

eurobest!

# Eurobest Creativity Report 2020

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### 40 THEMES & TRENDS FROM THE WINNING WORK

The winning work serves as a source of inspiration rich in insights to provide you with new perspectives and inform your work in the year ahead. With this in mind, our team of Awards Experts have identified four creative trends that we believe are set to accelerate.

# A Message from eurobest

**As 2020 comes to a close, we're excited to see the new possibilities emerging as set by the European benchmark for creativity.**

We're delighted to present this 2020 Eurobest Creativity Report. At the end of such an unusual and difficult year it is heartening to uncover and celebrate such outstanding creativity in the region. The Report summarises discussion from inside the jury rooms as well as the definitive European rankings with which to benchmark creative excellence for the year ahead. The results in the Report's rankings are based on performance at this year's Eurobest awards.

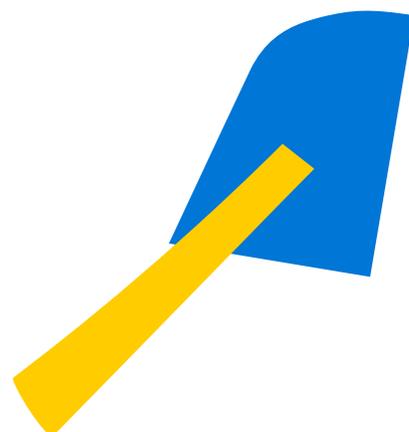
The Eurobest awards have set the bar for Europe's creative communications community since 1988. Our juries represent all of Europe and an ever-broadening range of creative disciplines. Each juror brings unique insights from the region, as well as a wealth of experience from their respective fields. I hope you find this as fascinating reading as we do. Thank you to our jury members and Presidents. Congratulations to all of our winners, as well as those who were shortlisted this year. Eurobest is only possible because of you.

**Louise Benson**  
Festival Director & VP Events

Our dedicated juries from across Europe have immersed themselves in a diverse body of the very best creative ideas and business solutions from the region. The eurobest juries, and the Presidents who lead them, represent all parts of Europe and an ever-broadening definition of creativity, bringing varied backgrounds, skills, talent and disciplines to the judging process. I'd like to take this opportunity to thank our juries on behalf of every single person who entered.

Eurobest sets the barometer for the most exceptional work in Europe. This body of winning work represents the breadth of best-in-class creativity emerging from the region and the changing shape of the work across Europe. The 2020 winners tell a very compelling story about where we are today, and offer a glimpse of where we are going. A huge thank you to everyone who contributed.

**Simon Cook**  
Managing Director



# Network of the Year

## Publicis Worldwide claim their title as Network of the Year 2020



Network of the Year is awarded to the Network whose member companies obtain the most points for winning and shortlisted entries.

**Publicis Worldwide** take the top spot in 2020, replicating their 2018 position.

**BBDO WORLDWIDE** finished second, their fourth top five finish since 2016, with **BETC** making up the top three with their first recorded Network of the Year placing.

**Publicis Worldwide** took home 20 awards in total, including 8 Grands Prix. Big wins for the network included 'The Moldy Whopper' for **Burger King** with 5 Grands Prix and 'Francesca' for **Diesel** winning the coveted Glass Grand Prix.

**BBDO WORLDWIDE** amassed 19 awards including the Grand Prix for Good for their work with **WWF Germany** and the 'Eurythenes Plasticus' Project.

**BETC** picked up 13 awards featuring the Mobile Grand Prix for **13<sup>ème</sup> Rue** & the Film Craft Grand Prix for **Lacoste**.

**"After what has been a difficult year for everyone in our industry we are very proud to receive the Eurobest Network of the Year award. It honours all the hard work put in by our teams on producing great work for their clients during such uncertain times."**

**Bruno Bertelli**

Global Chief Creative Officer, Publicis Worldwide & Chief Creative Officer Publicis Groupe

# Network of the Year

## 2020

Rank	Agency
------	--------

- |    |                    |
|----|--------------------|
| 1. | PUBLICIS WORLDWIDE |
| 2. | BBDO WORLDWIDE     |
| 3. | BETC               |
| 4. | OGILVY             |
| 5. | THE NORTH ALLIANCE |

## 2019

Rank	Agency
------	--------

- |    |                   |
|----|-------------------|
| 1. | BBDO WORLDWIDE    |
| 2. | McCANN WORLDGROUP |
| 3. | DDB WORLDWIDE     |
| 4. | SCHOLZ & FRIENDS  |
| 5. | MDC PARTNERS      |

## 2018

Rank	Agency
------	--------

- |    |                    |
|----|--------------------|
| 1. | PUBLICIS WORLDWIDE |
| 2. | DDB WORLDWIDE      |
| 3. | McCANN WORLDGROUP  |

## 2017

Rank	Agency
------	--------

- |    |                   |
|----|-------------------|
| 1. | DDB WORLDWIDE     |
| 2. | McCANN WORLDGROUP |
| 3. | avas creative     |

## 2016

Rank	Agency
------	--------

- |    |                   |
|----|-------------------|
| 1. | DDB WORLDWIDE     |
| 2. | McCANN WORLDGROUP |
| 3. | BBDO WORLDWIDE    |

# Agency of the Year

**BETC, Paris take the top spot for 2020**

# BETC

The Agency of the Year award celebrates the agency that obtains the most points for winning and shortlisted entries across the festival.

Work for a diverse set of brands including **Canal+, Lacoste, LEGO & Peugeot** ensured **BETC, Paris** improved on their second place in 2017 to take the top spot in 2020.

Taking second place was **Publicis Italy, Milan** with winning work for **Bottega Veneta, Diesel & Heineken**

**Innocean, Berlin** secured the number three spot.

**“Thank you to all the juries (it’s such hard work especially behind a screen) and congratulations to all the winners. This year, more than ever, let us hail the courage and talent of all those who fight every day for creativity and innovation in our industry. It might not be easy, but you know what? It’s the only way to do this job!”**

**Rémi Babinet**

Founder, President and Creative Director  
BETC Group

**Stéphane Xiberras**

CCO & President of BETC, Head of the  
Havas Global Creative Council

# Agency of the Year

## 2020

Rank	Agency	City	Location
1.	BETC	Paris	France
2.	PUBLICIS ITALY	Milan	Italy
3.	INNOCEAN WORLDWIDE EUROPE	Berlin	Germany
4.	ÅKESTAM HOLST	Stockholm	Sweden
5.	BBDO	Düsseldorf	Germany

## 2019

Rank	Agency	City	Location
1.	AMVBBDO	London	United Kingdom
2.	DDB PARIS	Paris	France
3.	SCHOLZ & FRIENDS	Berlin	Germany
4.	McCANN	Tel Aviv	Israel
5.	FORSMAN & BODENFORS	Gothenburg	Sweden

## 2018

Rank	Agency	City	Location
1.	ROTHCO   ACCENTURE INTERACTIVE	Dublin	Ireland
2.	PUBLICIS CONSEIL	Paris	France
3.	AMVBBDO	London	United Kingdom
4.	MARCEL	Paris	France
5.	DDB DÜSSELDORF	Dusseldorf	Germany

## 2017

Rank	Agency	City	Location
1.	adam&eveDDB	London	United Kingdom
2.	BETC	Paris	France
3.	&CO	Copenhagen	Denmark
4.	JUNG VON MATT	Hamburg	Germany
5.	FORSMAN & BODENFORS	Gothenburg	Sweden

## 2016

Rank	Agency	City	Location
1.	INGO	Stockholm	Sweden
2.	DDB	Berlin	Germany
3.	adam&eveDDB	London	United Kingdom
4.	McCANN LONDON	London	United Kingdom
5.	JUNG VON MATT	Hamburg	Germany

# Independent Agency of the Year

## A winning year for N=5 Amsterdam

# N=5

The winner of the Independent Agency of the Year Award is the Independent Agency that obtains the most points for winning and shortlisted entries across the festival.

2020 saw **N=5, Amsterdam** top the leaderboard. 'The Dark Side of Money' for **ABN AMRO** was their big winner with a Grand Prix & Bronze Award in Creative Strategy and Brand Experience & Activation respectively.

