

CREATIVE BELGIUM | THE BOOK 2016

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CREATIVE BELGIUM THE BOOK 2016



The best of Belgium's
creative works in
advertising, design and
digital communication



FOREWORD

Creative Belgium exists to promote, encourage and celebrate creative excellence for brands. Our organization unites and inspires creative thinkers representing all the roles involved in the creation of communication: copywriters, art directors, photographers, directors, strategists, commercial agents, art buyers, web designers, producers, students, teachers etc.

It is our mission to promote and defend the Belgian creative industry as we bear witness to the fact that, even more so than ever before, creativity keeps business competitive in today's economy. The Creative Belgium awards are there to recognize, reward and promote the best creative work of brand communication in Belgium.

On May 27th 2016 Creative Belgium celebrated the 33rd edition of the CCB Awards, celebrating the best Belgian works in advertising, design and digital of the year 2015. All winners and shortlists are published in this annual.

We hope this Book will inspire and stimulate the creative industry to keep on working towards a better future for brands thanks to creativity.

ISABEL VAN DEN BROECK | GREET WACHTERS

BOARD

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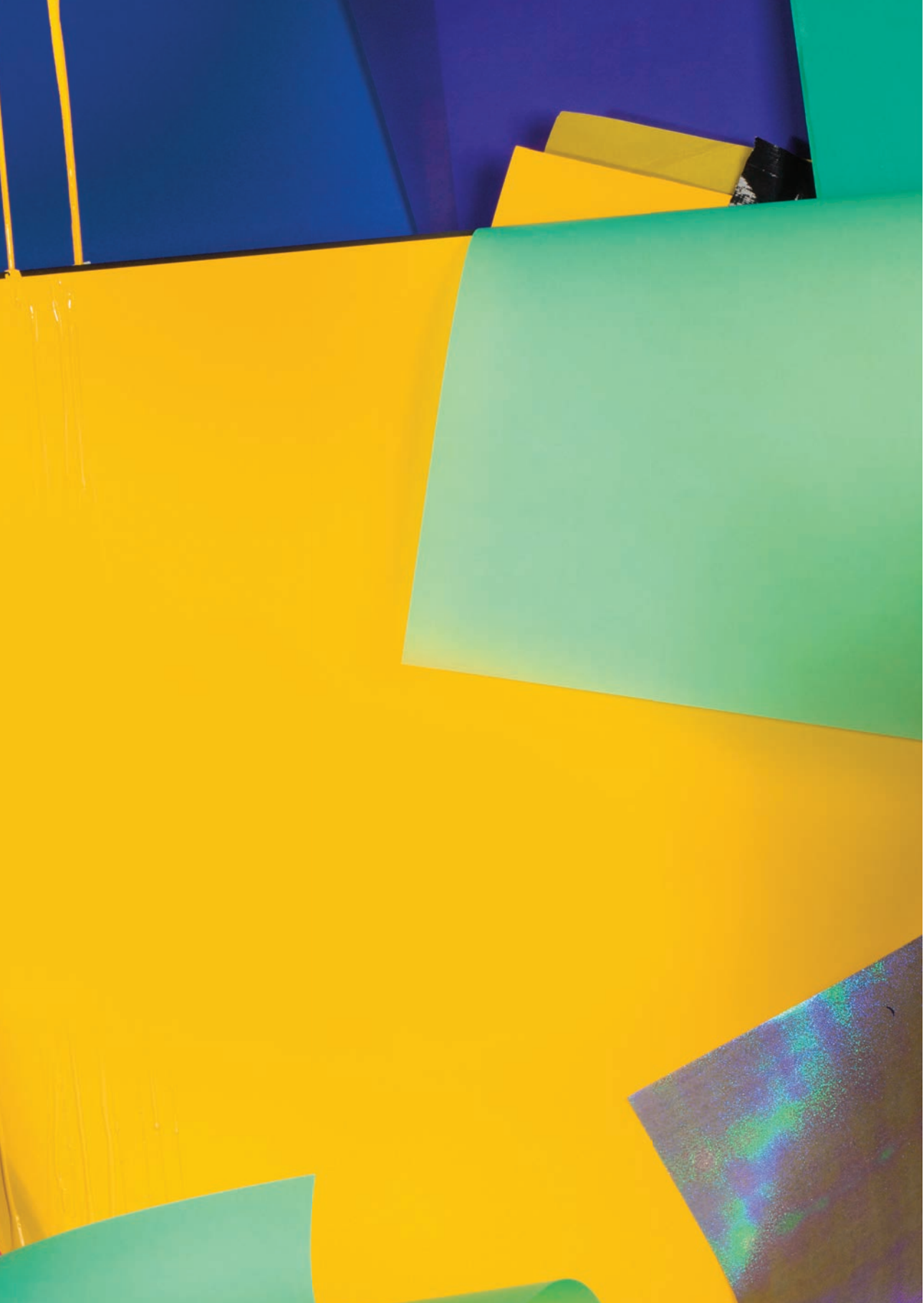
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GREET WACHTERS

