

## Eurobest 2009 winners announced

AMSTERDAM: The Eurobest Festival 2009, the European awards in advertising creativity, concluded on Friday night, 27 November 2009, with the awards ceremony held at the Beurs van Berlage in Amsterdam.



The judges considered 4020 entries of which 665 were shortlisted and a total of 282 were winners; 37 winners in the TV/Cinema category, 30 in Print, 34 in Outdoor, 25 in Direct, 13 in Sales Promotion, 9 in Radio, 37 in Interactive, 48 in Media, 22 in Design, 21 in Craft and 6 in Integrated.

The most awarded countries were Belgium and Germany both with 49 awards each, followed by France with 35, United Kingdom with 32, 28 for Sweden and The Netherlands with 22 awards.

Two TV/Cinema Grand Prix were presented, one in the Product and Service category which was awarded BETC Euro RSCG, Paris for their Canal+ spot Closet. The 2nd Grand Prix went to Tribal DDB Amsterdam for Philips Cinema 21:9.

The Print Grand Prix was won by Euro RSCG Group Switzerland for the Zürich Chamber Orchestra campaign Goosebumps, Teardrop and Heartbeat.

Taking the Outdoor Grand Prix was Robert/Boisen & Like-Minded Copenhagen for Suzuki Gas Station.

Mortierbrigade Brussels won the Sales Promotion Grand Prix for their Studio Brussels' Eternal Moonwalk.

Winning the Direct Grand Prix was GOSS Gothenburg for A Year at the School of Engineering.

Serviceplan Hamburg took home the Design Grand Prix for their Leadacademy entry Procontra.

In the Media category, Leo Burnett Lisboa took the Grand Prix for World's First Ephemeral Museum work Diageo Portugal.

The Radio Jury awarded Mortierbrigade Brussels with the Grand Prix for the Studio Brussels campaign The First Time, Opening Dance, Ringtones and Shemus, the Mysterious Whale.

The Interactive Grand Prix went to Happiness Brussels for Toyota's IQ Font.

The inaugural Craft Grand Prix was picked up by Ogilvy France for the Mattel Scrabble campaign, Sumo, Yoga and Hula.

No Grand Prix was awarded in the Integrated category.

The Interactive Agency of the Year award, went to Happiness Brussels. Runners up were, in second place Boondoggle, Leuven and in third place, Crispin Porter + Bogusky Europe, Gothenbug.

Ogilvy France were the winners of the Eurobest Agency of the Year with BETC Euro RSCG, Paris coming second place and Marcel Paris in third place.

A new award this year, Network of the Year, was won by DDB. In second place came Ogilvy & Mather and third, Publicis.

Also new to this year was the Eurobest Advertiser of the Year Award. Guinness was honoured with the accolade and Kathy Parker, marketing and innovation director of Guinness was on stage to collect the trophy.

Honoured at the awards ceremony were the winners of Eurobest's Young Creative Integrated Competition. The 48-hour competition was won by the team from Russia based on a brief from the charity Join the Pipe

66 creatives from 20 European countries came together to judge the awards. Matthias Schmidt, executive board member of the Scholz & Friends Group and creative managing director at Scholz & Friends Hambu Germany, headed the TV/Cinema, Print, Outdoor and Radio Jury whilst Sicco Beerda, executive creative director of Euro RSCG Netherlands, Amsterdam chaired the Interactive jury. The Design Jury was led by Jonathan Ford, creative partner, Pearlfisher, London. Nick Waters, CEO EMEA of Mindshare, London, UK was appointed Media Jury President and the Direct and Sales Promotion Jury was chaired by Jens Mortier creative director, mortierbrigade, Belgium. New to this year was Craft, which was led by Olivier Altmann, executive creative director, Publicis Conseil, Paris, France, and finally, Andy Fackrell, chief creative officer of 180 Amsterdam, The Netherlands, presided over the Integrated Jury.

For the full list of winners, go to <http://www.eurobest.com/winners/2009/>.

For more, visit: <https://www.bizcommunity.com>