

Press Release

81 winners announced for the IMC European Awards 2016

Brussels, 25 November 2016: 81 winners have been selected in this year's IMC European Awards for Integrated Marketing Communications, representing 31 agencies from 5 countries. Ireland took the lead with 25 trophies, followed by Czech Republic with 18, Belgium with 16, and Italy and United Kingdom both with 11.

Outstanding winners are Guns or Knives from Ireland with a total of 14 awards – 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 from Belgium with 7 awards – 3 for *Lidl Blend Test*, 2 for *The Write Thing* and 2 for *Personal Billboards*.

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

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."

The winning agencies were selected after two rounds of judging in a European competition of the best campaigns selected at the national level across Europe. 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. All entries and judging procedures were managed via the official website at www.imcceurope.com.

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Notes to Editors

About IMCC

The [IMCC](#) 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.