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GRAND PRIX FOR GOOD

Audio cartoons

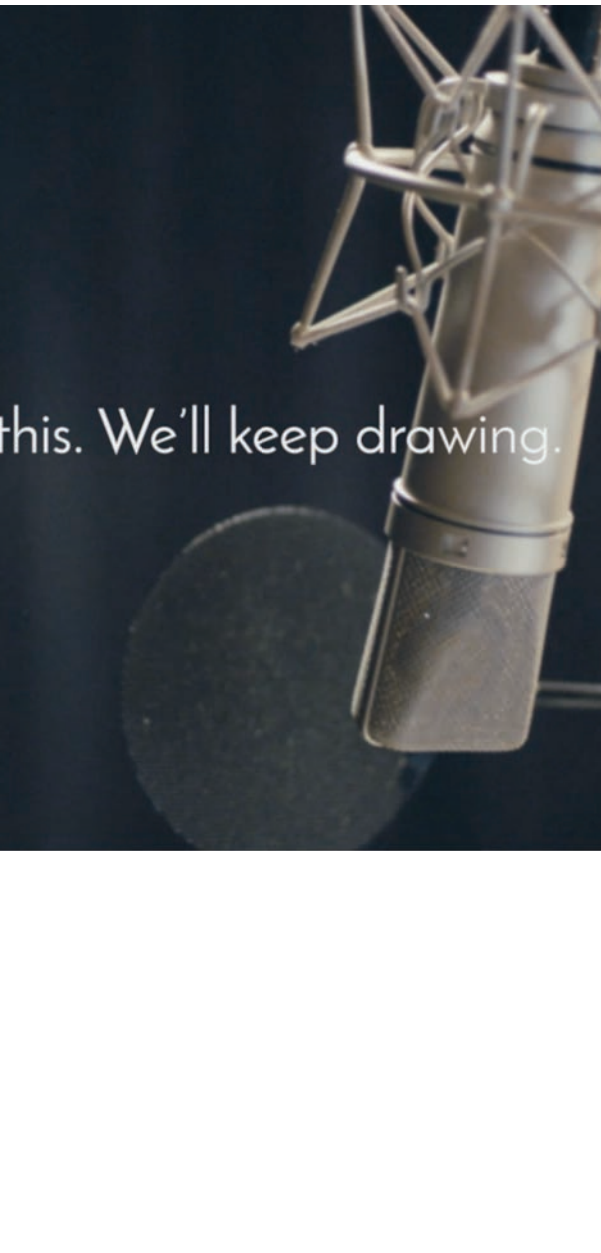
Grand prix for good · Film & Cinema, Public health & safety, public awareness, fundraising

Reporters Without Borders Belgium reacted to the terrorist attack on French satirical magazine Charlie Hebdo by a symbolical campaign: "Audio Cartoons", available on www.audiocartoons.com and broadcast on national radio and television. We invited a series of Belgian cartoonists - including Marec, Kim, Quirit, Dubus, Kanar and Ilah - in a recording studio to verbally describe their cartoons rather than showing them. The audio cartoons are our way of showing the surrealism of what happened in Paris. Because if cartoonists can't express their opinions anymore with paper and ink, what's next?