**Abby Priest, Stockholm** takes second place with **Farm, Stockholm** making up the top three.

**“Independent thinking is what the world and our industry needs more than ever. To create new and more impactful solutions for our clients, fast and independent thinking without the politics of a large organisation is key in moving forward. Let’s celebrate that!”**

**Thijs Bontje**  
Creative Director, N=5 Amsterdam

# Independent Agency of the Year

## 2020

Rank	Agency	City	Location
1.	N=5	Amsterdam	The Netherlands
2.	ABBY PRIEST	Stockholm	Sweden
3.	FARM	Stockholm	Sweden
4.	MENSCH	Copenhagen	Denmark
5.	SANSIR	Torshavn	Faroe Islands
6.	HEREZIE	Paris	France
7.	PHILIPP UND KEUNTJE	Hamburg	Germany
8.	WIEN NORD SERVICEPLAN	Vienna	Austria
9.	GRANNY	Berlin	Germany
9.	HENRIK & SOFIA	Västerås	Sweden

## 2019

Rank	Agency	City	Location
1.	RBK COMMUNICATION	Stockholm	Sweden
2.	JUNG von MATT	Hamburg	Germany
3.	SERVICEPLAN GERMANY	Munich	Germany
4.	SERVICEPLAN FRANCE	Paris	France
5.	TRY REKLAME	Oslo	Norway

## 2018

Rank	Agency	City	Location
1.	TRY	Oslo	Norway
2.	JUNG VON MATT/LIMMAT	Zürich	Switzerland
3.	HEREZIE	Paris	France
4.	SERVICEPLAN GERMANY	Munich	Germany
5.	WIEDEN+KENNEDY AMSTERDAM	Amsterdam	The Netherlands

## 2017

Rank	Agency	City	Location
1.	GRABARZ & PARTNER	Hamburg	Germany
2.	JUNG VON MATT	Hamburg	Germany
3.	N=5	Amsterdam	The Netherlands
4.	TRY	Oslo	Norway
5.	SERVICEPLAN	Munich	Germany

# Media Network of the Year

## MediaCom take pole position

The logo for MediaCom, featuring the word "MEDIACOM" in white, uppercase, sans-serif font centered within a solid magenta rectangular background.

The Media Network of the Year winner is the Media Network whose member companies obtain the most points for winning and shortlisted entries in the Media Eurobest Awards.

**MediaCom** celebrate their first ever Media Network of the Year award at Eurobest, also winning the Media Grand Prix with 'Rabbi-Bot' for **Procter & Gamble**.

Sharing the second spot is **Hearts & Science** and **Starcom**, with work for **WWF Germany & the Slovak Republic Ministry of Health** respectively.

**“This is wonderful news and a testament to MediaCom’s people who have gone above and beyond this year to deliver exceptional work in partnership with our clients in such testing times.”**

**Josh Krichefski,**  
EMEA CEO and Worldwide COO,  
MediaCom

# Media Network of the Year

## 2020

Rank	Media Network
1.	MEDIACOM
2.	HEARTS & SCIENCE
2.	STARCOM

## 2019

Rank	Media Network
1.	PHD WORLDWIDE
2.	BLUE 49
3.	HAVAS MEDIA GROUP

## 2018

Rank	Media Network
1.	PHD WORLDWIDE
2.	CARAT
3.	HAVAS MEDIA GROUP

# Eurobest Golden Palm

## New Land, Sweden takes the top spot

# new—land

The Eurobest Golden Palm Award honours the Production Company that obtains the most points overall for entries in the Digital, Digital Craft, Entertainment (Section A & Categories B01, D01 & E08), Film, Film Craft & Mobile Eurobest Awards as well as Branded Content, Digital, Digital Craft, Film, Film Craft & Mobile Mediums in the Healthcare Eurobest Awards.

After third place spots in 2017 and 2019, **New Land, Sweden**, secure the title for the first time as the Eurobest Golden Palm winners for 2020, beating The Netherlands' **MediaMonks and Pinkman.tv, Spain** who took second and third place.

**New Land's** production work won them 5 Awards, including a Gold Eurobest Award in Film Craft, in addition to 2 Silver and 1 Bronze Eurobest Award for **Volvo**.

**“We are so happy and proud of winning this award! We want to thank our amazing talent we represent and the agencies that give us the chance to do great creative work together!”**

**Therese Engberg**  
Managing Director, New Land, Sweden

# eurobest Golden Palm

## 2020

Rank	Company	Location
1.	NEW LAND	Sweden
2.	MEDIAMONKS	The Netherlands
3.	PINKMAN.TV	Spain
4.	ICONOCLAST	France
5.	DIVISION	France

## 2019

Rank	Company	Location
1.	VIRTUE	Denmark
2.	TEMPOMEDIA	Germany
3.	NEW LAND	Sweden
4.	750MPH	United Kingdom
5.	SOMESUCH	United Kingdom
5.	TIME BASED ARTS	United Kingdom
5.	TRIM EDITING	United Kingdom

## 2018

Rank	Company	Location
1.	BLINKINK	United Kingdom
2.	BLUR FILMS	Spain
3.	HENRY	France
4.	FILMMASTER	Italy
5.	PRODIGIOUS	France

## 2017

Rank	Company	Location
1.	MAKE ME PULSE	France
2.	&CO PRODUCTIONS	Denmark
3.	NEW LAND	Sweden
4.	TANGRYSTAN	Norway
5.	MPC	United Kingdom

# Country Agency of the Year

The Country Agency of the Year Award is given to the Agency from an individual country that obtains the most points overall for Entries in the Awards.

For a country to qualify for Country Agency of the Year there must be a minimum of five different Entrant Companies from that country.

For an Agency to qualify to be awarded or placed in Country Agency of the Year, they must obtain a minimum of 15 points.

In 2020 ten agencies have been awarded the top rank in their country

Location	City	Agency
Austria	Vienna	WIEN NORD SERVICEPLAN
Belgium	Brussels	BBDO BELGIUM
Denmark	Copenhagen	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE
Finland	Helsinki	TBWA\HELSINKI
France	Paris	BETC
Germany	Berlin	INNOCEAN WORLDWIDE EUROPE
Italy	Milan	PUBLICIS ITALY
Sweden	Stockholm	ÅKESTAM HOLST
The Netherlands	Amsterdam	N=5
United Kingdom	London	SAATCHI & SAATCHI

# The Winners Explained

Eurobest awards exceptional ideas: the winning work represents the most powerful ideas in the region.

But before there are winners, there's judging. And the judging process isn't simple. Each year we invite a careful selection of Europe's most discerning industry leaders to decide which pieces of work are award-winningly exceptional. Animated debate among the jury leads to an eventual decision. In a year filled with accelerated adoption, positive imperfections and responsible consumerism, selecting our winners was particularly difficult.

The work that was ultimately awarded a coveted Grand Prix stood out to our juries as hugely, unavoidably important. Frequently, this was work that showed clear, inarguable evidence of its effectiveness – work that proved creativity's power to impact business results in a very real and tangible way.

We hear from this year's Jury Presidents – the people who led the 2020 Juries in their selection – on why the Grand Prix-winning work in their category was awarded and their top takeaways from Eurobest 2020.



THE WINNERS EXPLAINED

# Brand Experience & Activation

**'We wanted to celebrate the bravery of this brand who took a nonconformist, tongue-in-cheek stance on such a controversial phenomenon.'**

**Gabriela Lungu**

Global Creative Director, Geometry UK, Global



## The Grand Prix

**ENJOY BEFORE RETURNING for DIESEL by PUBLICIS ITALY, Milan**

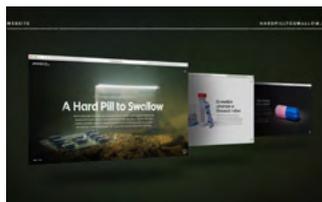
"We appreciated the outstanding craft of this piece of work, as well as the fantastic brand fit. We believe it is the perfect example of creative bravery that achieves results."



