

IMC EUROPEAN AWARDS: 2016 WINNERS

Country	Agency Name	Campaign	Client	Category
BELGIUM	AIR	CALLBRUSSELS	VISIT BRUSSELS	Digital Communications
	AIR	CALLBRUSSELS	VISIT BRUSSELS	Direct 1:1
	AIR	CALLBRUSSELS	VISIT BRUSSELS	Integrated Communication
	BBDO	Personal Billboards	JC Decaux	B2B
	BBDO	Personal Billboards	JC Decaux	Small Budget
	BBDO	The Write Thing	Parkinson Liga	Direct 1:1
	BBDO	The Write Thing	Parkinson Liga	Cause, Charity/Non-profit Marketing or Social
	BBDO	Lidl Blend Test	Lidl	Digital Communications
	BBDO	Lidl Blend Test	Lidl	Integrated Communication
	BBDO	Lidl Blend Test	Lidl	Sponsorship/Joint Effort/Tie-in
	Serviceplan Benelux	Break A Leg Dave	Jan Van Biesen	Brand Building
	Serviceplan Benelux	Break A Leg Dave	Jan Van Biesen	Direct 1:1
	Serviceplan Benelux	Break A Leg Dave	Jan Van Biesen	Small Budget
	These Days	Choices	Telenet	Direct 1:1
	These Days	Choices	Telenet	Innovative Idea or Concept
These Days	Choices	Telenet	Product Launch/Relaunch/Trial campaigns	
CZECH REPUBLIC	COMTECH Group, spol s r. o.	The Real Gift	Èlovìk v tìsni, o.p.s	Cause, Charity/Non-profit Marketing or Social
	DARK SIDE a.s.	How we taught Czechs to love data	SAS	Innovative Idea or Concept
	Garp Integrated	Barni on Farm	Mondelez International	Loyalty Marketing
	Geometry Global	The Ad that Ran	Intersport	Digital Communications
	Geometry Global	The Ad that Ran	Intersport	Small Budget
	Leemon Concept	Vsichni za stul (One for all, all behind a table)	Czech Table Tennis Association	Direct 1:1
	Leemon Concept	Vsichni za stul (One for all, all behind a table)	Czech Table Tennis Association	Event Marketing
	Leemon Concept	Vsichni za stul (One for all, all behind a table)	Czech Table Tennis Association	Sponsorship/Joint Effort/Tie-in
	MADE by Vaculík	We all have a rainbow inside	Prague Pride	Small Budget

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	McCann-Erickson Prague spol. s r.o. / Momentum	Czech Republic: Land of Stories – Czech It O	CzechTourism	Event Marketing
	McCann-Erickson Prague spol. s r.o. / Momentum	Done! @koFIN is changed to VW Finacial Services	@koFIN s.r.o.	Brand Building
	McCann-Erickson Prague spol. s r.o. / Momentum	Done! @koFIN is changed to VW Finacial Services	@koFIN s.r.o.	Integrated Communication
	McCann-Erickson Prague spol. s r.o. / Momentum	Done! @koFIN is changed to VW Finacial Services	@koFIN s.r.o.	Product Launch/Relaunch/Trial campaigns
	Underline, a.s.	The House Game	The House Game	Loyalty Marketing
	WELLEN a.s.	Jedna Bedna - Store Re-branding	Bona o.p.s.	Retail or Trade Marketing - Dealer / Salesforce
	WELLEN a.s.	Jedna Bedna - Store Re-branding	Bona o.p.s.	Small Budget
	Wunderman Prague	Institut Of Drivers Therapies	Ford Motor Company	Small Budget
	Wunderman Prague	Dr.Max Bonus Card Benefits	Dr.Max - Ěeská lékárna holding, a.s.	Loyalty Marketing
IRELAND	Boys and Girls	Hunger Sauce	Gorta Self Help Africa	Cause, Charity/Non-profit Marketing or Social
	Boys and Girls	Hunger Sauce	Gorta Self Help Africa	Innovative Idea or Concept
	Boys and Girls	Hunger Sauce	Gorta Self Help Africa	Small Budget
	guns or knives	Hailo Drive For Equality	Hailo Ireland	Cause, Charity/Non-profit Marketing or Social
	guns or knives	Hailo Drive For Equality	Hailo Ireland	Digital Communications
	guns or knives	Hailo Drive For Equality	Hailo Ireland	Event Marketing
	guns or knives	Hailo Drive For Equality	Hailo Ireland	Product Launch/Relaunch/Trial campaigns
	guns or knives	Hailo Drive For Equality	Hailo Ireland	Innovative Idea or Concept
	guns or knives	Hailo 3rd Birthday	Hailo Ireland	Innovative Idea or Concept
	guns or knives	Hailo 3rd Birthday	Hailo Ireland	Digital Communications
	guns or knives	Hailo 3rd Birthday	Hailo Ireland	Product Launch/Relaunch/Trial