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BRAND/PRODUCT RSF (REPORTERS SANS FRONTIÈRES)/NGO | TITLE AUDIO CARTOONS | AGENCY PUBLICIS BRUSSELS | CREATIVE DIRECTOR(S) TOM BERTH, GEERT DE ROCKER | PRODUCTION COMPANY ADULT | ADVERTISER/CLIENT RSF (REPORTERS SANS FRONTIÈRES) | CREATIVE(S) TOM BERTH, GEERT DE ROCKER, SEB DE ROOVER | ACCOUNT(S) JOHAN PARMENTIER, JULIE VANDERSTICHELE | DIGITAL STRATEGY SEB DE ROOVER | AGENCY PRODUCER TOM VANDENBOSSCHE | PRODUCTION COMPANY PRODUCER(S) KIM VANDERCROYSEN, TATIANA PIERRE | SOUND RAYGUN, TOON JANSEGGERS, PETER BAERT, MENNO VAN RIET | DIRECTOR WALTER VAN CLEYNENBREUGEL | DOP NORMAN BAERT | EDITOR JORIS VANDEN BERK | WEB DESIGNER JÉRÉMIE ACQUISTO

A professional studio microphone, likely a Neumann U87, is mounted on a boom stand. The microphone is silver and has a mesh grille. A black pop filter is attached to the front of the microphone. The background is dark, and the lighting is focused on the microphone, creating a soft glow. The text "Never this. We'll keep drawing." is overlaid on the left side of the image.

Never this. We'll keep drawing.



CRAFT

The craft category rewards the production quality of the work from different disciplines: Art direction, Visuals, Digital Imaging and AV design.

GOLD

THE SNOWMAN · National Lottery · mortierbrigade
Craft, AV Design, Animation

SILVER

REBORN RADIO · Re-born To Be Alive · Duval Guillaume
Craft, AV Design, Sound Music

CHOICES · Telenet · These Days
Craft, AV Design, Film Direction

REINCARNATION · Opel · LDV United
Craft, AV Design, Film Direction

ANTI-STRESS COLORING PLATES FOR ADULTS · Humo · mortierbrigade
Craft, Visuals

BRONZE

FESTIVAL · Knack · LOVO Films
Craft, AV Design, Production Design

SUMMER IS MUSIC · Studio Brussel · Boondoggle & CAVIAR Brussels
Craft, AV Design, Sound Music

CHOICES · Telenet · These Days
Craft, AV Design, Production Design

STRAFFERE FANS MAKEN STRAFFERE SPORT · Telenet · TBWA
Craft, AV Design, Cinematography

TINNITUS · Tinnitus · CZAR
Craft, AV Design, Sound Music

SHORTLIST

BLUE CONVERTIBLE · Nagelmackers · Famous

Craft, AV Design, Editing

FRESH FOOD NOW, OR LATER... · Lidl Belgium · BBDO BELGIUM

Craft, AV Design, Editing

RODE KRUIS BLOED · Rode Kruis · Duval Guillaume & CZAR

Craft, AV Design, Film Direction

CIRCLE OF LIFE · Spadel · Darwin

Craft, AV Design, Cinematography

TEAM BELGIUM - CHOOSE YOUR OLYMPIC · BOIC · Famous

Craft, Visuals

ANTI-STRESS COLORING PLATES FOR ADULTS · Humo · mortierbrigade

Craft, Art Direction

FOOTBALL OR FATHER · Remed Pharma · BBDO BELGIUM

Craft, Art Direction

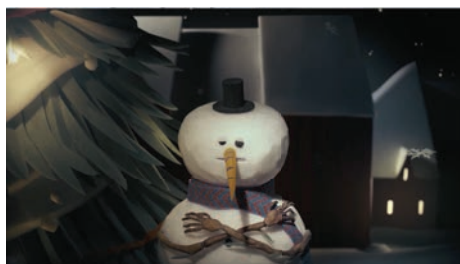
See all winners and shortlists on www.creativebelgium.be

The snowman

Craft · Av Design, Animation, Corporate Image

This is the story of a snowman who dreams of going on holidays to the sun...

