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# discover the Shortlist Audio

## Subcategory

## Campaign title

## Brand

## Agency

Radio

Middenin

Play Sports

TBWA\Belgium

Radio

Potes-Cast

MAES

AKQA Brussels

Radio

Road Rage

Volkswagen

TBWA\Belgium

Radio

The Miraculous Radio Relay

Crelan Bank

mortierbrigade, Sonhouse

Audio

Killing Me Softly

ALS Liga - Ligue SLA

Serviceplan, AKA De Mensen,  
Raygun

Audio

Silent Streamer

De Tuut van Tegenwoordiger

Happiness Brussels

Audio

Music Video Without Music

VRT

VRT Creative

Branded Audio Content

De Vlinder en de Schildpad

UZ Leuven

Het Geluidshuis

Branded Audio Content

NuNi (op je gsm)

VSV

AKQA Brussels, Sonhouse

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# discover the Shortlist

# Audio Craft

**Subcategory**

**Campaign title**

**Brand**

**Agency**

Use of Music  
Use of Music

De Tijdloze Canon  
Killing Me Softly

De Tijdloze  
ALS Liga - 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**

discover the  
**Shortlist**

# 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 SocialLab
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	Gabonsa Festival Branding	Gabonsa Festival	Vrints-Kolsteren
Branding	Designed for Better Nights	Gentle®	WeWantMore
Branding	KANAL Branding	KANAL	Base Design, Digizik
Branding	NTGent Branding	NTGent	Base Design
Rebranding	Going Outdoor With Chouffe	Chouffe	Air Brussels
Rebranding	Shwung Drinks Rebranding	Shwung Drinks	FCKLCK.STUDIO
Rebranding	TIEN	TIEN — Vintage Clothing Shop	FCKLCK.STUDIO
Rebranding	Us By Night Rebranding	Us By Night	Vrints-Kolsteren
Digital Design	NTGent Branding	NTGent	Base Design
Graphic Design	ENFNTERS TERRIBLES Mag	ENFNTERS TERRIBLES	Vrints-Kolsteren
Graphic Design	Shwung Drinks Rebranding	Shwung Drinks	FCKLCK.STUDIO
Graphic Design	TIEN	TIEN — Vintage Clothing Shop	FCKLCK.STUDIO
Spatial Design	Hang The Flag	Gaia	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

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# 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

Snelheidsmeters  
 Crosses For Crisis  
 Only for Truienaars  
 Annie & Ray

VSV  
 Red Cross Flanders  
 Telenet  
 Hulplijn 1712

AKQA Brussels, CRUSH  
 Mutant  
 VML  
 Publicis Groupe Belgium, DPG  
 Media

Targeted Video  
 Experiential  
 Experiential  
 Digital  
 Digital  
 Digital  
 Digital  
 Digital

Payboy  
 Silent Streamer  
 Virtual Donors  
 BrainBooster  
 Hide & Seek  
 Most Incredible Answers  
 QPlace  
 Virtual Donors

Child Focus  
 De Tuut van Tegenwoordiger  
 Re-born to be Alive  
 Albert Heijn  
 Proximus  
 hey! Telecom  
 Quick  
 Re-born to be Alive

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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# 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, DPG  
 Media**

# 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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**shortlist**  
**PR**

**Subcategory**

**Campaign title**

**Brand**

**Agency**

**Consumer Communication  
 Sponsorship**

**The Red Flag Office  
 Annie & Ray**

**Sony Music  
 Hulplijn 1712**

**Air Brussels  
 Publicis Groupe Belgium, DPG  
 Media**

**Sponsorship  
 Community Management  
 Community Management  
 Events, Liveshows, Festivals**

**The Pfaff Collar Comeback  
 Ask The King... Anything  
 Miles for the Missing  
 Start Of The Art**

**Teamleader  
 The Belgian Monarchy  
 Child Focus  
 Larf vzw**

**Teamleader Brand Studio  
 AKA De Mensen  
 VML  
 TBWA\Belgium**