

CCB AWARDS 2008 - JURY 2009 COMPLETE RESULTS

FILM

	TITLE	BRAND	AGENCY
Products & services			
shortlist	Juke box, maison (FR/NL)	Dexia	Duval Guillaume Brussels
shortlist	Burning rubber	Humo	mortierbrigade
BRONZE	Oval wheel	Nikon	Duval Guillaume Antwerp
shortlist	The first gay	Sensoa	TBWA\
shortlist	Splash restaurant	Spadel	Duval Guillaume Brussels
GOLD & GD PRIX	Belgian asociality, hof van commerce, dEus	Studio Brussel	mortierbrigade
BRONZE	The old ones	Studio Brussel	mortierbrigade
shortlist	Gas station	VW	DDB
shortlist	Women in discount	Zijkant	mortierbrigade
Other film content: Internet film			
shortlist	Inspiration anyone?	Microsoft Advertising	Openhere
Other film content: other screens			
BRONZE	Pension	Mercator	Duval Guillaume Antwerp
Best film direction			
shortlist	Unstable world	AXA	Duval Guillaume Antwerp
shortlist	Cannonball	Bacardi Martini	Czar
shortlist	Juke box, car	Dexia	Duval Guillaume Brussels
BEST	Happy new year	Electrabel	Czar
shortlist	Belgian asociality, hof van commerce, dEus	Studio Brussel	mortierbrigade
shortlist	Gas station	VW	DDB
Best film soundtrack			
shortlist	Cannonball	Bacardi Martini	Czar
BEST	Dollen	éen	TBWA\
shortlist	Happy new year	Electrabel	Czar
shortlist	Belgian asociality, hof van commerce, dEus	Studio Brussel	mortierbrigade
Best film copy FR			
shortlist	On passe à l'acte	Fédération Royale du Notariat belge	mortierbrigade

RADIO

FR

shortlist	Exécution, travail des enfants, torture	Amnesty International	Air
shortlist	Italien, chinois, japonais, espagnol	Berlitz	Boondoggle
BRONZE	Painting, immo dream	Citibank	Publicis
BRONZE	Pinceaux, arrêter, obstacle, répétition, recommencer, déraper	IBSR	Saatchi & Saatchi Brussels
GOLD	r-ad-i-o-sp-o-t	La Vache qui rit	Saatchi & Saatchi Brussels
SILVER	Zoom, auto focus, flash	Mobistar	Air
shortlist	Bolo, pizza presto, chanteur, footballeur	VW	DDB
shortlist	Casting, Cyrano, exam	Wonderbra	Publicis

NL

shortlist	Blazen, piep	De Morgen	Duval Guillaume Brussels
shortlist	Gids, bakker, trouw	De Morgen	Duval Guillaume Brussels
GOLD	Omdraaien, paarsactie, postbode, taxi	Douwe Egberts	Duval Guillaume Brussels
SILVER	Ronny	Douwe Egberts	Duval Guillaume Brussels
shortlist	Brudio Stussel	Douwe Egberts	Duval Guillaume Brussels
SILVER	Bibberstem	Flair	Duval Guillaume Brussels
BRONZE	Ken ik u, eerste gezicht, kom je hier dikwijls, lets drinken	Humo	mortierbrigade
shortlist	Dansvloer, gelukkige verjaardag, kelder	Mobistar	mortierbrigade
shortlist	Zoon, dochter	Studio Brussel	mortierbrigade
shortlist	Garry Hagger, neukende konijnen	VMMa	LDV United

Best radio copy NL

BEST	Omdraaien, paarsactie, postbode, taxi	Douwe Egberts	Duval Guillaume Brussels
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Best radio soundtrack NL

shortlist	Beautyfarm	Flair	Duval Guillaume Brussels
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MEDIA

Best use of television

shortlist	Billboard VT4	FostPlus Vlaanderen	Saatchi & Saatchi Brussels
BRONZE	Woman on the run	Studio Brussel	mortierbrigade

Best use of magazines

BRONZE	In de vuilbak	FostPlus Vlaanderen	Saatchi & Saatchi Brussels
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Best use of newspapers

shortlist	Stability	AXA	Duval Guillaume Antwerp
BRONZE	Dubbele cover	De Morgen	Duval Guillaume Brussels
BRONZE	In de vuilbak	FostPlus Vlaanderen	Saatchi & Saatchi Brussels
SILVER	Overlijdensadvertenties	Re-born to be alive	Duval Guillaume Brussels

