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discover the **Shortlist**

**Audio**

**Subcategory**

**Campaign title**

**Brand**

**Agency**

Radio  
Radio  
Radio  
Radio  
Audio

Middenin  
Potes-Cast  
Road Rage  
The Miraculous Radio Relay  
Killing Me Softly

Play Sports  
MAES  
Volkswagen  
Crelan Bank  
ALS Liga - Ligue SLA

TBWA\Belgium  
AKQA Brussels  
TBWA\Belgium  
mortierbrigade, Sonhouse  
Serviceplan, AKA De Mensen,  
Raygun

Audio  
Audio  
Branded Audio Content  
Branded Audio Content

Silent Streamer  
Music Video Without Music  
De Vlinder en de Schildpad  
NuNi (op je gsm)

De Tuut van Tegenwoordiger  
VRT  
UZ Leuven  
VSV

Happiness Brussels  
VRT Creative  
Het Geluidshuis  
AKQA Brussels, Sonhouse

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Middelkerke

# discover the Shortlist

# Audio Craft

**Subcategory**

**Campaign title**

**Brand**

**Agency**

Use of Music  
Use of Music

De Tijdloze Canon  
Killing Me Softly

De Tijdloze  
ALSLiga - Ligue SLA

VRT Creative  
Serviceplan, AKA De Mensen,  
Raygun

Use of Music  
Use of Music  
Casting & Performance  
Script  
Script

NuNi (opjgsm)  
RSCA Shirt Release SS25/26  
Potes-Cast  
Horta  
The Miraculous Radio Relay

VSV  
RSCA  
MAES  
Horta  
Crelan Bank

AKQA Brussels, Sonhouse  
Caviar, Mosaert  
AKQA Brussels  
BBDO Belgium  
mortierbrigade, Sonhouse

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# discover the shortlist

# B2B

**Subcategory**

**BE & Activations**  
**Self Promotion**  
**Self Promotion**

**Campaign title**

**The Ultimate Ride**  
**AQUA by AKQA**  
**The Wheel of Fame & Fortune**

**Brand**

**Nike**  
**AKQA Brussels**  
**mortierbrigade**

**Agency**

**Mutant**  
**AKQA Brussels**  
**mortierbrigade, Who owns**  
**the zebra**

# discover the Shortlist Brand Experience

## Subcategory

## Campaign title

## Brand

## Agency

Live Brand Experience  
Live Brand Experience  
Guerrilla & Stunts  
Guerrilla & Stunts

Escape Bullying  
Smartlight  
Fragile Fashion  
Green Playground

AXA Verzekeringen  
DVV  
AWSR  
Het Nieuwsblad

Publicis Groupe Belgium  
Happiness Brussels  
The Little Voice  
AKQA Brussels, AKA De  
Mensen

Guerrilla & Stunts  
Guerrilla & Stunts  
Guerrilla & Stunts  
Digital Experience  
Digital Experience  
Digital Experience  
New Realities  
New Realities  
Integrated Campaigns

The Forgotten Coffee Cup  
The Shredded Billboard  
Virtual Donors  
BrainBooster  
Miles for the Missing  
Virtual Donors  
Miles for the Missing  
Virtual Donors  
GiantMicroCollabs

Q8  
Billit  
Re-born to be Alive  
Albert Heijn  
Child Focus  
Re-born to be Alive  
Child Focus  
Re-born to be Alive  
Quick

VML  
LDV United, blowUP Media  
AKQA Brussels  
Happiness Brussels  
VML  
AKQA Brussels  
VML  
AKQA Brussels  
Happiness Brussels

discover the  
**Shortlist**

# Business Transformation

**Subcategory**

**Campaign title**

**Brand**

**Agency**

**Business Transformation**

**The Wild Collection**

**STOKKE®**

**Air Brussels, ILA Studio**

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discover the  
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# Corporate Purpose

