Press release
For immediate release

Ogilvy & Mather Amsterdam awarded Grand Prix at IMC European Awards 2013

Brussels, 29 November 2013: Ogilvy & Mather Amsterdam and Funeral Insurance Company DELA have been awarded the Grand Prix at the IMC European Awards 2013 for their campaign "Why wait until it's too late". Based on the insight that the most beautiful words are said to people once they have passed away, this integrated campaign gave people the chance to share beautiful words with someone they love before it's too late.

45 winners have been selected in this year's IMC European Awards for Integrated Marketing Communications with the United Kingdom leading with 19 winners, 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 winners are BBDO (Belgium), Geometry Global (UK), Ogilvy & Mather Amsterdam (Netherlands) and Publicis Group (Ireland) who received a total of 3 wins each for their campaigns "Ethias Neigborhood Fixers", "Triumph Essence Launch at Selfridges", "Why wait until it's too late" and "When it rains it pours" respectively.

Agencies with two winning campaigns each are: Belgian agencies darw!n with "99%" and BBDO/TBWA/Ogilvy/Dallas with "From Zero to Hero", Czech agencies Ogilvy Prague/Geometry Global 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 successful, all winners of national competitions. All entries and judging procedures were managed via the official website at www.imcceurope.com.

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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Note 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.

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

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

Netherlands	Ogilvy & Mather Amsterdam	Why wait until it's too late	Funeral Insurance Company DELA	**GRAND PRIX**