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BRAND/PRODUCT NATIONAL LOTTERY/NATIONAL LOTTERY'S CHRISTMAS WISHES | TITLE THE SNOWMAN | AGENCY MORTIERBRIGADE | CREATIVE DIRECTOR(S) JENS MORTIER, JOOST BERENDS, PHILIPPE DE CEUSTER | COPYWRITER KWINT DE MEYER | ART DIRECTOR WILLEM DE WACHTER | PRODUCTION COMPANY BLINK INK | ADVERTISER/CLIENT JOKE VERMOERE | STRATEGY VINCENT D'HALLUIN | GRAPHIC DESIGNER YOANN STAS | DESKTOP PUBLISHER(S) SOPHIE BAYEUL, STÉPHANE RONSMANS | AGENCY PRODUCER(S) CHARLOTTE CODDENS, ELINE ROUSSEAU | SOUND SONICVILLE, HANNES DE MAEYER | DIRECTOR PARABELLA



Reborn radio

Craft · AV Design, Sound Music, Public health & safety, public awareness, fundraising

The ultimate goal of Re-born to be alive is to give second chances. The radio campaign we created wants to raise awareness of the possibilities that organ donation offers, and activate people to register at www.reborntobealive.be as an organ donor. We basically wanted to show that life can be passed on and nobody's death needs to be meaningless, by repeating names designed to sound like a heartbeat going into flatline, only to restart in a new 'fresh' heartbeat a few seconds later.

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REBORN RADIO 30" (NL)

Emma
 Emma
 Emma
 Emma
 Emma
 Emma
 Emmaaaaaaaaaaaaaaaaa-lex
 Alex
 Alex
 Alex
 Alex
 Alex
 Alex
 Alex

**Zonder Emma zou Alex er niet meer zijn.
 Registreer je ook als orgaandonor op
 reborntobealive.be en red een leven.**

REBORN RADIO 30" (FR)

Nico
 Nico
 Nico
 Nico
 Nico
 Nico
 Nicooooooooooooooooo-olivier
 Olivier
 Olivier
 Olivier
 Olivier
 Olivier

**Sans Nico, Olivier ne serait plus de ce
 monde. Inscrivez-vous aussi comme
 donneur d'organe sur reborntobealive.be
 et sauvez une vie.**

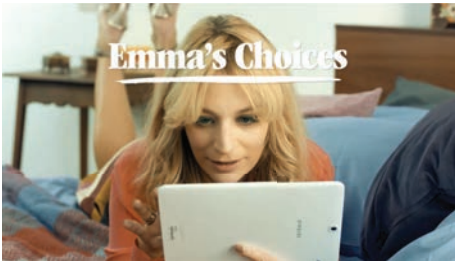
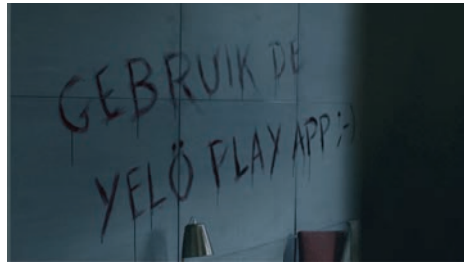
BRAND/PRODUCT RE-BORN TO BE ALIVE/ORGAN DONATION | TITLE REBORN RADIO | AGENCY DUVAL GUILLAUME | CREATIVE DIRECTOR(S) KOENRAAD LEFEVER, DRIES DE WILDE | PRODUCTION COMPANY RAYGUN | ADVERTISER/CLIENT RE-BORN TO BE ALIVE | CREATIVE(S) AD VAN ONGEVAL, JÉRÉMIE GOLDWASSER | ACCOUNT JEF LEYSEN | MEDIA PLANNING LISA DECRIK | PRODUCTION COMPANY PRODUCER(S) PETER BAERT, TOON JANSEGGERS | SOUND MENNO VAN RIET, MATHIEU GRILLO