ENJOY BEFORE RETURNING



**GOLD**  
**TELCOLLECTION for PRISMA by TBWA\HELSINKI**



**GOLD**  
**A HARD PILL TO SWALLOW for APOTEK HJÄRTAT by ÅKESTAM HOLST, Stockholm**

## Insights

### Social good with commercial results

"There's no 'either-or' anymore. More and more brands are finding great ways to combine their business objectives with their higher purpose and develop experiences and activations that are good both for society and for their own bottom line."

### No more gimmicky technology

"It's refreshing to see a new-found confidence in the application of technology in creativity. Gimmicky tech experiments with little intrinsic value are being replaced by brilliantly simple, emotional and profoundly human concepts; here technology is naturally woven into the fibre of the creative idea. It demonstrates a real cleverness in the use of tech; less flash and more substance."

### Physical objects solving abstract issues

"As our digital world expands, we saw brands revert to the use of physical objects to symbolise abstract problems or provide concrete solutions; a technique used with many guises throughout the work. When people are overwhelmed by information and problems, it's evident that tangible, tactile solutions can offer everyone more focus."

THE WINNERS EXPLAINED

# Creative Data

“This piece of work transcends the creative application of data into art.”

**Grace Francis**

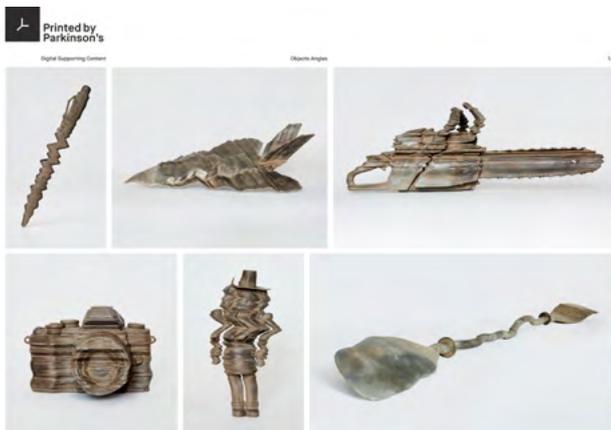
Chief Experience Officer, Karmarama, UK



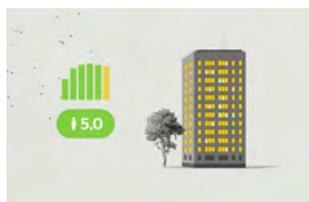
## The Grand Prix

**PRINTED BY PARKINSON'S for CHARITÉ BERLIN UNIVERSITY HOSPITAL by INNOCEAN WORLDWIDE EUROPE, Berlin**

“As a Jury we were moved by the visual interpretation of incredibly personal and personalised data to raise awareness of the experience of Parkinson's Disease and the way they used data in such a creative way to express profound loss, while also sparking empathy and engagement.”



PRINTED BY PARKINSON'S



CREATIVE DATA EUROBEST

AWARD

SELF-ISOLATION INDEX  
for YANDEX by YANDEX,  
Moscow



CREATIVE DATA EUROBEST

AWARD

UNSCRIPTED for BT  
SPORT by WUNDERMAN  
THOMPSON, London

## Insights

### Creative Data is Maturing

“An array of sophisticated executions in the work indicates a clear theme: the creative use of data has reached a new level of maturity. The basic use-case of applying data to inform or instruct creative has evolved significantly; shortlisted and winning work showed imaginative uses of data to captivate audiences, spark debate and incite action.”

### Data that adds value

“Creative applications of data have moved beyond clever ideas to more meaningful expressions. There is more ambition to fulfil the consumers real-world needs, impact wider society and help brands achieve their overall objectives.”

### Data Visualisation brought to life

“In the winning work it was evident that clever design and emotionally resonant aesthetics have an important role to play in bringing to life creative data; how data is visualised is as important as what it says. The most impactful work harnessed the complexity of data and turned it into beautiful craft.”

## THE WINNERS EXPLAINED

# Creative eCommerce

**“It’s an idea so simple yet borderline genius, that you just cannot unsee it. It will change your perception forever.”**

**Gabriela Lungu**

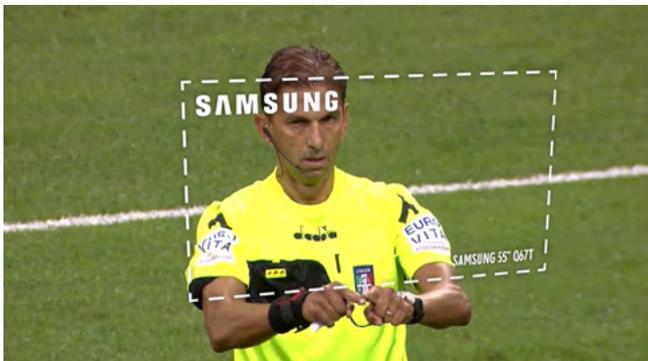
Global Creative Director, Geometry UK, Global



## The Grand Prix

**VAR DISCOUNT for ELKJØP by NORD DDB, Stockholm**

“VAR Discount shows how brands can deftly use clever creativity to overcome the barrier of a small budget and how when you add creative thinking to simple commerce the results can be truly impressive. This piece of work is based on the kind of idea that makes people say: ‘how come I haven’t thought of that?’”



VAR DISCOUNT



CREATIVE eCommerce

**EUROBEST AWARD**

**HEARTBEATS 4**

**SNEAKERS for KLARNA**

by KLARNA, Stockholm

## Insights

### Real time response

“A common trait in the work was a clever and rapid response to real-world events. We saw intelligent examples of brands quickly tailoring their messaging to enter of-the-moment conversations - from current affairs to pop-culture - and promoted their product in the process.”

### Think Long-Term

“There were instances of work where a focus on short-term goals denied the chance for deeper engagement or scale. Brands built short-lived campaigns to leverage ecommerce platforms for events such as Black Friday or Singles Day with less focus on long-term momentum. With evidence demonstrating that creativity contributes significantly to brand-building when applied over longer periods of time, we look forward to seeing creative ecommerce work developing to live beyond short-term stunts.”

THE WINNERS EXPLAINED

# Creative Effectiveness

“Impact that travels beyond the confines of the geography it operates in; which gives it the propensity to inspire on a grand scale.”



**Harjot Singh**

Chief Strategy Officer, Europe and UK, McCann Worldgroup, Europe

## The Grand Prix

**CLOSED FOR MAINTENANCE for VISIT FAROE ISLANDS** by VISIT FAROE ISLANDS, Torshavn

“The objectives of Closed for Maintenance were undeniably audacious given the nature of the problem. The resulting impact was very clearly caused by a creative idea that was current and enduring all at once.”



News stories:	Reach:	SoMe actions:	Volunteers:	PR ROI:	Media budget:
511	3.720 million	34 million	3500	120.000 %	0

### CLOSED FOR MAINTENANCE



### CREATIVE EFFECTIVENESS

**EUROBEST AWARD**

LIFE LOLLI for KMSZ (BONE MARROW DONATION CENTER) by BBDO, Düsseldorf

## Insights

### Collaborative Creative Effectiveness

“We saw brands collaborating beyond their own industry, whether it be with government, influencers or other stakeholders. This ability for brands to reach outside of themselves helped to elevate the creativity across the winning work.”

### Effectiveness on a local level

“Brands have proved that effectiveness on a local level has a lasting impact. By partnering with local people and communities to engage them in initiatives that affect them creates real impact both for society and the brand’s bottom line.”

THE WINNERS EXPLAINED

# Creative Strategy

**“A bold and provocative creative approach that did not undermine the credibility of the brand”**

**Harjot Singh**

Chief Strategy Officer, Europe and UK, McCann Worldgroup, Europe



## The Grand Prix

**THE DARK SIDE OF MONEY for ABN AMRO by N=5 Amsterdam**

“The Dark Side of Money exemplifies the most creatively and commercially compelling ideas that were able to respond to classic marketing challenges in ways that offer a refreshing break from conventional thinking, proving the impact they caused as a result, and becoming part of a more contemporary cultural discourse.”