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				campaigns
	guns or knives	Orchard Thieves Launch	Heineken Ireland	Digital Communications
	guns or knives	Orchard Thieves Launch	Heineken Ireland	Product Launch/Relaunch/Trial campaigns
	guns or knives	Orchard Thieves Launch	Heineken Ireland	Innovative Idea or Concept
	guns or knives	Orchard Thieves Launch	Heineken Ireland	Integrated Communication
	guns or knives	It's Your Call	Heineken Ireland	Integrated Communication
	guns or knives	It's Your Call	Heineken Ireland	Event Marketing
	Havas Worldwide Dublin	The Tiger Uncaged	Heineken Ireland	Product Launch/Relaunch/Trial campaigns
	Havas Worldwide Dublin	The Tiger Uncaged	Heineken Ireland	Sponsorship/Joint Effort/Tie-in
	Havas Worldwide Dublin	The Tiger Uncaged	Heineken Ireland	Event Marketing
	Havas Worldwide Dublin	Conversion Challenge	Lucozade Suntory Ireland	Sponsorship/Joint Effort/Tie-in
	Publicis	#NeedMoreSpace	permanent tsb	Event Marketing
	Publicis	Pioc do Ride	TG4	Small Budget
	The Delta Group	The Perfect Surprise	Three Mobile	Innovative Idea or Concept
	Verve, The Live Agency	Your Summer Your Choice	Coca-Cola	Brand Building
ITALY	BITMAMA SRL	ECLISSI DI BUENO DARK	FERRERO	Small Budget
	GRUPPO RONCAGLIA	smartFORstore - The Experience Commerce	Mercedes-Benz Italia	Digital Communications
	GRUPPO RONCAGLIA	smartFORstore - The Experience Commerce	Mercedes-Benz Italia	Product Launch/Relaunch/Trial campaigns
	GRUPPO RONCAGLIA	#FindTheSUV - Find it if you can	Mercedes-Benz	Digital Communications
	GRUPPO RONCAGLIA	#FindTheSUV - Find it if you can	Mercedes-Benz	Innovative Idea or Concept
	Ketchum Public Relations S.r.l.	S.Pellegrino Young Chef Award	S.Pellegrino	B2B
	Ketchum Public Relations S.r.l.	S.Pellegrino Young Chef Award	S.Pellegrino	Brand Building

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	Ketchum Public Relations S.r.l.	S.Pellegrino Young Chef Award	S.Pellegrino	Innovative Idea or Concept
	Ketchum Public Relations S.r.l.	New perspectives on the Prada Group	Prada	Brand Building
	The Big Now	King of Umarells	Burger King Italy	Small Budget
	TRUE COMPANY	Bràulio MADEinCIMA	Davide Campari Milano Spa	Product Launch/Relaunch/Trial campaigns
UNITED KINGDOM	Haygarth	Sony Everyday Extraordinary	Sony Mobile Communications	Innovative Idea or Concept
	Jack Morton Worldwide	Freeview Freddie	Freeview	Digital Communications
	PrettyGreen	Casillero del Diablo Legendary Movies Sponsorship	Concha y Toro	Integrated Communication
	PrettyGreen	Casillero del Diablo Legendary Movies Sponsorship	Concha y Toro	Sponsorship/Joint Effort/Tie-in
	Space	#Cheltenham	Gala Coral	Digital Communications
	Space	#Cheltenham	Gala Coral	Innovative Idea or Concept
	Space	#Cheltenham	Gala Coral	Product Launch/Relaunch/Trial campaigns
	Space	#Cheltenham	Gala Coral	Retail or Trade Marketing - Dealer / Salesforce
	TLC Marketing	Out of the Blue	Bupa UK	Direct 1:1
	TLC Marketing	Road Trip	Continental Tyres	Integrated Communication
whynot! Thinkpeople	Anchor Baking Kits For Schools	Arla	Product Launch/Relaunch/Trial campaigns	