlist Industry Craft

Subcategory

Copywriting

Art Direction

Art Direction

Illustration

Illustration

Photography

Photography

Photography

Synthography

Campaign title

Freazy-E

The Equal Pocket Denim

The Soil Box

Check Je Huid

Raar

A Resist'r Case

Sennheiser

Waiting for You

If I Could Talk To My Younger Self

Brand

Recupel

Bancontact Payconiq Company

Nike

Melanoompunt vzw

Hulplijn 1712

Eastpak

Sennheiser

Mopets

Helan Onafhankelijk Ziekenfonds

Entrant

mortierbrigade

Air

Mutant

AKQA Brussels

at the table

ILA Studio

ILA Studio

Serviceplan

AKQA Brussels

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The Shortlist Design

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Creativity Nowadays

The Shortlist Design

Subcategory

Brand Design: Branding

Brand Design: Branding

Brand Design: Rebranding

Brand Design: Rebranding

Brand Design: Rebranding

Brand Design: Rebranding

Brand Design: Rebranding

Brand Design: Motion Identity

Digital Design: Motion Design

Digital Design: Use of
Emerging Technology

Graphic Design: Product &
Packaging Design

Spatial Design: Installations

Spatial Design: Interiors

Campaign title

Hotel Fleur de Ville

Mort Subite - Juicy

Brussels Airlines

Cristal

FOMU

Radio 1

RSC Anderlecht

Solutions for Change

Wat pak jij?

Memory Shots

The Soil Box

The Van

The Van

Brand

Hotel Fleur de Ville

Mort Subite

Brussels Airlines

Cristal

FOMU

VRT

RSC Anderlecht

The Alliance to End Plastic Waste

Vlaamse Stichting Verkeerskunde

Kodak Images Belgium

Nike

Nike

Nike

Entrant

King of Hearts

WeWantMore

WeWantMore

WeWantMore

Mutant

Mirror Mirror

Base Design

AKQA Brussels

AKQA Brussels

Happiness Brussels

Mutant

Mutant

Mutant

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Creativity Nowadays

The Shortlist Engagement

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Creativity Nowadays

Creative Belgium Awards 2025

The Shortlist Creative Data

Subcategory

Campaign title

Brand

Entrant

Data Storytelling

If I Could Talk To My Younger Self

Helan Onafhankelijk Ziekenfonds

AKQA Brussels

XXV

Creative Belgium Awards 2025

The Shortlist Direct

Subcategory

Physical Items

Physical Items

Physical Items

Physical Items

Out of Home

Digital

Digital

Guerrilla & Street

Guerrilla & Street

Integrated Campaigns

Campaign title

PeeWater

Ride the Flemish Classics,
eat the Flemish Classics

The Remco Reflex

The Soil Box

Caf'eetjes

Finding Juliette

Memory Shots

Burger to King

Karl & José

Finding Juliette

Brand

Bargoens

Cycling in Flanders

bpost

Nike

Takeaway.com

Child Focus

Kodak Images Belgium

Burger King Belgium

NBVN

Child Focus

Entrant

egghunter

BBDO Belgium

mortierbrigade

Mutant

AKQA Brussels

VML

Happiness Brussels

Happiness Brussels

Berlin Creative Studio

VML

Creative Belgium Awards 2025

The Shortlist Media

Subcategory

TV & Cinema

Real-Time Response

Radio & Audio

Ambient Media - Small Scale

Ambient Media - Small Scale

Ambient Media - Small Scale

Ambient Media - Small Scale

Ambient Media - Large Scale

Special Events, Stunts &
Live Advertising

Social Media

New Realities & Emerging Tech

Campaign title

SKUNK Trailer

The Remco Reflex

Burger to King

Caf'eetjes

PeeWater

Ride the Flemish Classics,
eat the Flemish Classics

The Remco Reflex

City Guerrilla

Art Unlocked

Lost Password

Memory Shots

Brand

CZAR

bpost

Burger King Belgium

Takeaway.com

Bargoens

Cycling in Flanders

bpost

Nike

59Rivoli - Alternative art centre

Burger King Belgium

Kodak Images Belgium

Entrant

mortierbrigade

mortierbrigade

Happiness Brussels

AKQA Brussels

egghunter

BBDO Belgium

mortierbrigade

Mutant

mortierbrigade

Happiness Brussels

Happiness Brussels

Creative Belgium Awards 2025

The Shortlist Media

Subcategory

Sponsorships & Collaborations

Sponsorships & Collaborations

Sponsorships & Collaborations

Sponsorships & Collaborations

Branded Content

Campaign title

Caf’eeetjes

Finding Juliette

Freazy-E

The Masked Singer Recycled

Console Swap

Brand

Takeaway.com

Child Focus

Recupel

Recupel

Proximus

Entrant

AKQA Brussels

VML

mortierbrigade

mortierbrigade

AKQA Brussels

The Shortlist PR

Subcategory

Corporate Communication
Consumer Communication
Consumer Communication
Consumer Communication
Consumer Communication

Consumer Communication
Real-Time Response
Events, Live shows, Festivals

Campaign title

The Remco Reflex
Finding Juliette
If I Could Talk To My Younger Self
PeeWater
Ride the Flemish Classics,
eat the Flemish Classics