THE DARK SIDE OF MONEY



CREATIVE STRATEGY

EUROBEST AWARD

UNRATING VIENNA for VIENNA

TOURIST BOARD by WIEN

NORD SERVICEPLAN, Vienna

## Insights

### Creativity at the Core

“We saw creative ideas that depended less on budgets and more on being creatively, culturally and commercially compelling. The work demonstrated a more discerning ability to blend the magic of creativity with the logic and precision that data, technology and platforms afford us.”

### Embracing Simplicity

“A common theme that emerged is problem solving that was not overly distracted by the bells and whistles of technology. Just a very clear strategy, a clear idea, clear objective, which relied on the momentum of the idea catching on in culture. As ever, a big budget is not required to create real impact.”

THE WINNERS EXPLAINED

# Design

“Printed by Parkinson’s had such an incredible way of communicating & really invoking an intense feeling of empathy for the audience.”

**Marta Swannie**

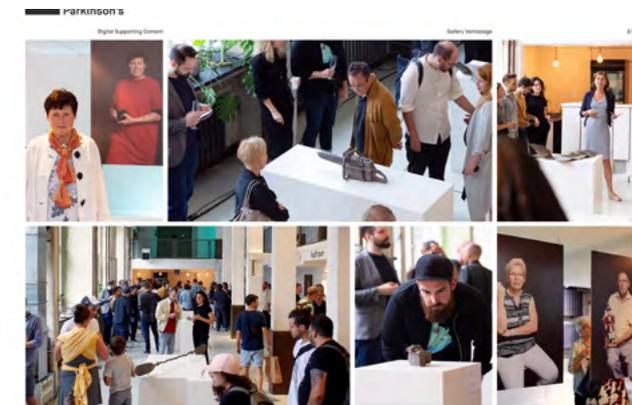
Senior Creative & Innovation Director, Superunion, UK



## The Grand Prix

**PRINTED BY PARKINSON’S for CHARITÉ  
BERLIN UNIVERSITY HOSPITAL by INNOCEAN  
WORLDWIDE EUROPE, Berlin**

“We awarded Printed by Parkinson’s because it was a very unique, really original idea and used technology in a really creative and innovative way to communicate such an important and sensitive message.”



PRINTED BY PARKINSON’S



**GOLD**  
-60% CULTURE for  
STATE OF THE ARTS  
by BBDO BELGIUM,  
Brussels



**GOLD**  
CROCODILE FREE for  
LACOSTE by BETC,  
Paris

## Insights

### Purposely Un-Designed

“This year we saw a new take on what is considered ‘beautiful’ or ‘well crafted’ design. There were many examples that had a great sense of spirit, that felt purposely un-designed in the traditional sense. You’ll see a refreshing amount of variety in the winning and shortlisted work.”

THE WINNERS EXPLAINED

# Digital

**“We wanted to celebrate digital work with a strong idea at the center, especially now that technology has become a commodity for everyone.”**

**Wale Gbadamosi Oyekanmi**  
 Founder & Managing Director, Dare.Win, France



## The Grand Prix

**BLACK FRIDAY RE(SALE) for IKEA DENMARK**  
 by HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen

“We wanted to celebrate work that demonstrated a true impact on a brand, on its customers and its business in Europe. The Grand Prix not only did that but it also has the potential to be scaled to a global level and across multiple categories.”

## Insights

### Multi-Platform Impact

“We saw work executed across the full spectrum of digital tools and platforms, maximising engagement and increasing interaction.”

### Brand Purpose in the Digital World

“We saw brands leveraging their brand statement to drive engagement with their consumers. Moving beyond messages of support and finding ways of taking digital action to create real impact both for business and for society.”



### BLACK FRIDAY RE(SALE)



**GOLD**  
 -60% CULTURE for  
 STATE OF THE ARTS  
 by BBDO BELGIUM,  
 Brussels



**GOLD**  
 FACE THE HIDDEN  
 FACTS for TRADERA by  
 NORD DDB, Stockholm

THE WINNERS EXPLAINED

# Digital Craft



**“This Grand Prix is a gem that demonstrates impeccable execution and flawless design.”**

**Wale Gbadamosi Oyekanmi**  
 Founder & Managing Director, Dare.Win, France

## The Grand Prix

**DARK: INTERACTIVE NETFLIX GUIDE for NETFLIX**  
 by MEDIAMONKS, Hilversum

“This piece of works biggest achievement is creating a user experience that turns an incredibly complex product into a simple adventure.”



DARK: INTERACTIVE NETFLIX GUIDE

## Insights

### History for a digital generation

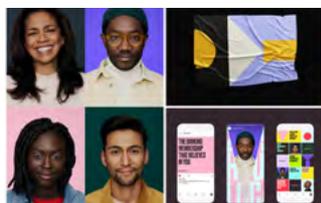
“Brands are finding new ways to educate by bringing history to life for a new digital-first generation. Using today’s technology as a powerful tool to engage younger generations and creating a narrative link between the past and the present through clever brand-storytelling.”

### Diversity in digital

“Digital Craft is being used to break down borders and is increasingly being used to reframe perceptions and further human potential. Amongst this year’s work there were many examples of meaningful products that bridge cultural and geographic distances, creating tools, resources and visibility through exceptional craft, intuitive user experiences and diverse insights.”



**DIGITAL CRAFT EUROBEST AWARD**  
**BEHIND THE SOURCE**  
 for HACKYOURFUTURE  
 by 72ANDSUNNY,  
 Amsterdam



**DIGITAL CRAFT EUROBEST AWARD**  
**MAJORITY** for MAJORITY  
 by BOLD, Stockholm

## THE WINNERS EXPLAINED

## Direct

“Enjoy Before Returning is a genius provocation of a brand that always was testing the limits of reason.”

**Dr Stephan Vogel**

Chief Creative Officer EMEA and Creative Chairman, Ogilvy Germany



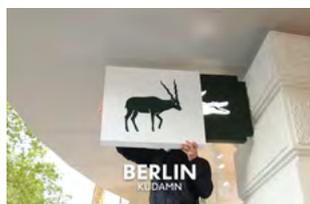
## The Grand Prix

**ENJOY BEFORE RETURNING for DIESEL by PUBLICIS ITALY, Milan**

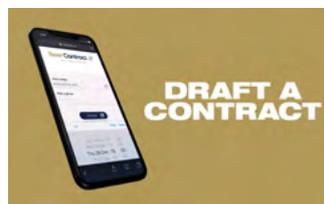
“In a world of online shopping Diesel has shown that bad behaviour can be turned into new clever communication.”



ENJOY BEFORE RETURNING



**GOLD**  
CROCODILE FREE for LACOSTE by BETC, Paris



**GOLD**  
THE LEGALLY BINDING BEER CONTRACT for SPENDRUPS by ÅKESTAM HOLST, Stockholm

## Insights

## Simply Impactful

“We saw work harnessing the power of bold yet simple ideas. There has been a move away from flashy technology and a shift towards cleaner more focused ideas, proving that sometimes a simple approach can create the most impact.”

## Evolving at the Speed of Culture

“2020 has seen many changes in the world and brands have had to adapt quickly and efficiently in order to survive. The speed and context of branded communications has been vital in a world that is changing rapidly, from political to environmental and social change.”

THE WINNERS EXPLAINED

# Entertainment

**“What We Do Next shapes culture, is very entertaining and is truly interactive, with a clear call to action from this generation.”**

**Maria Garrido**

SVP Brand Marketing, Vivendi / Chief Insights Officer, Havas Group, Global



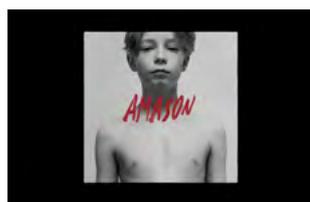
## The Grand Prix

**WHAT WE DO NEXT for DEUTSCHE TELEKOM from SAATCHI & SAATCHI, London, UNITED KINGDOM**

“What We Do Next is based on a genuine and universally great insight into Gen Z and the role technology plays in their lives, going beyond the stereotypes we attach to their digital habits. That stereotype was taken and flipped it on its head, showing us that Gen Z are actually often doing positive things on their mobile phones.”