**Subcategory**

**Campaign title**

**Brand**

**Agency**

**Corporate Purpose  
Corporate Purpose**

**Escape Bullying  
Green Playground**

**AXA Verzekeringen  
Het Nieuwsblad**

**Publicis Groupe Belgium  
AKQA Brussels, AKADe  
Mensen**

**Corporate Purpose**

**Hide & Seek**

**Proximus**

**AKQA Brussels, HAMLET**

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**Shortlist**

# Culture & Social Behaviour

| Subcategory      | Campaign title         | Brand               | Agency                           |
|------------------|------------------------|---------------------|----------------------------------|
| Cultural Insight | Green Playground       | Het Nieuwsblad      | AKQA Brussels, AKA De Mensen     |
| Cultural Insight | L'Union Notre Religion | hey! Telecom        | Digizik, Disturb Studio          |
| Cultural Insight | Only for Truienaars    | Telenet             | VML                              |
| Cultural Insight | Pimp my Shared Ride    | Stad Gent           | Superkraft                       |
| Cultural Insight | Start Of The Art       | Larf vzw            | TBWA\Belgium                     |
| Cultural Insight | The Energy Gap         | Spadel - Zyla       | Ogilvy Social.Lab                |
| Social Behaviour | BrainBooster           | Albert Heijn        | Happiness Brussels               |
| Social Behaviour | Hide & Seek            | Proximus            | AKQA Brussels, HAMLET            |
| Social Behaviour | Miles for the Missing  | Child Focus         | VML                              |
| Social Behaviour | Smartlight             | DVV                 | Happiness Brussels               |
| Social Behaviour | The Integrated Miracle | Crelan Bank         | mortierbrigade, Caviar, Sonhouse |
| Social Behaviour | Virtual Donors         | Re-born to be Alive | AKQA Brussels                    |

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# discover the Shortlist Design

**Subcategory**

**Campaign title**

**Brand**

**Agency**

Branding  
 Branding  
 Branding  
 Branding  
 Rebranding  
 Rebranding  
 Rebranding  
 Rebranding  
 Digital Design  
 Graphic Design  
 Graphic Design  
 Graphic Design  
 Spatial Design

Gabonsa Festival Branding  
 Designed for Better Nights  
 KANAL Branding  
 NTGent Branding  
 Going Outdoor With Chouffe  
 Shwung Drinks Rebranding  
 TIEN  
 Us By Night Rebranding  
 NTGent Branding  
 ENFNTERS TERRIBLES Mag  
 Shwung Drinks Rebranding  
 TIEN  
 Hang The Flag

Gabonsa Festival  
 Gentle®  
 KANAL  
 NTGent  
 Chouffe  
 Shwung Drinks  
 TIEN — Vintage Clothing Shop  
 Us By Night  
 NTGent  
 ENFNTERS TERRIBLES  
 Shwung Drinks  
 TIEN — Vintage Clothing Shop  
 Gaia

Vrints-Kolsteren  
 WeWantMore  
 Base Design, Digizik  
 Base Design  
 Air Brussels  
 FCKLCK.STUDIO  
 FCKLCK.STUDIO  
 Vrints-Kolsteren  
 Base Design  
 Vrints-Kolsteren  
 FCKLCK.STUDIO  
 FCKLCK.STUDIO  
 Happiness Brussels

# discover the Shortlist Digital

## Subcategory

## Campaign title

## Brand

## Agency

Best Practices

Virtual Donors

Re-born to be Alive

AKQA Brussels

Use of Social Media

Hide & Seek

Proximus

AKQA Brussels, HAMLET

Use of Social Media

Miles for the Missing

Child Focus

VML

Use of Social Media

QPlace

Quick

Happiness Brussels

Use of Social Media

The Red Flag Office

Sony Music

Air Brussels

Use of Social Media

GiantMicroCollabs

Quick

Happiness Brussels

Creative Use of Technology

Miles for the Missing

Child Focus

VML

Creative Data

BrainBooster

Albert Heijn

Happiness Brussels

Creative Data

Crosses For Crisis

Red Cross Flanders

Mutant

Creative Data

Miles for the Missing

Child Focus

VML

Creative Data

Crosses For Crisis

Red Cross Flanders

Mutant

Creative Data

Hide & Seek

Proximus

AKQA Brussels, HAMLET

Creative Data

Miles for the Missing

Child Focus

VML

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discover the **Shortlist**

**Digital**

**Subcategory**

**Campaign title**

**Brand**

**Agency**

Gaming & Gamification  
 Gaming & Gamification  
 Gaming & Gamification  
 Integrated Cross Platform  
 Integrated Cross Platform

QPlace  
 Silent Streamer  
 Virtual Donors  
 Giant Micro Collabs  
 Miles for the Missing

Quick  
 De Tuut van Tegenwoordiger  
 Re-born to be Alive  
 Quick  
 Child Focus

