

## IMC EUROPEAN AWARDS: 2017 WINNERS

Country	Agency Name	Campaign	Client	Category
<b>BELGIUM</b>	BBDO Belgium	Scarlet drops roaming charges	Bruno Delhaise	Brand Building
	BBDO Belgium	Scarlet drops roaming charges	Bruno Delhaise	Product Launch/Relaunch/Trial campaigns
	BBDO Belgium	Scarlet drops roaming charges	Bruno Delhaise	Integrated Communication
	Havas Brussels	The 12thDevil	EDF Luminus	Sponsorship/Joint Effort/Tie-in
	These Days	Coins of Hope	Child Focus	Cause, Charity/Non-profit Marketing or Social
	These Days	Coins of Hope	Child Focus	Innovative Idea or Concept
	These Days	Coins of Hope	Child Focus	Integrated Communication
	These Days	Put a Price on your precious	Child Focus	Digital Communications
	These Days	Put a Price on your precious	Child Focus	Small Budget
	These Days	Disposable CameraApp	Telenet	Digital Communications
	These Days	Disposable CameraApp	Telenet	Direct 1:1
	These Days	Floor 99.9	Stanley Black & Decker	Event Marketing
<b>CZECH REPUBLIC</b>	Garp integrated	21 things to discover before they grow up	Mondelez	Integrated Communication
	Geometry Global s.r.o.	Salvation Paper	The Salvation Army	Cause, Charity/Non-profit Marketing or Social
	Geometry Global s.r.o.	Salvation Paper	The Salvation Army	Innovative Idea or Concept
	Geometry Global s.r.o.	Salvation Paper	The Salvation Army	Product Launch/Relaunch/Trial campaigns
	Geometry Global s.r.o.	Salvation Paper	The Salvation Army	Small Budget
	Leemon Concept, s.r.o.	Table tennis as you may not know it	Czech Table Tennis Association	Innovative Idea or Concept
	Leemon Concept, s.r.o.	Table tennis as you may not know it	Czech Table Tennis Association	Sponsorship/Joint Effort/Tie-in
	Momentum Czech Republic	The Stars of Tomorrow	Ferrero Ceska	Brand Building
	Momentum Czech	The Stars of Tomorrow	Ferrero Ceska	Innovative Idea or Concept

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	Republic			
	Momentum Czech Republic	The Stars of Tomorrow	Ferrero Ceska	Integrated Communication
	Momentum Czech Republic	The Stars of Tomorrow	Ferrero Ceska	Product Launch/Relaunch/Trial campaigns
	Momentum Czech Republic	The Manual of Smart Car Financing	ŠkoFIN	Branded Content
	Momentum Czech Republic	The Manual of Smart Car Financing	ŠkoFIN	Innovative Idea or Concept
	SYMBIO	You Don't Have to	HARTMAN - RICO a. s.	Brand Building
	SYMBIO	You Don't Have to	HARTMAN - RICO a. s.	Digital Communications
	SYMBIO	You Don't Have to	HARTMAN - RICO a. s.	Innovative Idea or Concept
	Underline, a.s.	IT Navigation t-shirt	ALEF Distribution CZ, s.r.o.	Direct 1:1
	Underline, a.s.	IT Navigation t-shirt	ALEF Distribution CZ, s.r.o.	Product Launch/Relaunch/Trial campaigns
	WELLEN a.s.	My Food - Relaunch	MyFoodMarket, s.r.o.	Retail or Trade Marketing - Dealer / Salesforce
	Wunderman Prague	Ford Charity handball	Ford Motor Company	Branded Content
	Wunderman Prague	Foodie Travellers	Cestovní kancelář FISCHER, a.s.	Digital Communications
<b>GERMANY</b>	wvp Werbegesellschaft mbH	Marco Polo Relaunch Campaign	MAIRDUMONT GmbH & Co. KG	Product Launch/Relaunch/Trial campaigns
<b>IRELAND</b>	Because XM	NIVEA Electric Picnic Experience	Beiersdorf	Event Marketing
	Because XM	NIVEA Electric Picnic Experience	Beiersdorf	Sponsorship/Joint Effort/Tie-in
	Connector	The Huawei Snapys	Huawei	Digital Communications
	Guns or Knives	Dairygold Make A Minute	Dairygold	Brand Building
	Havas Dublin	Hennessy Very Special	Edward Dillon	Brand Building
	Havas Dublin	Hennessy Very Special	Edward Dillon	Innovative Idea or Concept
	Havas Dublin	Superfan Stunt	PepsiCo	Branded Content
	Havas Dublin	Superfan Stunt	PepsiCo	Event Marketing