WHAT WE DO NEXT



**GOLD**  
DANTE'S HEARTBEATS for HJÄRTEBARNFONDEN by ABBY PRIEST, Stockholm



**SILVER**  
-60% CULTURE for STATE OF THE ARTS by BBDO BELGIUM, Brussels

## Insights

### Engaging the Audience with Empathy

“We saw beautifully crafted work moving beyond the category norm to entertain and elevate, with content crafted carefully to evoke emotion in order to increase and maintain engagement.”

### Agile Messaging

“Unsurprisingly due to the pandemic a lot of the work was born in response to cancelled live events, sports, concerts, etc. With brands having to quickly pivot creative messages as circumstances changed, the work this year was entertaining but focused on more serious, purpose-driven issues.”

THE WINNERS EXPLAINED

# Film

**“What is incredible about The Moldy Whopper is the craft of the film itself.”**

**Bruno Bertelli**

Global CCO Publicis Worldwide & CCO Publicis Groupe, Global



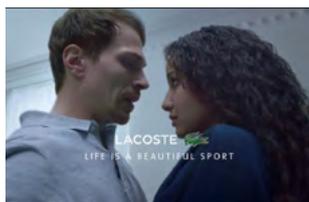
## The Grand Prix

**THE MOLDY WHOPPER** for **BURGER KING** by **INGO**, Stockholm / **DAVID**, Miami / **PUBLICIS ROMANIA**, Bucharest

“Although this is a piece that many people know and are familiar with, the Jury could not ignore the excellence in the craft of the execution. We really went into the details and analysed the film and the craft which was ultimately why we awarded this work.”



THE MOLDY WHOPPER



**GOLD**  
CROCODILE INSIDE for LACOSTE by BETC, Paris



**GOLD**  
FRANCESCA for DIESEL by PUBLICIS ITALY, Milan

## Insights

### Less selling more storytelling

“We saw more films leading with beautifully crafted storytelling and less obvious ‘advertising’ ideas. Telling stories that evoked emotion in an effort to connect with and captivate audiences is what made the cut this year.”

### Uplifting Humour

“Much of the winning work utilised humour and wit, which in a year that could have been overshadowed by serious issues, was refreshing to see. Purpose-driven work was still prominent; but it did not dominate.”

THE WINNERS EXPLAINED

# Film Craft

**“The craft was spectacular, seamless, beautifully done.”**

**Elissa Singstock**

Executive Producer, Formerly Wieden+Kennedy,  
The Netherlands



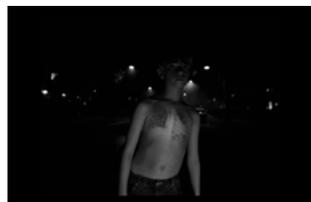
## The Grand Prix

**CROCODILE INSIDE for LACOSTE by BETC, Paris**

“There were so many great pieces of work this year. We were glad to be able to recognise so much excellence in craft. Crocodile Inside stood firmly rooted in our minds since the beginning of judging. The work ticked all boxes of craft and creativity for us.”



CROCODILE INSIDE



**GOLD**  
**DANTE'S**  
**HEARTBEATS for**  
**HJÄRTEBARNFONDEN**  
by **ABBY PRIEST,**  
Stockholm



**GOLD**  
**TIPPING POINT for**  
**UBISOFT by DDB PARIS**

## Insights

### Agility & Adaptability

“Despite the events of 2020 causing delayed and protracted post-production schedules, it was fascinating to see how quickly the production machine moved to adjust to the new normal while still producing impressive and high quality work.”

### Casting moves forward

“We were very happy to see a diverse range of casting choices among the work. There was an increase in the brand work representing people of all shapes, sizes and genders.”

## THE WINNERS EXPLAINED

# Glass: The Award For Change

“Francesca has the power to become instantly iconic, its storytelling and craft are outstanding.”

**Gabriela Lungu**

Global Creative Director, Geometry UK, Global



## The Grand Prix

FRANCESCA for DIESEL by PUBLICIS ITALY, Milan

“Glass celebrates culture-shifting creativity and this fantastic piece of work does exactly that: creating a shift in culture. Based on a powerful true story, Francesca promotes social inclusion in a way that’s 100% authentic to the brand’s purpose and DNA.”



FRANCESCA



GLASS EUROBEST AWARD

WHAT'S YOUR NAME  
for STARBUCKS by IRIS,  
London

## Insights

### The New Normal

“Work in this area has moved beyond just advocacy to actually becoming ingrained in the day to day work. It is no longer just protest work, rather now just a natural part of the everyday creative language.”

## THE WINNERS EXPLAINED

# Grand Prix for Good

“This Grand Prix stood out in a category that is very hard to innovate in, dealing with the serious issue of how plastic is affecting our lives and oceans”

**Bruno Bertelli**

Global CCO Publicis Worldwide & CCO Publicis Groupe, Global



## The Grand Prix

**EURYTHENES PLASTICUS for WWF GERMANY by BBDO, Düsseldorf**

“Eurythenes Plasticus went beyond just informing and educating. The work presented the issue in a new way with an emotional hook that could not be ignored.”



EURYTHENES PLASTICUS

## Insights

### Standing Out From the Crowd

“Due to the nature of the work in this Award it can often be hard to stand out from the crowd. Imaginative thinking and innovation are what elevates this work. This year’s winners took a different approach which is ultimately what captured the Jury’s attention.”

### Action Over Advocacy

“We saw many brands taking decisive action with their work in order to create positive change, moving beyond just awareness messaging and advocacy to producing work with the aim of creating real and lasting impact on society.”

## THE WINNERS EXPLAINED

# Healthcare

**“There was a directness & bravery present in A Hard Pill to Swallow that identified a little-thought about issue & raised it as a pressing must-fix problem.”**

**Andrew Spurgeon**

Executive Creative Director, LANGLAND, Europe



## The Grand Prix

**A HARD PILL TO SWALLOW** for **APOTEK HJÄRTAT** by **ÅKESTAM HOLST**, Stockholm

“Apotek Hjartat’s drive to galvanise retail pharmacy in support of measures to stop environmental pollution where drugs are manufactured was admirable and I’m sure reflected well on them as a brand. This meant that they were able to build brand preference and loyalty amongst existing and new customers alike.”



A HARD PILL TO SWALLOW



**GOLD**  
PRINTED BY PARKINSON’S  
for CHARITÉ BERLIN  
UNIVERSITY HOSPITAL by  
INNOCEAN WORLDWIDE  
EUROPE, Berlin



**SILVER**  
VOLVO LIFESAVER for  
VOLVO CAR NEDERLAND  
by OGILVY | SOCIAL LAB  
AMSTERDAM

## Insights

### Healthcare PR steps up

“PR work was strong this year and this seems to be a continuing theme with standards of execution in this part of the industry just getting better and better.”

### Digital Acceleration

“We saw more examples of the accelerated adoption of digital among the Healthcare work this year, reflecting fast progress in this field.”

### Playing it Safe

“We saw a smaller amount of professional health work this year than we had expected, leaving us wondering if Big Pharma is more inclined to play things safe when it comes to creativity in these Covid-times. More overt selling was generally in short supply, with a significant amount of work that was propelling clients and causes forward with an ever greater sense of purpose.”

THE WINNERS EXPLAINED

# Industry Craft

**“It’s gorgeously horrible and has a lot of impact – it was a brave idea for Burger King to embrace.”**

**Marta Swannie**

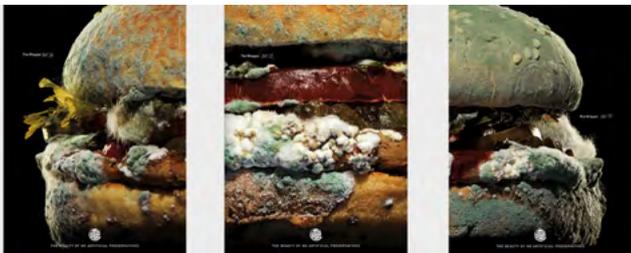
Senior Creative & Innovation Director, Superunion, UK



## The Grand Prix

**THE MOLDY WHOPPER** for **BURGER KING** by **INGO**, Stockholm / **DAVID**, Miami / **PUBLICIS ROMANIA**, Bucharest

“We awarded The Moldy Whopper for several reasons. Mainly, for the brilliant craft and execution of the idea. This piece of work creates the perfect tension between a beautifully lit, detailed still-life object – and the visceral disgust of mouldy food.”