Happiness Brussels  
 Happiness Brussels  
 AKQA Brussels  
 Happiness Brussels  
 VML

creative belgium awards  
Middelkerke

# discover the Shortlist

# Digital Craft

**Subcategory**

**Campaign title**

**Brand**

**Agency**

**Function**  
**Function**  
**Technology**  
**Technology**

**Miles for the Missing**  
**Virtual Donors**  
**Miles for the Missing**  
**Virtual Donors**

**Child Focus**  
**Re-born to be Alive**  
**Child Focus**  
**Re-born to be Alive**

**VML**  
**AKQA Brussels**  
**VML**  
**AKQA Brussels**

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# discover the Shortlist

# Direct

**Subcategory**

**Campaign title**

**Brand**

**Agency**

Physical Items  
 Out of Home  
 Out of Home  
 Targeted Video  
 Targeted Video  
 Experiential  
 Experiential  
 Digital  
 Digital  
 Digital  
 Digital  
 Digital

Snelheidsmeters  
 Crosses For Crisis  
 Only for Truienaars  
 Annie & Ray  
 Payboy  
 Silent Streamer  
 Virtual Donors  
 BrainBooster  
 Hide & Seek  
 Most Incredible Answers  
 QPlace  
 Virtual Donors

VSV  
 Red Cross Flanders  
 Telenet  
 Hulplijn 1712  
 Child Focus  
 De Tuut van Tegenwoordiger  
 Re-born to be Alive  
 Albert Heijn  
 Proximus  
 hey! Telecom  
 Quick  
 Re-born to be Alive

AKQA Brussels, CRUSH  
 Mutant  
 VML  
 Publicis Groupe Belgium  
 VML  
 Happiness Brussels  
 AKQA Brussels  
 Happiness Brussels  
 AKQA Brussels, HAMLET  
 BBDO Belgium  
 Happiness Brussels  
 AKQA Brussels

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# discover the Shortlist Film

**Subcategory**

**Campaign title**

**Brand**

**Agency**

Film & Cinema  
 Film & Cinema  
 Film & Cinema  
 Film & Cinema  
 Film & Cinema

Chopsticks  
 Millionaires Wanted  
 Play It Smart  
 The Miracle  
 There is No Gender Pay Gap in  
 Prison

Bosto  
 Lotto  
 Mobile Vikings  
 Crelan Bank  
 Equal Pay Day

Bubka, Red Dust  
 mortierbrigade, Ristrettofilms  
 AKQA Brussels, HAMLET  
 mortierbrigade, Caviar  
 mortierbrigade, CZAR

Internet Film  
 Internet Film  
 Internet Film

Chopsticks  
 I Hope It's a Whopper  
 Not So FAQ

Bosto  
 Burger King  
 Fednot

Bubka, Red Dust  
 Happiness Brussels, Lovo  
 AKQA Brussels, FRAMES,  
 Fledge

Internet Film  
 Internet Film

NuNi (opjegsm)  
 There is No Gender Pay Gap in  
 Prison

VSV  
 Equal Pay Day

AKQA Brussels  
 mortierbrigade, CZAR

Internet Film  
 Branded Film Content

Us Still at the Zoo  
 L'Union Notre Religion

World Animal Protection  
 hey! Telecom

Happiness Brussels  
 Digizik, Disturb Studio

# discover the Shortlist Film Craft

## Subcategory

Film Direction  
 Film Direction  
 Film Direction  
 Film Direction

Film Direction  
 Scriptwriting Film  
 Scriptwriting Film  
 Casting & Performance  
 Casting & Performance  
 Casting & Performance  
 Cinematography  
 Cinematography  
 Cinematography  
 Cinematography

## Campaign title

Bomen Zien Ons Groeien  
 Bring Your Saturday Alive  
 The Neighbour  
 There is No Gender Pay Gap in  
 Prison  
 Tsar B  
 Ich Bin ein Feminister  
 My first Urine  
 Chopsticks  
 Ich Bin ein Feminister  
 The Miracle  
 Bomen Zien Ons Groeien  
 Bring Your Saturday Alive  
 Chopsticks  
 I've Got The Power

## Brand

De Bosalliantie  
 Škoda  
 AXE  
 Equal Pay Day  
  
 Tsar B  
 Equal Pay Day  
 Urine  
 Bosto  
 Equal Pay Day  
 Crelan Bank  
 De Bosalliantie  
 Škoda  
 Bosto  
 European Commission

## Agency

Hotel Bonka  
 CZAR  
 CZAR  
 mortierbrigade, CZAR  
  
 ILA Studio  
 mortierbrigade, CZAR  
 Just Let Minot  
 Bubka, Red Dust  
 mortierbrigade, CZAR  
 mortierbrigade, Caviar  
 Hotel Bonka  
 CZAR  
 Bubka, Red Dust  
 VML, Lovo

