

Winners of Lisbon International Advertising Festivals Group revealed

The Lisbon International Advertising Festivals Group revealed the winners of the three festivals that make up the group: Lisbon Ad, Lisbon Health and Lisbon PR. As in the previous year, the internet continued to play the main role in this event, which took place online, with this year's edition being sponsored by Flag, the main digital marketing school in Portugal.



L to R Eduardo Marques, COO of Publicis Group BENELUX; Luis Silva Dias, global CEO at FCB Internacional; Eva Santos Bouza, founder and COO at Delirio & Twain; Patricia Coelho, marketing director and international product development at Artsana Portugal and Alejandro Dominguez, EU Digital Business and senior director at Llorente y Quenca.

Liquid Billboard was the big star of the 2021 edition, and Havas Middle East stood out as Agency of the Year for the Lisbon AD Festival and Lisbon PR Awards. Cossette took the Lisbon Health Festival Agency of the Year Award to Canada. Among the Portuguese agencies that took Crows home, FCB Lisboa stands out.

Despite the online format, the festival did not lack in novelties, in addition to having concentrated, for the first time, in a single event the three festivals that make up the Lisbon family, the festival took on a new voting model this year, introducing the figure of the Curators.

Always with the main goal of recognizing the best that is done in the world of Advertising and Public Relations, 5 stars from this field gathered in Lisbon to curate the votes of a prestigious panel of judges. In addition to this work, they were joined by Gabriel Augusto, director of Flag.

Havas Germany was the most awarded in this edition, winning awards both in Lisbon AD and in Lisbon PR also managing to be chosen as Agency of the Year in both. So, 13 Crows will be flying to Dubai, including 3 Grand Prix and 1 President's Choice.

At Lisbon Health, the main star was Cossette, who won a gold and two silver awards that established it as Agency of the Year for this Festival. VMLY&Rx Spain was also impressed at this festival, winning 4 trophies – 3 bronze and 1 silver.

For all the winners, go to <https://www.lisbonadfestivalsgroup.com/>

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