‘THE MOLDY WHOPPER



**SILVER**

**3** for **EMIL DE WAAL**  
+ **SPEJDERROBOT** by  
**HJALTELIN STAHL**,  
**PART OF ACCENTURE**  
**INTERACTIVE**,  
Copenhagen



**SILVER**

**THE LAST SPARK OF**  
**COMMUNISM** for  
**‘RODODENDRON’**  
**SHORT FILM** by **WHITE**  
**RABBIT**, Budapest

## Insights

### Craft Reimagined

“A trend which was evident among the work was a shift towards work that felt intentionally un-designed. This new approach presented us with a fresh perspective on beautiful craft and what ‘well crafted’ truly means.”

## THE WINNERS EXPLAINED

# Innovation

“The innovation was able to empower other organisations to make a contribution to our planet.”

## Grace Francis

Chief Experience Officer, Karmarama, UK



## The Grand Prix

### THE 2030 CALCULATOR for DOCONOMY by FARM Stockholm

“In the category of Applied Innovation, we were looking for mature and engaging application of innovation that spoke to the moment of culture we’re living in. The nature of innovation is broad and bold, and that is exactly what we saw in this year’s work. The 2030 Calculator stood out for making a significant contribution on a global scale, both on a societal and individual level.”



THE 2030 CALCULATOR



### INNOVATION EUROBEST

#### AWARD

‘FORTUM CIRCO®  
HANDLE’ for FORTUM by  
TBWA\HELSINKI

## Insights

### From Innovation to Application

“Technologies and tools we’ve seen for a number of years are now reaching fruition with real world applications, an appetite for innovation and change that made us incredibly excited for the future. After an incredibly hard year for everyone it was a delight to see creativity, ingenuity and wit in our work.”

### The Age of Collaboration

“We are in the age of collaboration. We saw brands working together and fuzing skills and specialisms to create work that harnesses the power of technology to help people connect.”

THE WINNERS EXPLAINED

# Integrated

“Every single touchpoint in The Moldy Whopper elevated the work and helped to make it famous throughout the world”

**Bruno Bertelli**

Global CCO Publicis Worldwide & CCO Publicis Groupe, Global



## The Grand Prix

THE MOLDY WHOPPER for BURGER KING by INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest

“As a Jury we wanted to award truly integrated work that could prove that every single element of the work elevated it and did not just repeat the same thing several times. The Moldy Whopper did just that, every touchpoint elevated the idea and took it to the next level.”



THE MOLDY WHOPPER

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INTEGRATED EUROBEST

AWARD

EURYTHENES PLASTICUS

for WWF GERMANY by

BBD0, Düsseldorf

## Insights

### Quality Over Quality

“We saw work focused on seamless experience and engaging customer journeys. There was less of a sense that brands were using multiple forms of media just for the sake of it. It was evident that there was a “quality over quantity” approach.”

## THE WINNERS EXPLAINED

## Media

“This year’s Grand Prix winner was ultimately selected as it delivers on the noblest thing that media can do”

**Susanne Grundman**  
CEO, OMD Germany



## The Grand Prix

**RABBI-BOT for P&G by MEDIACOM CONNECTIONS, Tel Aviv**

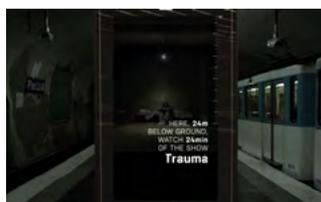
“Rabbi-Bot builds on a true cultural insight and creates a new touchpoint. It is a purposeful brand experience that empowers women and makes a formative difference in their life through the help of innovative and meaningful technology.”



RABBI-BOT



**GOLD**  
**#UNHATEWOMEN** for  
**TERRE DES FEMMES** by  
**PHILIPP UND KEUNTJE,**  
Hamburg



**GOLD**  
**UNDERGROUND**  
**PREMIER** for **13ÈME RUE**  
by **BETC, Paris**

## Insights

## Embracing Uncertainty

“The work created in response to this unusual year and the coronavirus pandemic involved really powerful and creative campaigns with innovative usage of multiple media channels.”

## Changing Behaviours

“Overall the work that truly focused on changing consumer behaviours was the work that generated the most impressive ideas. When brands focus on human behaviours and try to create real change, that’s when you get the best creative.”

## THE WINNERS EXPLAINED

# Mobile

**“The execution of Underground Premier was seamless and the result showed users really interacted with the work.”**

**Wale Gbadamosi Oyekanmi**

Founder & Managing Director, Dare.Win, France



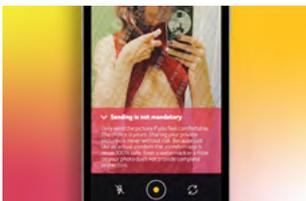
## The Grand Prix

**UNDERGROUND PREMIER for 13ÈME RUE by BETC, Paris**

“The Mobile Jury wanted to celebrate great work that really demonstrated it was designed for this specific medium and truly represents mobile at its best. Underground Premier does exactly that. The idea was simple, yet fresh. The user journey was perfectly in sync with the product.”



UNDERGROUND PREMIER



**MOBILE EUROBEST AWARD**  
**.COMDOM for TELENET**  
 by WUNDERMAN  
 THOMPSON, Antwerp



**MOBILE EUROBEST AWARD**  
**TEAR DOWN THIS WALL**  
 for THE DDR MUSEUM  
 by THE DDR MUSEUM,  
 Berlin

## Insights

### Mobile Solutions to Mobile Problems

“As mobile phones become more advanced the problems associated with them are on the rise, such as sextortion and cyberbullying. This was reflected in the work with many examples setting out to tackle mobile problems with mobile solutions.”

### Mobile-First Mentality

“A true cross-device approach starts with mobile. The majority of work entered was truly rooted in a mobile first idea. This demonstrates that brands understand that leading with mobile (a medium that almost everyone has to hand) is the key to success.”

THE WINNERS EXPLAINED

# Outdoor

**“The Moldy Whopper is breaking all rules of food advertising. It’s bold and brave and a milestone in the history of branded communication.”**

**Dr Stephan Vogel**

Chief Creative Officer EMEA and Creative Chairman, Ogilvy Germany



## The Grand Prix

**THE MOLDY WHOPPER CAMPAIGN for BURGER KING by INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest**

“In a world with a lot of preservatives in food The Moldy Whopper has shown the way forward to better nutrition.”



THE MOLDY WHOPPER CAMPAIGN



**GOLD**  
**COURAGE IS BEAUTIFUL** for DOVE by OGILVY, London



**SILVER**  
**VILLAGE ELECTRIQUE** for RENAULT by PUBLICIS CONSEIL, Paris

## Insights

### Back to basics

“With everyone staying home, there was less of a need for outdoor experiences and ambient installations. Without people, there are no outdoor experiences. With less demand for big executions we saw a lot of work with a more focused, direct engagement. This gave brands more of a need to present clear and targeted messages.”

THE WINNERS EXPLAINED

# PR

**“A Hard Pill to Swallow dramatized the problem that it was addressing & created a symbol in order to make the topic relatable, shareable & newsworthy.”**

**Tom Beckman**

Global Head of Creative, Weber Shandwick, Global



## The Grand Prix

**A HARD PILL TO SWALLOW for APOTEK HJÄRTAT by ÅKESTAM HOLST, Stockholm**

“Getting people’s attention requires breaking conventional codes. The Grand Prix did just that. But more than that, it used the engagement to create a competitive advantage. So that the problem that was now relatable, also had a solution tied to it. Taking responsibility for the negative consequences of manufacturing at scale.”



