

## IMC EUROPEAN AWARDS: 2019 WINNERS

Country	Agency Name	Campaign	Client	Category	Colour
Austria	AFT Plus Promotion Sales Gmbh	The Marathon Bunny	DURACELL	Experiential Engagement and Events	
	IDEAL Live Marketing GmbH	Intersport Wandertage	Intersport Austria	Integrated Communication	
	AFT Plus Promotion Sales GmbH	The Marathon Bunny	DURACELL	Small budget campaign	
CZECH REPUBLIC	McCann Prague	Burger that won the lipstick market	L'Oréal Czech Republic	Digital Communications (excl. Social Media)	
	Geometry Prague, s.r.o.	Neurodigital	Neurodigital	Innovative Idea	
	Momentum Czech Republic	50 fulfilled wishes with Kinder	Ferrero Česká s.r.o	Integrated Communication	
	Leemon Concept, s. r. o.	Two Beers, one city	Brewery Morava	Integrated Communication	
	Media Age	Brno, co není	Statutární město Brno	Integrated Communication	
	Momentum Czech Republic	We don't play games with you	Bohemia Energy	Integrated Communication	
	Leemon Concept, s. r. o.	Two beers, one city	Brewery Morava	Product Launch/Relaunch/Trial campaigns	
	Momentum Czech Republic	Cool summer with Raffaello pralines	Ferrero Česká s.r.o.	Product Launch/Relaunch/Trial campaigns	
	Geometry Prague, s.r.o.	MAP YOUR RUN	Adidas	Sponsorship	
	McCann Prague	Winter Olympics	Coca-Cola	Sponsorship	
	Momentum Czech Republic	Our wines will turn a meal into a feast	Winery Fund	Brand Building (Outbound marketing)	
	Momentum Czech Republic	We don't play games with you	Bohemia Energy	Brand Building (Outbound marketing)	
	Geometry Prague, s.r.o.	TOUCHING MASTERPIECES	Neurodigital	Cause, Charity/Non-profit Marketing or Social	
	Momentum Czech Republic	Our wines will turn a meal into a feast	Winery Fund	Shopper marketing	
	Geometry Prague,	MAP YOUR RUN	Adidas	Small Budget Campaign	

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	s.r.o.				
	Garp Integrated	St. Wenceslaus	The Czech Union of Breweries and Malthouses	Social media and influencer programs	
	McCann Prague	Winter Olympics	Coca-Cola	Social media and influencer programs	
<b>Ireland</b>	Guns or Knives	Samsung Studio9	Samsung Ireland	Digital Communications (excl. Social Media)	
	Guns or Knives	Samsung HOME	Samsung Ireland	Digital Communications (excl. Social Media)	
	Guns or Knives	jazz cab	mytaxi	Experiential Engagement and Events	
	Honey+Buzz	53 Degrees North Adventure Festival	53 Degrees North	Experiential Engagement and Events	
	Verve The Live Agency	Coca-Cola Christmas	Coca-Cola	Experiential Engagement and Events	
	Guns or Knives	Samsung Studio9	Samsung Ireland	Experiential Engagement and Events	
	Guns or Knives	Samsung HOME	Samsung Ireland	Experiential Engagement and Events	
	Verve the Live Agency	One Way or Another	Coca-Cola	Experiential Engagement and Events	
	Honey+Buzz	53 Degrees North Adventure Festiva	53 Degrees North	Innovative Idea	
	Guns or Knives	Samsung Studio9	Samsung Ireland	Innovative Idea	
	Guns or Knives	Samsung HOME	Samsung Ireland	Innovative Idea	
	Guns or Knives	Jazz cab	mytaxi	Innovative Idea	
	Verve the Live Agency	One Way or Another	Coca-Cola	Innovative Idea	
	Guns or Knives	Samsung Studio9	Samsung Ireland	Integrated Communication	
	Verve the Live Agency	One Way or Another	Coca-Cola	Integrated Communication	
	Guns or Knives	Samsung Studio9	Samsung Ireland	Product Launch/Relaunch/Trial campaigns	
	Guns or Knives	Samsung HOME	Samsung Ireland	Product Launch/Relaunch/Trial	

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				campaigns	
	Guns or Knives	jazz cab	mytaxi	Sponsorship	
	Verve the Live Agency	Rockshore Trade Launch	Diageo	B2B marketing	
	Guns or Knives	jazz cab	mytaxi	Brand Building (Outbound marketing)	
	BBDO Dublin	Rockshore Giphy	Diageo	Small budget campaign	
	Titan Experience	Fyffes Fit Squad	Fyffes Ireland	Small budget campaign	
	BBDO Dublin	Rockshore Giphy	Diageo	Social media and influencer programs	
ITALY	TLC Italia Srl	liveFAST	Fastweb	Loyalty Marketing Campaigns	
	True Company	Recharge your day	Almond Board of California	Brand Building (Outbound marketing)	
	True Company	Neoborocillina Gola Junior	Alfasigma	Brand Building (Outbound marketing)	
	Black & White Comunicazione	Capitan Acciaio	Consorzio Ricrea Acciaio	Cause, Charity/Non-profit Marketing or Social	
SPAIN	360 ° Marketing y Comunicación	Cosas de Mar	Bodegas Barbadillo	Innovative Idea	
	360 ° Marketing y Comunicacion	Cosas de Mar	Bodegas Barbadillo	Integrated Communication	
	360 ° Marketing y Comunicacion	Cosas de Mar	Bodegas Barbadillo	Branded Content	
UNITED KINGDOM	Brand Culture	The Grinch & Pertemps Network Group Recruitment	Universal Pictures & Pertemps Network Group	Innovative Idea	
	Send Me a Sample	Send Me a Coke	Coca-Cola	Innovative Idea	
	ZEAL Creative	Take the Mayhem out of Mealtimes	Dr. Oetker	Integrated Communication	
	Brand Culture	The Grinch & Pertemps Network Group Recruitment	Universal Pictures & Pertemps Network Group	Integrated Communication	
	ZEAL Creative	Kellogg's X Love Island	Kellogg's	Product Launch/Relaunch/Trial campaign	

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	ZEAL Creative	Pringles Prize With Every Can	Pringles	Product Launch/Relaunch/Trial campaign	
	Brand Culture	The Grinch & Pertemps Network Group Recruitment	Universal Pictures & Pertemps Network Group	Sponsorship	
	ZEAL Creative	A Quality Street Christmas	Nestlé	Brand Building (Outbound marketing)	
	Brand Culture	For Movie Moments That Last & Last	Energizer Holdings	Shopper Marketing	
	ZEAL Creative	Refresh your Ramadan	AG Barr	Shopper Marketing	
	ZEAL Creative	A Quality Street Christmas	Nestlé	Shopper Marketing	
	ZEAL Creative	Kellogg's X Love Island	Kellogg's	Social media and influencer programs	
<b>GRAND PRIX</b>	Guns or Knives	jazz cab	mytaxi	Experiential, Innovative, Sponsorship, Brandbuilding	Grand Prix