Choices

Craft · AV Design, Film Direction, Miscellaneous

Craft · AV Design, Production Design, Miscellaneous

The Yelo Play-app from Telenet makes planning your tv evening a lot easier thanks to its many features. We promoted this handy app by adding 3 more series to the catalogue: Kôzes, Emma's Choices and Choices of Destiny. Each had the appearance of the next big-budget series in its genre. To the very last detail, they could compete with real series like Borgen, Sex And The City and Game of Thrones. But halfway through the impressive trailers, people discovered that each trailer was really about the same familiar situation: the stress of not being able to choose what to watch. At the end the solution was provided: The Yelo Play-App.



BRAND/PRODUCT TELENET/YELO PLAY APP | TITLE CHOICES | AGENCY THESE DAYS | CREATIVE DIRECTOR(S) MANUEL OSTYN, PIETER STAES | COPYWRITER STEPHANIE VAN TICHELT | ART DIRECTOR ANNELIES RONGE | PRODUCTION COMPANY HAMLET | ADVERTISER/CLIENT TELENET | ACCOUNT MIEKE MOORTGAT | STRATEGY NICOLAS MOERMAN | DESIGNER FRANK SCHOUWAERTS | AGENCY PRODUCER BRUNO DEJONGHE | PRODUCTION COMPANY PRODUCER(S) RUBEN GOOTS, TOM DE PELSMAEKER | POST PRODUCTION THE FRIDGE | SOUND SONICVILLE | DIRECTOR DEBEN VAN DAM | DOP WIM VANSWIJGENHOVEN | EDITOR JAN HAMEEUW | DIGITAL TEAM LENNIE DE WIT | ANIMATION INGE VANHEES, BERT BECKERS

Reincarnation

Craft · AV Design, Film Direction, Cars, other vehicles, auto products & services

A lot of people are emotionally attached to their old car. When the time comes to buy a new one, saying goodbye can be hard. That's why Opel not only offered drivers a great financial take-over deal, but an emotional one as well. Introducing: "Opel Heartselling". Senna for instance drove an old Kadett, which his father owned before him. When the time came to let go, we reached him a helping hand. Our solution? We melted the old Kadett into his brand new Insignia. This emotional trip was poured into an online film that moved thousands of people and initiated the Opel Heartselling campaign.



BRAND/PRODUCT OPEL | TITLE REINCARNATION | AGENCY LDV UNITED | CREATIVE DIRECTOR(S) BART GIELEN | COPYWRITER(S) DENNIS VANDEWALLE, PIETER STAES | ART DIRECTOR(S) DRIES DE BRUYN, MANUEL OSTYN | PRODUCTION COMPANY CZAR | ADVERTISER/CLIENT GENERAL MOTORS BELGIUM | ACCOUNT(S) PETRA DE ROOS, TIM JANSSENS, MARGIT VERVECKEN, TOM VERHOEVEN | STRATEGY KRISTOF JANSSENS | DIGITAL STRATEGY ELINE GOETHALS | DESIGNER(S) JEFFREY UTEN, NIKI DESIRON | PRODUCTION COMPANY PRODUCER(S) MAARTEN DE SUTTER, EURYDICE GYSEL | SOUND SENJAN JANSEN, SENSTUDIO | MUSIC RAYGUN | DIRECTOR KENNETH MERCKEN | DOP GRIMM VANDEKERCKHOVE | DIGITAL TEAM ELI HERMANS | WEB DESIGNER TOM VANHOOREWEDER