A HARD PILL TO SWALLOW



**GOLD**  
EURYTHENES PLASTICUS  
for WWF GERMANY by  
BBDO, Düsseldorf



**GOLD**  
THE MOLDY WHOPPER  
for BURGER KING  
by INGO, Stockholm/  
DAVID, Miami/PUBLICIS  
ROMANIA, Bucharest

## Insights

### Considerate Creative

“We were pleased to see that so much of the Covid-related work was rooted in actual business ideas and not solely awareness campaigns. We were impressed by work that not only raised awareness of issues but also took action and directly helped to solve them.”

### Real-time Response

“We saw work leveraging the PR craft of real-time response and issues management. The pandemic is underscoring the need for brands and businesses to relate to the real world rather than solely to their respective market.”

### Collaboration & Partnerships

“As society is getting increasingly complex and interdependent, we saw work with the ability to tackle the challenges facing our world today. Real-world impact is reliant on collaboration and partnership between business, politics, culture and technology.”

THE WINNERS EXPLAINED

# Print & Publishing

**“The execution and the craft of this Grand Prix was exceptional.”**

**Bruno Bertelli**

Global CCO Publicis Worldwide & CCO Publicis Groupe, Global



## The Grand Prix

**THE MOLDY WHOPPER CAMPAIGN** for **BURGER KING** by **INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest**

“What is great about The Moldy Whopper is that it went much beyond just a print ad. It changed people’s perception not only of the brand but on a very specific insight also.”



THE MOLDY WHOPPER CAMPAIGN



**GOLD**  
**COURAGE IS BEAUTIFUL**  
for **DOVE** by **OGILVY**, London

## Insights

### Reach & Resilience

“Print is solidifying itself as an important part of the overall brand experience, showing resilience even in these testing times. No longer a dying medium, brands are leveraging print in new and interesting ways to successfully reach and interact and engage audiences.”

### Crafting Emotional Connections

“Using the print craft to make an immediate impact, to evoke an emotional response whether it be shock, empathy or surprise. Using images in a really powerful way to convey a message. Images that tell a story and stay with you without having to use words.”

THE WINNERS EXPLAINED

# Radio & Audio

**“The Client Said No is a groundbreaking idea that goes well beyond the medium itself”**

**Bruno Bertelli**

Global CCO Publicis Worldwide & CCO Publicis Groupe,  
Global



## The Grand Prix

THE CLIENT SAID NO for DAHOUSE AUDIO by  
INNOCEAN WORLDWIDE EUROPE, Berlin

“We appreciated the clever approach to this piece of work. It used the medium in an innovative and creative way, which took the idea to the next level and captured the attention of our Jury.”



THE CLIENT SAID NO



**SILVER**

BIRDS WILL BE BACK  
for RECKITT BENCKISER  
TURKEY by HAVAS  
ISTANBUL

## Insights

### Sound is the New Screen

“The over dependence on phones and screens is leading to screen fatigue, leaving audiences clamoring for less screen time. Audio content is providing a perfect solution, whether this be through voice technology, podcasts or radio ads. Brands are increasingly turning to audio to communicate with consumers and connect with them on a deeper level.”

# Themes & Trends

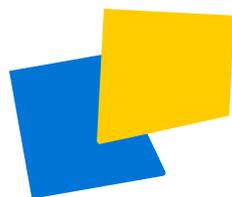
Eurobest 2020 saw progressive work with a powerful purpose at the forefront across all categories and formats – with brands not only taking a clear stand on social issues but taking action in order to create change and real impact.

We saw subversions of traditional formats, with many Award-winners reacting to disruptive market conditions by ingeniously responding to changing customer needs and finding surprising new ways into their consumers’ hearts and minds.

We also saw brands and agencies harnessing technology and data in innovative and beautiful, creative ways. And our winners were those who managed to move away from technology for

technology’s sake – in favor of using technology to further human potential. Products and solutions addressed customer needs: fitting seamlessly into people’s lives.

Eurobest awards Europe’s most exceptional ideas. These are the key themes and trends observed from across the most exceptional of this year’s ideas and the work that moved and inspired our Eurobest Juries in 2020.



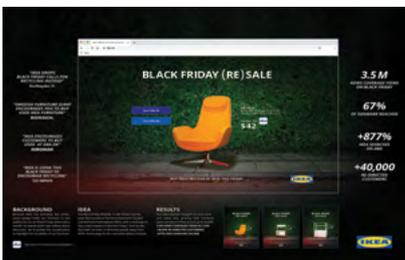
## THEMES &amp; TRENDS

# Responsible Consumerism

**Consumers are increasingly aware of how their actions affect the wider world. With the growing ease of buying goods people are seeking out more responsible and ethical ways to buy, play, shop and interact.**

Brands are now having to adapt and find new ways to not only meet this demand through the products and services they offer, but also enable conscious consumption through sustainable solutions.

We are seeing brands approach this at every consumer touchpoint, from the products they sell, the services they offer and the way they operate. This theme is woven throughout the winning work through brands utilising sustainably sourced materials, shifting towards upcycling and increasing transparency around ethical practices and environmental impact.



**BLACK FRIDAY RE(SALE)** for IKEA DENMARK by HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen | Digital Grand Prix + 2 additional Eurobest Awards

IKEA wanted to show its commitment to sustainable consumption. Due to their low prices there was a perception of IKEA products as disposable "fast furniture". To demonstrate their commitment to sustainability they launched a digital campaign featuring only used IKEA products found on Denmark's largest second-hand marketplace (DBA). Inspiring consumers to act more sustainably by consuming less for the benefit of our climate / environment, and thus positioning IKEA's commitment to quality and sustainability without compromising on low prices.



**THE 2030 CALCULATOR** for DOCONOMY by FARM, Stockholm | Innovation Grand Prix

With consumers looking for increased transparency and brands looking to provide information enabling conscious consumption, The 2030 Calculator was launched to democratize carbon labeling and facilitate like-for-like comparisons between products. The calculator can generate a result in minutes, at no cost, thus empowering brands to be more transparent, while also establishing an open platform to ensure sharing of data and

comparable datasets with incremental scalability..



**THE MOST CO2-FRIENDLY ROUTE** for NESTE by HASAN & PARTNERS, Helsinki | PR Bronze Eurobest Award

The energy company Neste, is on a long-term strategic transformation from oil refinery to a global leader in renewable and circular solutions. When working on an app project they discovered that navigation systems only provide the shortest or fastest route as a default option rather than the most CO2 friendly one, and set out to provide consumers with a more environmentally friendly alternative. Through the use of data and strategic partnerships Neste launched the CO2-Friendly Route to show how smarter routing can save millions of tonnes of CO2 and drive behavioural change.

## THEMES &amp; TRENDS

# Accelerated Adoption

**Due to unforeseen market disruption due to the pandemic, brands are facing increased pressure to provide tangible and practical solutions to real problems, some of which we are facing for the first time.**

Brands have had to innovate at speed while still maintaining high quality, relevancy and sensitivity to the issues at hand. In order to connect with consumers brands are reimagining what fun, engaging and easy to adopt solutions are in order to enable real change.

In addition to this, consumers are being forced to adapt, sometimes deeply ingrained human behaviour real time, fueling brands to find new ways to partner with their customers when it comes to sharing knowledge and embracing new ways of living.

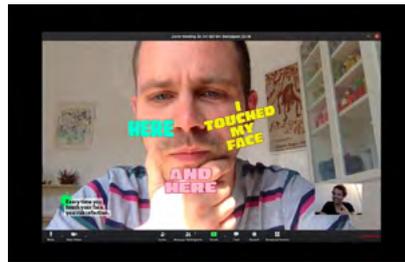


FORTUM CIRCO® HANDLE for FORTUM by TBWA\HELSINKI | Innovation Eurobest Award

Door and cabinet handles in stores get touched by thousands of clients every day. Fortum is the leading producer of recycled plastic in the Nordics. As

Covid-19 hit the world in spring 2020, the issue of hand hygiene when touching surfaces in public places, making them hotspots for infections.

