

IMC EUROPEAN AWARDS: 2021 WINNERS

Country	Agency Name	Campaign	Client	Category	Colour
CZECH REPUBLIC	SYMBIO Digital	The Presidential Speech That Never Happened	HBO Europe	Innovation	
	SYMBIO Digital	Promises to My Vagina	Hartmann-Rico a.s.	Cause, Charity/Non-Profit	
	Momentum Czech Republic	Boiler and Explosion	Bohemia Energy	Brand/Loyalty	
	Seznam Brand Studio	Living Neighbourhoods	Crestyl	Small Budget	
	Elite Solutions	Ordinary lives for cystic fibrosis patients	Klub nemocných cystickou fibrózou, z.s.	Cause, Charity/Non-Profit	
	McCann Prague	Mastercard: Win the hearts of the players? Priceless.	Mastercard	Digital	
	McCann Prague	LEGO Speedrun	LEGO	Small Budget	
	McCann Prague	Mastercard: Win the hearts of the players? Priceless.	Mastercard	Experiential/Sponsorship	
	Momentum Czech Republic	Boiler and Explosion	Bohemia Energy	Integrated	
	Elite Solutions	Concerts for one	Klub nemocných cystickou fibrózou, z.s.	Innovation	
IRELAND	Verve The Live Agency	20 Second Soap	Verve	Innovation	
	Verve The Live Agency	20 Second Soap	Verve	Cause, Charity/Non-Profit	
	Brill Building	The Shop That Nearly Wasn't	Breakthrough Cancer Research	Cause, Charity/Non-Profit	
	Brill Building	The Shop That Nearly Wasn't	Breakthrough Cancer Research	Integrated	
	CMS Marketing	Money Smarts Program	Bank of Ireland	Innovation	
	Pluto	Jameson Connects	Jameson	Shopper	
	Pluto	#100Consent	Dublin Rape Crisis Centre	Cause, Charity/Non-Profit	
	Pluto	Antiviral	The Department of An Taoiseach	Cause, Charity/Non-Profit	
	Pluto	Antiviral	The Department of An Taoiseach	Digital	

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	Brill Building	The Shop That Nearly Wasn't	Breakthrough Cancer Research	Experiential/Sponsorship	
	Brill Building	The Shop That Nearly Wasn't	Breakthrough Cancer Research	Shopper	
	CMS Marketing	Money Smarts Program	Bank of Ireland	Brand/Loyalty	
	InSight Marketing & Brand Services	Pepsi Max UEFA Champions League Trophy Tour	Britvic Ireland	Experiential/Sponsorship	
	InSight Marketing & Brand Services	Pepsi Max UEFA Champions League Trophy Tour	Britvic Ireland	Integrated	
	Mixtape Marketing	Samplify	Mixtape Marketing	Innovation	
ITALY	Plan.Net Italia Srl	The Moka Sound	Bialetti	Innovation	
	Different	The Preservation Tattoo	Bayer	Small Budget	
	Advice Group	Greeners	Sorgenia	Brand/Loyalty	
	FMedia srl - Socierà Benefit	Riccione Ice Carpet	Comune di Riccione	Experiential/Sponsorship	
	Gusella	Young Again	Armony Group	B2B marketing	
	ProximityBBDO	Le Favolacrime di Tempo	Essity	Brand/Loyalty	
	Different	Hidden Words - Poverty can hide everywhere	Opera San Francesco per i Poveri	Cause, Charity/Non-Profit	
SPAIN	360° Marketing & Comunicación	A touch of Style	Style Group: Global International Limited	B2B marketing	
UNITED KINGDOM	Live and Breathe	Discover Karakuchi	Asahi	Digital	
	Live and Breathe	Discover Karakuchi	Asahi	Shopper	
	Umbrella	Camden Hell's Fresh Prints Campaign 2019	Camden Town brewery	Shopper	
	N2O	Tesco Christmas Cheer	Tesco	Experiential/Sponsorship	
	Live and Breathe	Discover Karakuchi	Asahi	Innovation	
	Mando-Connect	Shell Go+Spin to Win	Shell	Innovation	
	Ignis	Never Miss a Moment	JTI UK	Experiential/Sponsorship	
	Native	Free School Meals Voucher Replacement Programme	Edenred	Cause, Charity/Non-Profit	

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GRAND PRIX	Brill Building	The Shop That Nearly Wasn't	Breakthrough Cancer Research	Cause, Charity/Non-Profit	Grand Prix
Special Impact Award	SYMBIO Digital	The Presidential Speech That Never Happened	HBO Europe	Innovation	Special Impact Award