The Famous CPR Doll
The Remco Reflex
Art Unlocked

Brand

bpost
Child Focus
Helan Onafhankelijk Ziekenfonds
Bargoens
Cycling in Flanders

De Belgische Cardiologische Liga
bpost
59Rivoli - Alternative art centre

Entrant

mortierbrigade
VML
AKQA Brussels
egghunter
BBDO Belgium

Berlin Creative Studio
mortierbrigade
mortierbrigade

Creative Belgium Awards 2025

The Shortlist Experience

The Shortlist Brand Experience

Subcategory

Live Brand Experience

Live Brand Experience

Sponsorship

Guerrilla & Stunts

Guerrilla & Stunts

Guerrilla & Stunts

Guerrilla & Stunts

Guerrilla & Stunts

Digital Experience

Digital Experience

Digital Experience

Digital Experience

Digital Experience

Retail Experience

Retail Experience

New Realities & Emerging Tech

New Realities & Emerging Tech

Campaign title

De Grote Brandoefening

Mont Netflix

MediaMarkt X

Art Unlocked

Burger to King

Little Lady Justice

The Famous CPR Doll

The Wall

Burger to King

Finding Juliette

If I Could Talk To My Younger Self

Lost Pasword

Memory Shots

Caf'etjes

The Van

If I Could Talk To My Younger Self

Memory Shots

Brand

Radio 2, KBC

Netflix

MediaMarkt

59Rivoli - Alternative art centre

Burger King Belgium

Child Focus

De Belgische Cardiologische Liga

Nike

Burger King Belgium

Child Focus

Helan Onafhankelijk Ziekenfonds

Burger King Belgium

Kodak Images Belgium

Takeaway.com

Nike

Helan Onafhankelijk Ziekenfonds

Kodak Images Belgium

Entrant

TBWA\Belgium

Joe Public Belgium

VML

mortierbrigade

Happiness Brussels

VML

Berlin Creative Studio

Mutant

Happiness Brussels

VML

AKQA Brussels

Happiness Brussels

Happiness Brussels

AKQA Brussels

Mutant

AKQA Brussels

Happiness Brussels

Creative Belgium Awards 2025

The Shortlist

Culture & Social Behaviour

Subcategory

Cultural Insight

Cultural Insight

Social Behaviour

Social Behaviour

Social Behaviour

Social Behaviour

Social Behaviour

Social Behaviour

Social Behaviour

Campaign title

Metal Makes Happy

Ride the Flemish Classics,
eat the Flemish Classics

Caf'etjes

De Verwerkdag

If I Could Talk To My Younger Self

No Drop Left Behind

Pass It On

The Famous CPR Doll

The Remco Reflex

Brand

Studio Brussel

Cycling in Flanders

Takeaway.com

OVK/PEVR

Helan Onafhankelijk Ziekenfonds

Heinz

European Parliament

De Belgische Cardiologische Liga
bpost

Entrant

VRT Creative

BBDO Belgium

AKQA Brussels

Happiness Brussels

AKQA Brussels

Publicis Groupe Belgium

ICF NEXT

Berlin Creative Studio
mortierbrigade

Creative Belgium Awards 2025

The Shortlist Strategy

The Shortlist

Business Transformation

Subcategory	Campaign title	Brand	Entrant
Business Transformation	Caf’eeetjes	Takeaway.com	AKQA Brussels

XXV

Creative Belgium Awards 2025

The Shortlist

Corporate Purpose

Subcategory

Corporate Purpose

Corporate Purpose

Corporate Purpose

Campaign title

If I Could Talk To My Younger Self

Memory Shots

The Remco Reflex

Brand

Helan Onafhankelijk Ziekenfonds

Kodak Images Belgium

bpost

Entrant

AKQA Brussels

Happiness Brussels

mortierbrigade

Creative Belgium Awards 2025

The Shortlist Innovation

Subcategory

Innovation

Campaign title

The Famous CPR Doll

Brand

De Belgische Cardiologische Liga

Entrant

Berlin Creative Studio

The Shortlist Integrated

Subcategory

Integrated

Integrated

Integrated

Integrated

Campaign title

Finding Juliette

Freazy-E

Het Kan

Swappen

Brand

Child Focus

Recupel

Telenet Play Sports

Albert Heijn

Entrant

VML

mortierbrigade

TBWA\Belgium

Happiness Brussels

Creative Belgium Awards 2025

The Shortlist

Long Term Creative Brand Platform

Subcategory	Campaign title	Brand	Entrant
Long Term Creative Brand Platform	Drink better. Live better.	SPA	Happiness Brussels
Long Term Creative Brand Platform	Think Possible	Proximus	AKQA Brussels

XXV

Creative Belgium Awards 2025

The Shortlist New Talent Award

Brand

Depop

Kraft Mac & Cheese

Orbit Extra (Mars)

Campaign title

Replay

Cheesing Man

Mouthfulness

School

IHECS

ESA Saint-Luc Bruxelles

Thomas More Hogeschool
& Erasmus Hogeschool

Team

Christina Garcie

Alison Jeugmans
Samuel Lepage

Daan Van Gorp
Hannah Candries
Mauro Van der Flaes
Mina De Letter
Margot Janssens
Nabras Ahmad

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