

Eurobest: Winners of 26th awards

LISBON, PORTUGAL: The winners of the Eurobest Festival of Creativity were announced to a packed auditorium at the Cinema São Jorge in Lisbon, Portugal, on Saturday 7 December.

A total of 416 Eurobest awards were selected - 67 Gold, 147 Silver, and 187 Bronze. The 15 Grand Prix winners for 2013 have been announced as:



Lisbon has hosted Eurobest for the past three years and is now handing the baton on to Helsinki, capital of Finland. (Image: Wikimedia Commons)

Branded content & entertainment

Forsman & Bodenfors Gothenburg, Sweden, 'Live Test', Volvo Lastvagnar / Volvo Trucks

Craft - film

Being, Boulogne Billancourt, 'The Lover', Come4

Craft - print & poster

Herezie, Paris, France, 'All Day Long', Barilla

Design

Serviceplan Munich, Germany, 'The Selfscan Report', Auchan

Direct

TBWA\BELGIUM, Brussels, 'The Gap in the Market', KBC

Film

& Co. Copenhagen, Denmark, 'Making the Cut', 'Sewing it Up', Jack & Jones

Integrated

Forsman & Bodenfors Gothenburg, Sweden, 'Swedens Largest Energy Experiment', E.ON

Interactive

Forsman & Bodenfors Gothenburg, Sweden, 'The Chase 360', Volvo Lastvagnar / Volvo Trucks

Media

Buzzman Paris, France, 'Milka Last Square', Mondelez International

Mobile

TBWA\HELSINKI, Finland, 'Adidas Window Shopping', Adidas

Outdoor

Wien Nord Vienna, Austria, 'The Opel Sky - Surprise', Opel General Motors Austria

PR

GMP Advertising Bucharest, Romania, 'Why don't you Come Over?', Mediafax Group

Print

Ogilvy & Mather London, United Kingdom, 'Wish Ewe Wre Ere', 'Gry Sky', 'Arm Leg', 'Mum Dad IOU', 'Sun Sea Snd Sex', 'Yoo Wat', Expedia

Promo & activation

SMFB Oslo, Norway, '7 Days of Rain', Geox

Radio

Serviceplan Munich, Germany, 'BMW Siri', BMW

Other awards presented at the ceremony were:

- *Interactive Agency of the Year* was awarded to Forsman & Bodenfors Gothenburg, with SMFB Oslo in second and Try/Apt Advertising Agency Oslo taking third.
- *Agency of the Year* was given to Serviceplan Munich. Heimat Berlin took second and DDB Paris was in third place.
- *The Eurobest Golden Palm*, given to the most awarded production company, was presented to Bacon Frederiksberg with Henry de Czar Paris taking second and Blink Productions London third.
- *Independent Agency of the Year* went to Heimat Berlin. Runners up Serviceplan Munich were in second place and Forsman & Bodenfors Gothenburg in third.
- *The Network of the Year* award was presented to DDB. Second place went to BBDO and third to Publicis.



Helsinki, Finland, Eurobest's next venue. (Image: Hugo Almeida, via Wikimedia Commons)

Canal+ was honoured as Advertiser of the Year in recognition of the outstanding creative brand marketing of the leading French broadcasting company. Anne-Gaelle Petri, Advertising Director for the Canal+ Brand, was on stage to collect the accolade.

The Young Creatives Competition, which has run throughout the Festival, saw the team from Slovenia, Drago Mlakar and Luka Bajš, taking the Gold. The team from Sweden took Silver and Denmark Bronze.

Over the past three days Eurobest has been celebrating creativity with a host of seminars, workshops, academies and networking that has left the 1800 delegates inspired and charged with fresh ideas. Commenting on the Branded Content & Entertainment work that has been seen coming out of Europe, jury president P J Pereira, Chief Creative Officer & Co-Founder of Pereira & O'Dell says, "The standard of entries in this category was incredibly high, in fact on average higher than at any other awards I've ever seen, so being shortlisted is incredible". PJ, who also took part in judging the Integrated category, added "From what we have seen at Eurobest, the idea of integration is changing. It's less about the different elements but more about the technique of combining thinking from lots of different worlds into something that is absolutely groundbreaking."

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

Lisbon has been host to Eurobest for three years; in 2014 the Festival will move to a new European location which has been confirmed as Helsinki, Finland.

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