

Eurobest announces winners: The 25th awards

LISBON, PORTUGAL: Cinemark, the local representatives of Cannes Lions and its affiliates, are passionate about both great film and advertising making this the perfect synergy to bring you the latest information from the world's premier advertising festivals.



The winners of the 25th Eurobest Awards were revealed at the much anticipated Awards Ceremony which took place in one of Lisbon's most historic venues, the Pátio da Galé.

A total of 389 Eurobest awards were selected - 64 Gold, 116 Silver and 196 Bronze. The 13 Grand Prix winners for 2012 have been announced as:

BRANDED CONTENT & ENTERTAINMENT

Duval Guillaume Modem, Antwerp, Belgium, 'Push to Add Drama', TNT Broadcasting

CRAFT - FILM

BETC Paris, France, 'The Bear', Canal+

CRAFT - PRINT & POSTER

Marcel, Paris, France, 'Volunteer', 'Lovers', 'Dancing', 'Miniskirt', 'Kiss', 'Rapper', Ray-Ban

DESIGN

Heimat Berlin, Germany, 'The CNN Ecosphere', Turner Broadcasting System Deutschland

DIRECT

Jung von Matt, Hamburg, Germany, 'The Invisible Drive', Daimler

FILM

BBH London, UK, 'Three Little Pigs', The Guardian

INTERACTIVE

Happiness Brussels, Belgium, 'IQ Street View', Toyota

MEDIA

Carat London, UK, 'ASOS Urban Tour', ASOS

OUTDOOR

CHI & Partners, London, UK, 'Rolling Stones', 'Dragons Den', 'Sport', News International
(Billboards & Street Furniture and Poster Category)

Duval Guillaume Modem, Antwerp, Belgium, 'Push to Add Drama', TNT Broadcasting
(Ambient Category)

PR

BV McCann Erickson, Bucharest, Romania, 'Romanians are Smart', ROM

PRINT

CHI & Partners, London, UK, 'Harry Potter', 'Rolling Stones', 'Dragons Den', 'Sport', News International

PROMO & ACTIVATION

Duval Guillaume Modem, Antwerp, Belgium, 'Push to Add Drama', TNT Broadcasting

No Grand Prix was awarded in the Integrated, Mobile and Radio categories

Other awards presented at the evening's ceremony were:

Advertising Agency of the Year was given to Jung von Matt, Hamburg. adam&eve DDB, London, took second and BBH, London, were in third place.

Independent Agency of the Year went to Serviceplan, Munich. Runners up were Jung von Matt, Hamburg in second place and Happiness Brussels in third.

The Eurobest Golden Palm, given to the most awarded production company, was presented to Rattling Stick, London, with Soixante Quinze, Paris, taking second and Stink, London, third.

The Network of the Year award was presented to BBDO. Second place went to DDB and third to Publicis.

Volkswagen were honoured as Advertiser of the Year in recognition of the brand consistently being at the forefront of creative leadership; a brand that has won over 150 times at Eurobest including a record breaking eleven Eurobest Grands Prix. Giovanni Perosino, Volkswagen's Head of Marketing Communication was on stage to collect the accolade.

The Young Creatives Competition, which has run throughout the Festival, saw the team from Norway, Torny Hesle and Thale Hoy-Petersen from McCann Oslo, taking the Gold. The team from Hungary took Silver, Denmark Bronze and the jury gave a special mention to the team from Germany.

Over the past three days Eurobest has been celebrating 25 years with an unbeatable line-up of global speakers, a world-class collection of jury members, inspirational exhibitions showing the best of creativity in Europe and dedicated networking events. About the Festival Philip Thomas, CEO of Lions Festivals says, "We brought Eurobest back to Lisbon this year because of the fantastic support we received from the city in 2011. What we have found this year is an even greater enthusiasm surrounding not only the event but the industry too. We've seen some globally acclaimed work picking up awards which is fantastic for the European industry. We're delighted that we could celebrate 25 years in Lisbon, it's been a true celebration of the continent's achievements."

All of the winners are available to view on www.eurobest.com along with photos and interviews from across the Festival.

The winners

<https://biz-file.com/f/1212/Craft-Print-and-Poster-Winners.xls>
<https://biz-file.com/f/1212/Design-Winners.xls>
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