# discover the Shortlist Film Craft

## Subcategory

Cinematography  
Cinematography  
Cinematography

Use of Music  
Use of Music  
Use of Music

Editing  
Editing

VFX  
VFX

Sound Design  
Sound Design  
Sound Design  
Sound Design

## Campaign title

Millionaires Wanted  
The Neighbour  
There is No Gender Pay Gap in  
Prison  
Chopsticks  
I've Got The Power  
RSCA Shirt Release SS25/26  
Every Centimeter Counts  
Not So FAQ  
RSCA Shirt Release SS25/26  
Tadaam Connected in 3-2-1  
Kursaal  
Never Just A Hike  
The Race  
We've Got Your Game

## Brand

Lotto  
AXE  
Equal Pay Day  
  
Bosto  
European Commission  
RSCA  
VDK Bank  
FedNot  
RSCA  
Tadaam  
Kursaal  
The North Face  
Hoka  
Garmin

## Agency

mortierbrigade, Ristrettofilms  
CZAR  
mortierbrigade, CZAR  
  
Bubka, Red Dust  
VML, Lovo  
Caviar, Mosaert  
FRAMES, Hotel Bonka  
FRAMES, AKQA Brussels  
Caviar, Mosaert  
FRAMES, OONA/BAAS  
We Hear Different, Colourblind  
Klankwerk  
Klankwerk  
Klankwerk

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discover the **Shortlist**

**Industry Craft**

**Subcategory**

**Campaign title**

**Brand**

**Agency**

Copywriting  
 Copywriting  
 Copywriting  
 Copywriting  
 Copywriting  
 Art Direction  
 Art Direction  
 Art Direction  
 Art Direction  
 Photography  
 Typography  
 Synthography  
 Synthography

De Vlinder ende Schildpad  
 Ich Bin ein Feminister  
 NuNi (op je gsm)  
 Say it Like Burger King  
 The Miraculous Radio Relay  
 Escape Bullying  
 The Red Flag Office  
 The Wild Collection  
 TIEN  
 RSCA Shirt Release SS25/26  
 TIEN  
 Missing in Plain Sight  
 The Lobster

UZ Leuven  
 Equal Pay Day  
 VSV  
 Burger King  
 Crelan Bank  
 AXA Verzekeringen  
 Sony Music  
 STOKKE®  
 TIEN — Vintage Clothing Shop  
 RSCA  
 TIEN — Vintage Clothing Shop  
 Child Focus  
 Orange Belgium

Het Geluidshuis  
 mortierbrigade, CZAR  
 AKQA Brussels  
 Happiness Brussels  
 mortierbrigade, Sonhouse  
 Publicis Groupe Belgium  
 Air Brussels  
 Air Brussels, ILA Studio  
 FCKLCK.STUDIO  
 Caviar, Mosaert  
 FCKLCK.STUDIO  
 VML  
 Publicis Groupe Belgium,  
 AlCandy

Synthography

Us Still at the Zoo

World Animal Protection

Happiness Brussels

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Middelkerke

# discover the Shortlist Innovation

**Subcategory**

**Campaign title**

**Brand**

**Agency**

**Innovation  
Innovation**

**Crosses For Crisis  
Miles for the Missing**

**Red Cross Flanders  
Child Focus**

**Mutant  
VML**

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discover the **Shortlist**

**Integrated**

**Subcategory**

**Campaign title**

**Brand**

**Agency**

**Integrated**  
**Integrated**  
**Integrated**  
**Integrated**  
**Integrated**  
**Integrated**

**De Tijdloze Canon**  
**GiantMicroCollabs**  
**I Hope It's a Whopper**  
**Immoscoopman**  
**Miles for the Missing**  
**The Integrated Miracle**

