



# Awards

## **45 finalists announced for the IMC European Awards 2013**

*Brussels, 14 October 2013:* 45 finalists have been selected in this year's IMC European Awards for Integrated Marketing Communications with the United Kingdom leading with 19 finalists, followed by The Netherlands (10), Belgium (8), Czech Republic (4), Ireland (3) and Spain (1).

The selection was made by a jury panel made up of industry professionals across Europe. Outstanding finalists were BBDO (Belgium), Geometry Global (UK), Ogilvy & Mather Amsterdam (Netherlands) and Publicis Group (Ireland) who received a total of 3 nominations each for their campaigns "Ethias Neighborhood Fixers", "Triumph Essence Launch at Selfridges", "Why wait until it's too late" and "When it rains it pours" respectively.

Agencies with two finalist campaigns each are: Belgian agencies darw!n with "99%" and BBDO/TBWA/Ogilvy/Dallas with "From Zero to Hero", Czech agencies Ogilvy Prague/Ogilvy Action with their campaign "Live London", Dutch agencies Ogilvy & Mather Amsterdam with "Aurora's Idea" and Publicis with "I have already died", British agencies The Leith Agency, 23red, Agency Space, Arc London and Arnold KLP with "Let's talk about Breasts", "Stoptober", "The Bulmers Way", "The Untouchable Covers" and "Transform your patch" respectively.

24 individual agencies from 6 countries were selected as finalists, all winners of national competitions. All entries and judging procedures were managed via the official website at [www.imcceurope.com](http://www.imcceurope.com).

IMCC Chairman, Fiona Moore, said: "Thinking outside the box was undoubtedly the watchword for IMCC 2013 Awards entrants. Ranging across Europe and defying economic constraints, a string of ground-breaking integrated campaigns have been picked as finalists for their innovative creative implementation, effective cut-through

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and impressive audience engagement. The result: positive ROI in these straitened times. Best of luck to all finalists”.

IMCC Jury Chair, Renate Vogt, underlined the quality of the entries in this year’s awards: "This year, due to recession and costs involved, agencies have carefully evaluated the quality of their entries and spent time to prepare them. Therefore, the average scoring from the jury was higher compared to previous years.”

The IMC European Awards are open to national award winners in the 9 member countries of the Integrated Marketing Communications Council of Europe and are managed by the EACA, with the assistance of the IMCC and with the support of WARC and Adforum.

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**Notes to Editors**

**About IMCC**

The IMCC is one of the 5 councils of EACA and focuses on integrated marketing communications. Its mission is to represent the integrated marketing communications agencies and agency associations in Europe. It acts as a central source of information for the industry and assists in the development of the reputation and professionalism of the industry across Europe by focusing on three key areas: best practice, lobbying and recognition by way of an international Awards competition, ‘The IMC European Awards’. For more information, click [here](#).