Fortum quickly realised they could innovatively help solve this problem by creating Fortum Circo® Handle: a simple add-on suiting all types of existing door handles, allowing people to open doors with their arm, minimizing touching the handles with their palms and fingers.



FACETOUCHERS for SNAP INC from HAPPINESS BRUSSELS / AN FCB ALLIANCE, Brussels | Digital Silver Eurobest Award + 1 additional Eurobest Award

On average we touch our faces every 2.6 minutes. In the fight to keep the spread of the Covid-19 virus under control Snap Inc teamed up with the world's largest humanitarian network, The International Federation of Red Cross and Red Crescent Societies (IFRC) to create a fun and educational Snap Camera lens that shows you how much you really touch your face.

Using sassy phrases such as 'damn I did it again' and 'please stop me' & 'Oops again' that will pop up on your face, exactly

where you touched it. Turning a snap lens into a fun and behavioral changing tool.



TELCCOLLECTION for PRISMA by TBWA\HELSINKI | Brand Experience & Activation Gold Eurobest Award + 2 additional Eurobest Awards

Prisma, one of the leading fashion retailers in Finland needed to figure out a way to win their pre-corona audiences back and boost sales.

The core target audience was working men and women who had made the transition from on-site work to remote offices. To adapt to this unexpected trend, they created a collection out of their existing garments by combining formal upper parts with less formal bottoms. To give a new context to the old clothes, they re-organized their stores and created a nationwide campaign around this tongue-in-cheek fashion collection to boost the morale of people suffering from lockdown apathy.

## THEMES &amp; TRENDS

# Positive Imperfections

**Brands are using their perceived or otherwise imperfections as a catalyst to create change, sometimes that's through the use of humor and wit, but always by addressing a serious inherent flaw head on.**

Taking customer led insights which are not always positive and turning them on their heads to create humorous engaging content to captivate audiences.

Brands are reclaiming their imperfections and turning them into knowing and brave creative ideas that resonate. By taking consumer-led insights which are not always positive and turning them on their heads, leaning into a perceived flaw rather than fighting it. And in turn, creating humorous and engaging content to captivate audiences leading increased rapport with consumers and greater brand affinity.



UNRATING VIENNA for VIENNA TOURIST BOARD by WIEN NORD SERVICEPLAN, Vienna | Creative Strategy Eurobest Award

95% of holidaymakers check online rating portals such as TripAdvisor or Expedia before traveling.

This causes a homogenization of travel experiences because more and more visitors rely on the same reviews and scores to plan their trip.

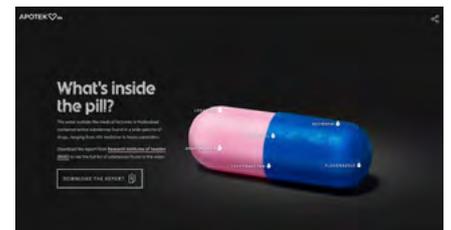
The Vienna Tourist Board thought of a way of "breaking the algorithm" by demonstrating that not all of the ratings contributing to a final score are reliable and helpful. They took the worst and often weirdest real user reviews found on the web's most prominent rating platforms and displayed them over perfect moments, memorable experiences or beautiful spots in Vienna to help visualize the absurdity of the ratings mania.



ENJOY BEFORE RETURNING for DIESEL by PUBLICIS ITALY, Milan | Brand Experience & Activation + Direct Grand Prix

Wardrobing is the act of buying clothes, wearing them for the occasion and returning them within 14 days for a full refund. Wardrobing costs the fashion industry \$15 billion/year. It's a behaviour so deeply embedded into this generation's DNA that maybe the best way to fight it is to not fight it at all.

For the launch of the FW19 collection, Diesel embraced wardrobing and encouraged people to enjoy before returning. Diesel's return policy became the central part of the global communication, whether it was turned into a song for the launch film or slapped all over fashion visuals, while portraying consumers planning on returning and wearing the tag out unapologetically.



A HARD PILL TO SWALLOW for APOTEK HJÄRTAT by ÅKESTAM HOLST, Stockholm | PR + Healthcare Grand Prix + 3 additional Eurobest Awards

Pharmaceutical factories polluting the environment in manufacturing countries is a huge problem, but the industry denies it and the public aren't aware of it. To highlight the problem Apotek Hjärtat, Sweden's biggest privately owned pharmacy, created a new kind of medicine made from the active substances extracted from the water polluted by the pharmaceutical factories. This new type of medicine became the foundation of a PR campaign and put pressure on politicians who are now proposing stricter environmental laws.

## THEMES &amp; TRENDS

# Humanising Data through Design

**A new wave of data-driven design is helping to develop a more human approach to the way we intersect with information and technology.**

Moving away from the impersonal, blunt, and sometimes gimmicky approach towards a more meaningful, thoughtful and personalised narrative. At Eurobest we've seen data and technology being used to unravel the complexities of human capabilities in surprising and empathetic ways and becoming part of daily life. The work has shown that data is no longer just about relaying complex information simply, but is now also being used to tell human stories, demonstrating that technology is no longer an out of reach concept but is now being used to reframe perceptions and further human potential.



### No bots allowed!

A sneaker raffle for truly passionate sneaker fans.

For too long, automated bots have been making it almost impossible for you to get the sneakers you love. So we decided to create a sneaker raffle that bots can't enter, because they don't have a heartbeat.

[Read more](#)

HEARTBEATS 4 SNEAKERS for KLARNA by KLARNA, Stockholm | Creative eCommerce Eurobest Award + 1 additional Eurobest Award

Sneaker shopping is a massive industry, estimated to reach \$77 billion in 2020, but the shopping experience is not that

smooth. Particularly not when it comes to online raffles, with a major issue of bots taking over and preventing those who are most passionate about sneakers getting what they love. To help combat this, Klarna created the world's first online raffle that bots can't enter. By using innovative BPM technology that uses the camera on smartphones or laptops, they can detect changes in color under the skin caused by the flow of blood and measure one's heartbeat, proving in just a few seconds if they were human or not.

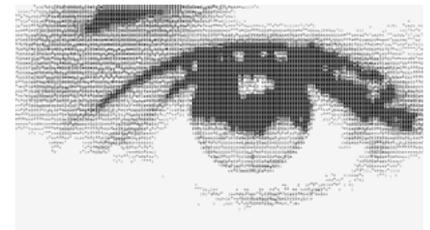


PRINTED BY PARKINSON'S for CHARITÉ BERLIN UNIVERSITY HOSPITAL by INNOCEAN WORLDWIDE EUROPE, Berlin | Creative Data + Design Grand Prix + 1 additional Eurobest Award

Over 10 million people in the world are living with Parkinson's. Every 9 minutes someone is diagnosed yet Parkinson's rarely gets media attention. An innovative concept was needed to break through the clutter, stressing the urge for more understanding and research.

To create the Printed by Parkinson's collection, medical

data from Parkinson's patients was used to affect a machine with a human disease for the first time. The kinetic and neurological data from each patient was recorded and used to create 6 unique data sets. Their personal tremor data was then used to create a 3D-printed version of their most beloved object - visualising the impact Parkinson's is having on the daily lives of patients.



BEHIND THE SOURCE for HACKYOURFUTURE 72ANDSUNNY, Amsterdam | Digital Craft Eurobest Award

'Behind the Source' is an awareness campaign launched by HackYourFuture (a coding school for refugees) that aims to reframe the conversation around refugees, and tackles the many stigmas and prejudices that shadow their potential when it comes to applying for a job. It consists of seven portraits that have been hidden in the source code of online homepages of companies where HackYourFuture graduates now work. All people have to do is go on these websites - such as eBay or Accenture - click 'View Source' in your browser to discover the portraits, hidden in the code.



# Cannes Lions Awards

## Submit your work

Cannes Lions Awards are now open for 2020 and 2021 work. Talk to our team of Awards Experts to find out how your work can compete on the global stage.

Get in touch at [awards@canneslions.com](mailto:awards@canneslions.com)