

Press Release

81 finalists announced for the IMC European Awards 2016

Brussels, 4 October 2016: 81 finalists have been selected in this year's IMC European Awards for Integrated Marketing Communications, representing 31 agencies from 5 countries. All finalists are winners of national integrated marketing competitions. Ireland is leading with 25 finalists, followed by Czech Republic (18), Belgium (16), Italy (11) and United Kingdom (11).

Outstanding finalists are Guns or Knives (Ireland) with 14 nominations – 5 for *Hailo Drive For Equality*, 4 for *Orchard Thieves Launch*, 3 for *Hailo 3rd Birthday* and 2 for *It's Your Call* and BBDO (Belgium) with 7 nominations – 3 for *Lidl Blend Test*, 2 for *The Write Thing* and 2 for *Personal Billboards*.

Click [here](#) to view the full list of finalists.

IMCC Chairman, Ondrej Gottwald, said, "I am really grateful for the agencies' high interest in the IMC European Awards and the high number of entries during my chairmanship. I am delighted that our industry is doing well across Europe. Beside the commercial campaigns, I highly value campaigns with positive social impact. I really like to see that these campaigns are recognised and rewarded by industry professionals."

According to IMC European Awards Chair, Renate Vogt, „The jury has had a tough job judging more than 100 cases of the best work from all member countries. The quality overall was very good with some completely different cases in the categories. We have seen extremely creative cases for retail and automotive which were clearly different from the usual ones and some cases based on an extremely good strategy and excellent execution in all categories. Some cases, however, missed solid results in relation to the objectives.“

The first round selection was made by a jury panel made up of 45 leading industry professionals across Europe. The second round jury, comprised of IMCC Council member representatives, took place in Naples on 23 September. This year's winners will be announced in December.

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Notes to Editors

About IMCC

The [IMCC](http://www.imcceurope.com) represents the integrated marketing communications agencies and agency associations in Europe. It acts as a central source of information for the industry and assists in the development of the reputation and professionalism of the industry across Europe by focusing on four key areas: best practice, lobbying, recognition by way of a reputable Awards competition, the IMC European Awards and education through the IMCC International Diploma. For more information, visit www.imcceurope.com.

About EACA

The European Association of Communications Agencies (EACA) is a Brussels-based organisation which represents full-service advertising and media agencies and agency associations in Europe. EACA aims to promote honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and to encourage close co-operation between agencies, advertisers and media in European advertising bodies. For more information, visit www.eaca.eu.