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Country	Agency Name	Campaign	Client	Category
Belgium	LDV United	Ristorante del Grano	S.A. FreshMeals N.V. / Come a casa	Event Marketing
Belgium	BBDO	Ethias Neighborhood Fixers	ETHIAS	Integrated Communication
Belgium	BBDO	Ethias Neighborhood Fixers	ETHIAS	Brand-building
Belgium	BBDO/TBWA/Ogilvy/Dallas	Ethias Neighborhood Fixers	ETHIAS	Direct 1:1 Communication & Digital Communication
Belgium	BBDO/TBWA/Ogilvy/Dallas	From Zero to Hero	ACC Direct Marketing Expert Centre	B2B
Belgium	BBDO/TBWA/Ogilvy/Dallas	From Zero to Hero	ACC Direct Marketing Expert Centre	Sponsorship/Joint Effort/Tie-in
Belgium	darw!n	99%	SOS Kinderdorpen	B2B
Belgium	darw!n	99%"	SOS Kinderdorpen	Small budget campaign
Czech Rep.	Momentum Czech Republic	Express Yourself	Centropen	Integrated Communication
Czech Rep.	Ogilvy Prague/OgilvyAction	Live London	The Czech Olympic Committee	Integrated Communication
Czech Rep.	Ogilvy Prague/OgilvyAction	Live London	The Czech Olympic Committee	Event Marketing
Czech Rep.	Ogilvy & Mather group/OgilvyOne	O2 Coca-Cola 25 credit	Telefónica Czech Republic	Integrated Communication
Ireland	Publicis Group	When it rains it pours	Heineken	Innovative Idea or Concept
Ireland	Publicis Group	When it rains it pours	Heineken	Direct 1:1 Communication & Digital Communication
Ireland	Publicis Group	When it rains it pours	Heineken	Brand-building
Netherlands	Ogilvy & Mather Amsterdam	Aurora's Idea	IBM	B2B
Netherlands	Ogilvy & Mather Amsterdam	Aurora's Idea	IBM	Direct 1:1 Communication & Digital Communication
Netherlands	Van Wanten Etcetera	ABN AMRO Queen's Day Cash Box 2012	ABN AMRO	Direct 1:1 Communication & Digital Communication
Netherlands	TBWA/Neboko	Open your own shop. Simply at Albert Heijn	Albert Heijn	Retail or Trade Marketing
Netherlands	Publicis	I have already died	ALS Foundation Netherlands	Integrated Communication
Netherlands	Publicis	I have already died	ALS Foundation Netherlands	Cause, Charity/Non-profit Marketing or Social
Netherlands	Ogilvy & Mather Amsterdam	Why wait until it's too late	Funeral Insurance Company DELA	Brand-building
Netherlands	Ogilvy & Mather Amsterdam	Why wait until it's too late	Funeral Insurance Company DELA	Innovative Idea or Concept
Netherlands	Ogilvy & Mather Amsterdam	Why wait until it's too late	Funeral Insurance Company DELA	Integrated Communication
Netherlands	Publicis	Moto Cross Pizza delivery	Wagner	Sponsorship/Joint Effort/Tie-in

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<b>Spain</b>	VCCP Spain	My Mattress Savings Bank	Francisco Santos	Retail or Trade Marketing
<b>UK</b>	Bray Leino Ltd	Grant's Whisky & Findmypast	First Drinks Brands Ltd	Brand-building
<b>UK</b>	Cherry London	Priority Moments, O2 Telefonica	Telefonica O2 UK	Innovative Idea or Concept
<b>UK</b>	Arnold KLP	Transform your patch	PepsiCo/Britvic	Integrated Communication
<b>UK</b>	Arnold KLP	Transform your patch	PepsiCo/Britvic	Innovative Idea or Concept
<b>UK</b>	The Scottish Government	Let's talk about Breasts	The Scottish Government	Integrated Communication
<b>UK</b>	The Scottish Government	Let's talk about Breasts	The Scottish Government	Cause, Charity/Non-profit Marketing or Social
<b>UK</b>	23red	Stoptober	Public Health England	Cause, Charity/Non-profit Marketing or Social
<b>UK</b>	23red	Stoptober	Public Health England	Product Launch/Relaunch/Trial campaigns
<b>UK</b>	Blue Chip Marketing UK Ltd	Free Ladybird Books	McCain Foods	Product Launch/Relaunch/Trial campaigns
<b>UK</b>	Arc London	The Untouchable Covers	Lürzers International Archive	B2B
<b>UK</b>	Arc London	The Untouchable Covers	Lürzers International Archive	Small budget campaign
<b>UK</b>	pd3	Up at The O2	O2 / Nuala Donnelly	Brand-building
<b>UK</b>	Blue Chip Marketing UK Ltd	O2 Star Trader	Telefonica UK Ltd	Dealer/Salesforce
<b>UK</b>	Geometry Global	Triumph Essence Launch at Selfridges	Triumph International Limited	Retail or Trade Marketing
<b>UK</b>	Geometry Global	Triumph Essence Launch at Selfridges	Triumph International Limited	Innovative Idea or Concept
<b>UK</b>	Geometry Global	Triumph Essence Launch at Selfridges	Triumph International Limited	Product Launch/Relaunch/Trial campaigns
<b>UK</b>	Agency Space	The Bulmers Way	Heineken UK	Product Launch/Relaunch/Trial campaigns
<b>UK</b>	Agency Space	The Bulmers Way	Heineken UK	Innovative Idea or Concept
<b>UK</b>	News UK	London 2012:The Times and The Sunday Times	News UK	Sponsorship/Joint Effort/Tie-in