

## **Havas Worldwide Helsinki wins Grand Prix at EACA Care Awards 2013**



*Brussels, 6 June 2013:* Havas Worldwide Helsinki won the Grand Prix at the EACA Care Awards 2013 last night with their “Monsters Campaign” created for A-Clinic Foundation, Fragile Childhood. The campaign aimed to raise awareness among parents about the serious consequences their irresponsible alcohol consumption can have on their child’s life. A hard-hitting campaign told from a child’s point of view, “Monsters” managed to place this issue on the public agenda achieving extensive media coverage around the world. Several governmental and non-governmental bodies around Europe have since requested permission to use the campaign material in their national awareness programs.

60 social marketing campaigns from 16 countries competed for this year’s EACA Care Awards 2013, the only award of its kind to be judged by Members of the European Parliament. Marije Cornelissen (Group of the Greens/EFA), Piotr Borys (EPP) and Hannu Takkula (ALDE) along with agency and media representatives were part of the jury, chaired by Austrian MEP Heinz K. Becker (EPP).

Winners from Hungary, UAE, Finland, Lebanon, France, Belgium, Germany, Switzerland and United Kingdom received their trophies and special commendation certificates from Heinz K. Becker (EPP) at the European Parliament in Brussels.

The entries were judged in 6 categories: Non-profit Organisations and Non-governmental Bodies; Government Bodies and Related Organisations; Local and Regional Authorities; Public and Private Sector Businesses; Corporate Governance (CSR) and Invest in Youth, in co-operation with the European Youth Forum.

Entries in this year’s Care Awards covered issues as diverse as therapy for children suffering from cancer and chronic diseases, support for youth through sport, awareness of the dangers of drink driving, recognition for the plight of refugees and violence against women.

A special Award to honour the work undertaken by MEPs in support of social, humanitarian and environmental causes was introduced this year as part of the EACA Care Awards. Nominations were judged on the MEP’s level of commitment, creativity, impact and future plans. MEP Petru Luhan (European People’s Party) received the first MEP Award for his commitment to social issues such as multiple sclerosis, cancer and personalised medicine, and for his practical contribution to society.

**To view all winning campaigns, please click [here](#).**

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## **PRESS RELEASE**

**For immediate release**

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### **About the EACA Care Awards**

The EACA Care awards are part of the European Association of Communications Agencies' (EACA) overall commitment to promote Corporate Social Responsibility and are linked to the [ACT Responsible online gallery](#) and the ACT Responsible World Tour. For more information, please visit [www.careawards.eu](http://www.careawards.eu).

### **About EACA**

The European Association of Communications Agencies (EACA) is a Brussels-based organisation whose mission is to represent full-service commercial communications and media agencies and agency associations in Europe. EACA aims to promote honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and to encourage close co-operation between agencies, advertisers and media in European advertising bodies. For more information, please go to [www.eaca.be](http://www.eaca.be).

### **About ACT Responsible**

The non-profit association ACT Responsible federate, promote, and inspire responsible communication on sustainability, equitable development and social responsibility. Through a unique collection, ACT Responsible shows how advertising professionals from all continents can use their core talent -- creativity -- to play a positive role in addressing today's crucial world issues. ACT Responsible promotes its mission worldwide, through The Expo, a unique travelling exhibition, conferences, media partnership and on a unique, free database of advertising campaigns accessible at <http://www.act-responsible.org>.

## EACA CARE AWARDS WINNERS 2013

<b>Non-Profit Organisations and Non-governmental Bodies</b>			
<b>Agency</b>	<b>Campaign title</b>	<b>Client</b>	<b>Country</b>
ACG Advertising Agency	Brave Tree	Brave Camp Foundation	Hungary
DDB Dubai	Conversations	Al Serkal Avenue/Al Manzil School	UAE
Havas Worldwide Helsinki	Monsters Campaign	A-Clinic Foundation, Fragile Childhood	Finland
Horizon Drafftcb	September Christmas	Tamanna	Lebanon & UAE
W&Cie	The Breath	FNSF - Fédération Nationale Solidarité Femmes	France
<b>Government Bodies &amp; Related Organisations</b>			
<b>Agency</b>	<b>Campaign title</b>	<b>Client</b>	<b>Country</b>
Saatchi & Saatchi Brussels	Quit Smoking With Barça	European Commission - DG Sanco & FC Barcelona	Belgium
Young & Rubicam Group Geneva	Dilemmas	United Nations High Commissioner for Refugees	Switzerland
<b>Local and Regional Authorities</b>			
<b>Agency</b>	<b>Campaign title</b>	<b>Client</b>	<b>Country</b>
ACG Advertising Agency	Dog Dirt	Local Government of the 12th District of Budapest	Hungary
OgilvyAction GmbH	See the Danger of Drink Driving	Landesverkehrswacht NRW	Germany
<b>Invest in Youth</b>			
<b>Agency</b>	<b>Campaign title</b>	<b>Client</b>	<b>Country</b>
darw!n	You are the 99%	SOS Children's Villages	Belgium
Drafftcb London	Turn It Around	Sported	United Kingdom

**SPECIAL COMMENDATION**  
**GRAND PRIX**