**De Tijdloze**  
**Quick**  
**Burger King**  
**Immoscoop**  
**Child Focus**  
**Crelan Bank**

**VRT Creative**  
**Happiness Brussels**  
**Happiness Brussels, Lovo**  
**AKQA Brussels, CZAR**  
**VML**  
**mortierbrigade, Caviar,**  
**Sonhouse**

discover the  
**Shortlist**

# Long Term Creative Brand Platform

**Subcategory**

**Campaign title**

**Brand**

**Agency**

**Long Term Creative Brand  
Long Term Creative Brand**

**Repartons de Plus Belle  
Sustained Success By  
Challenging The (Sports)  
World**

**Recupel  
Special Olympics Belgium**

**mortierbrigade  
LDV United**

# discover the Shortlist Media

## Subcategory

## Campaign title

## Brand

## Agency

|                             |                            |                            |                          |
|-----------------------------|----------------------------|----------------------------|--------------------------|
| Best Use of Audio           | Potes-Cast                 | MAES                       | AKQA Brussels            |
| Best Use of Audio           | Silent Streamer            | De Tuut van Tegenwoordiger | Happiness Brussels       |
| Best Use of Audio           | The Miraculous Radio Relay | Crelan Bank                | mortierbrigade, Sonhouse |
| Best Use of Outdoor         | The Shredded Billboard     | Billit                     | LDV United, blowUP media |
| Ambient Media - Small Scale | Snelheidsmeters            | VSV                        | AKQA Brussels, CRUSH     |
| Ambient Media - Large Scale | Crosses For Crisis         | Red Cross Flanders         | Mutant                   |
| Special Events              | Hide & Seek                | Proximus                   | AKQA Brussels, HAMLET    |
| Best Use of Digital Media   | BrainBooster               | Albert Heijn               | Happiness Brussels       |
| Best Use of Digital Media   | Miles for the Missing      | Child Focus                | VML                      |
| Best Use of Digital Media   | Virtual Donors             | Re-born to be Alive        | AKQA Brussels            |
| Best Use of Mobile          | Hide & Seek                | Proximus                   | AKQA Brussels, HAMLET    |
| Best Use of Mobile          | Miles for the Missing      | Child Focus                | VML                      |
| Best Use of Mobile          | Smartlight                 | DVV                        | Happiness Brussels       |
| Best Use of Social Media    | Miles for the Missing      | Child Focus                | VML                      |

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# discover the Shortlist

# Media

**Subcategory**

**Campaign title**

**Brand**

**Agency**

**Real-Time Response**  
**Best Use of Retail Media**  
**Best Use of Entertainment**  
**Best Use of Entertainment**  
**Best Use of Branded Content**

**Miles for the Missing**  
**Crosses For Crisis**  
**The Red Flag Office**  
**Virtual Donors**  
**Annie & Ray**

**Child Focus**  
**Red Cross Flanders**  
**Sony Music**  
**Re-born to be Alive**  
**Hulplijn 1712**

**VML**  
**Mutant**  
**Air Brussels**  
**AKQA Brussels**  
**Publicis Groupe Belgium**

# discover the Shortlist Outdoor & Print

## Subcategory

## Campaign title

## Brand

## Agency

Billboards & Street Posters

Ruin your Resolutions

Burger King

Happiness Brussels

Billboards & Street Posters

Your Canvas

Eastpak

Mutant

Indoor Posters

Pay With a Birthcard

McDonald's

TBWA\Belgium

Ambient & Experiential

Shot by You

Ardennes Étape

TBWA\Belgium

Ambient & Experiential

Smartlight

DVV

Happiness Brussels

Ambient & Experiential

Snelheidsmeters

VSV

AKQA Brussels, CRUSH

Ambient & Experiential

Crosses For Crisis

Red Cross Flanders

Mutant

Ambient & Experiential

Escape Bullying

AXA Verzekeringen

Publicis Groupe Belgium

Ambient & Experiential

The Shredded Billboard

Billit

LDV United, blowUP media

Ambient & Experiential

Start Of The Art

Larf vzw

TBWA\Belgium

Ambient & Experiential

The Forgotten Coffee Cup

Q8

VML

Ambient & Experiential

Pimp my Shared Ride

Stad Gent

Superkraft

Ambient & Experiential

The Forgotten Coffee Cup

Q8

VML

Print & Publishing

Missing in Plain Sight

Child Focus

VML

Print & Publishing

Quia?

KIA

Happiness Brussels

**cba26**

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# discover the shortlist

# PR

**Subcategory**

**Campaign title**

**Brand**

**Agency**

Consumer Communication  
Sponsorship  
Sponsorship  
Community Management  
Community Management  
Events, Liveshows, Festivals

The Red Flag Office  
Annie & Ray  
The Pfaff Collar Comeback  
Ask The King... Anything  
Miles for the Missing  
Start Of The Art

Sony Music  
Hulplijn 1712  
Teamleader  
The Belgian Monarchy  
Child Focus  
Larf vzw

Air Brussels  
Publicis Groupe Belgium  
Teamleader Brand Studio  
AKA De Mensen  
VML  
TBWA\Belgium