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	Havas Dublin	Superfan Stunt	PepsiCo	Sponsorship/Joint Effort/Tie-in
	Havas Dublin	These Little Things	Peter McVerry Trust	Cause, Charity/Non-profit Marketing or Social
	Havas Dublin	These Little Things	Peter McVerry Trust	Innovative Idea or Concept
	Havas Dublin	These Little Things	Peter McVerry Trust	Integrated Communication
	Havas Dublin	Tiger Uncage Originals	Heineken Ireland	Direct 1:2
	Havas Dublin	Tiger Uncage Originals	Heineken Ireland	Product Launch/Relaunch/Trial campaigns
	Ogilvy	Mustang Run	Ford Ireland	Branded Content
	Ogilvy	Mustang Run	Ford Ireland	Digital Communications
	Ogilvy	Mustang Run	Ford Ireland	Integrated Communication
	Verve the Live Agency	Magnum Release the Beast	Unilever	Product Launch/Relaunch/Trial campaigns
	Verve the Live Agency	Just Eat Summer of Festivals	Just Eat Ireland	Sponsorship/Joint Effort/Tie-in
ITALY	Bitmama	SPADELLAMI	Gruppo Fini	Product Launch/Relaunch/Trial campaigns
	cdm milan	Missione Ambiente by Bosch: Multicultural Edition	Robert Bosch	Loyalty Marketing
	cdm milan	Congresso Sin 2016 Venezia	Teva Italia	Retail or Trade Marketing - Dealer / Salesforce
	Gruppo Roncaglia	4MATIC Adaptive Story	Mercedes-Benz	Digital Communications
	Gruppo Roncaglia	4MATIC Adaptive Story	Mercedes-Benz	Innovative Idea or Concept
	Gruppo Roncaglia	#GoMB	Mercedes-Benz	Digital Communications
	Gruppo Roncaglia	#GoMB	Mercedes-Benz	Direct 1:1
	Gruppo Roncaglia	Unieuro Club - I love my passion	Unieuro	Loyalty Marketing
	LiveXtension	History rewritten	Gut edizioni	Small Budget
	The Big Now	#FollowContador	Polartec	Digital Communications
	The Big Now	#FollowContador	Polartec	Product Launch/Relaunch/Trial campaigns
	The Big Now	#FollowContador	Polartec	Small Budget
	TRUE COMPANY	LELO e Le Storie Tese	LELOi AB	Innovative Idea or Concept
	TRUE COMPANY	LELO e Le Storie Tese	LELOi AB	Product Launch/Relaunch/Trial

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				campaigns
<b>SPAIN</b>	360 MARKETING & COMM.	POETRY IN A BOTTLE	BODEGAS BARBADILLO	Brand Building
	360 MARKETING & COMM.	BARBADILLO 360 CAMPAIGN	BODEGAS BARBADILLO	Integrated Communication
	360 MARKETING & COMM.	FROM GREEN TO BLUE	BODEGAS BARBADILLO	Small Budget
<b>UNITED KINGDOM</b>	Brand & Deliver Marketing LTD	Join the Radeon Rebellion	Radeon Technologies Group	Product Launch/Relaunch/Trial campaigns
	Haygarth	Clarins Urban Oasis	Clarins (UK) Ltd	Event Marketing
	Haygarth	Clarins Urban Oasis	Clarins (UK) Ltd	Innovative Idea or Concept
	ignis	Jameson #BeOriginal360	Pernod Ricard Global Travel Retail	Branded Content
	ignis	Jameson #BeOriginal360	Pernod Ricard Global Travel Retail	Digital Communications
	ignis	Jameson #BeOriginal360	Pernod Ricard Global Travel Retail	Innovative Idea or Concept
	RPM	Only One Captain Morgan	Diageo	Innovative Idea or Concept
	TLC Marketing	Relish Rewards	Pallas Foods	B2B
	TLC Marketing	Relish Rewards	Pallas Foods	Loyalty Marketing
	TLC Marketing	Giant Chip Fork	TLC Marketing UK	B2B
	TLC Marketing	Giant Chip Fork	TLC Marketing UK	Direct 1:1
	TracyLocke	Dolce by Ferrero Rocher	Ferrero UK	Brand Building
	TracyLocke	Dolce by Ferrero Rocher	Ferrero UK	Event Marketing
	TracyLocke	Dolce by Ferrero Rocher	Ferrero UK	Integrated Communication
Toucan	Peperami Stunt Animal in the Angry Birds Movie	LSI Netherlands BV and Sony UK	Sponsorship/Joint Effort/Tie-in	
<b>GRAND PRIX</b>	These Days	Coins of Hope	Child Focus	Integrated Communication