Best use of outdoor

BRONZE	Wall	AXA	Duval Guillaume Antwerp
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SILVER	Boy, Girl	BIVV	Saatchi & Saatchi Brussels
SILVER	Bottles	Carlsberg	Duval Guillaume Antwerp
shortlist	In de vuilbak	FostPlus Vlaanderen	Saatchi & Saatchi Brussels
shortlist	Hot Bus	Tabasco	Duval Guillaume Brussels
Best use of ambient (small scale)			
shortlist	Restaurant Leaflet	Berlitz	Boondoggle
GOLD	Businesscard	De Lijn	Duval Guillaume Brussels
SILVER	Butcher's paper	Safari Park Beekse Bergen	Troy
Best use of ambient (large scale)			
GOLD	De zitvlaai	Studio Brussel	mortierbrigade
Best use of special events, live advertising			
shortlist	Baby made on board	CBL Belux (Dodge)	Proximity BBDO
SILVER	Change your name in Gerolsteiner	Gerolsteiner	mortierbrigade
BRONZE	X-treme precision	Komatsu	Duval Guillaume Antwerp
GOLD	Tennisbal	Wilkinson	mortierbrigade
Best use of radio			
shortlist	In de studio	AXA	Duval Guillaume Antwerp
shortlist	Croky krokant	Croky	mortierbrigade
shortlist	Subtitled commercial	Exellent	Duval Guillaume Antwerp
SILVER	In de vuilbak	FostPlus Vlaanderen	Saatchi & Saatchi Brussels
BRONZE	De man van P-Magazine	P-Magazine	Duval Guillaume Antwerp
Best use of Internet (including mobile phones)			
SILVER	Wake up, humans	Amnesty International	Air
GOLD & GD PRIX	Banner concerts	Axion	Boondoggle
BRONZE	Emailing	Komatsu	Duval Guillaume Antwerp
BRONZE	The comfortable campaign	Volvo	Boondoggle
Best use of packaging			
BRONZE	The art of rolling	Rizla	Duval Guillaume Antwerp

PRESS

SILVER	USA, Iran, Pakistan, Angola	Amnesty International	Air
shortlist	Zeikmanager, besmetting	Berlitz	Boondoggle
SILVER	Sea, river, pond	Biocorner	Air
BRONZE	Borsten, zweet	Brother	Duval Guillaume Antwerp
GOLD	Hot steack, hit fries, hot fish	Cairo Food Industrial	Leo Burnett Brussels
shortlist	Majestic, Martinez, La Croisette, Miramar, Carlton	CCB	Adopt/Ink
shortlist	Calendar girl	Ché	Duval Guillaume Antwerp
BRONZE	Ascot, Wimbledon, Harrods	Eurostar	TBWA\

GOLD & GD PRIX	Silent movie, Las Vegas, Bollywood, manga	Filigranes	Air
BRONZE	In de vuilbak	Fost Plus Vlaanderen	Saatchi & Saatchi Brussels
shortlist	Vlaanderen, grenzen, hokjes, zandloper	Groep T	Boondoggle
shortlist	Hert, beer	Humo	mortierbrigade
shortlist	B-H-V	Knack	TBWA\
shortlist	USA	Le Soir	mortierbrigade
shortlist	Milkman	Mercator	Duval Guillaume Antwerp
shortlist	Wallpaper	Niko	mortierbrigade
shortlist	Chocolade, ketchup	P&G	Leo Burnett Brussels
BRONZE	Motard, ouvrier	Reborn to be alive	Duval Guillaume Brussels
SILVER	Een orgaandonor kan 8 leven reden	Reborn to be alive	Duval Guillaume Brussels
BRONZE	Amy, Hilton, Manson	TMF	mortierbrigade
shortlist	2-3, 4-5, 7-6	VW	DDB
shortlist	Girl 1, Girl 2	Wonderbra	Publicis
shortlist	Werkhanden, kleedje	Zuster Jeanne Devos Fondsvoor kinderre	LDV United
Best press art direction			
shortlist	Trapezist, clown, magician	Exit	Adopt
shortlist	Fost Plus (8 sujets)	Fost Plus Vlaanderen	Saatchi & Saatchi Brussels
shortlist	Ijsbeer	Friends of the earth	TBWA\
BEST	Vlaanderen, grenzen, hokjes, zandloper	Groep T	Boondoggle
shortlist	Hert, beer	Humo	mortierbrigade
shortlist	Amy, Hilton, Manson	TMF	mortierbrigade
Best press visual			
BEST	Las Vegas	Filigranes	Air
shortlist	Silent movie	Filigranes	Air
shortlist	Ijsbeer	Friends of the earth	TBWA\
shortlist	Hert, beer	Humo	mortierbrigade
shortlist	Amy, Hilton, Manson	TMF	mortierbrigade
Best press copy FR			
BEST	Comment vendre ...	MINI	TBWA\
Best press copy NL			
shortlist	B-H-V	Knack	TBWA\
shortlist	Phonebook	Tele Onthaal	Saatchi & Saatchi Brussels
shortlist	Silver Grey, Beast, Stephen Hawking	TiasNimbass Business School	Boondoggle

OUTDOOR

Outdoor: products & services

SILVER	USA, Iran, Pakistan, Angola	Amnesty International	Air
shortlist	Wall	AXA	Duval Guillaume Antwerp
shortlist	Banner Concerts	Axion	Boondoggle
shortlist	Ironman, parfum, teapot, sock	Bongo	Duval Guillaume Brussels
BRONZE	Bottles	Carlsberg	Duval Guillaume Antwerp
SILVER	Businessman, Harrod's, Wimbledon	Eurostar	TBWA\
shortlist	Rugby, Elton	Eurostar	TBWA\
BRONZE	City 1, city 3, city 4, nmbs	FostPlus	Saatchi & Saatchi Brussels
shortlist	Chocolate, Ketchup	Procter & Gamble	Leo Burnett Brussels

Ambient

shortlist	Wake up, humans!	Amnesty International	Air
BRONZE	Blind mirror + Blind painting	Braille Liga	Lowe
GOLD	Double-decker go carts	Eurostar	TBWA\
SILVER	Stan	Instanet	TBWA\
shortlist	Housewife, prince, rolexclones	Ooops IT management	Duval Guillaume Brussels
SILVER	Speed only on GT5	PlayStation	TBWA\
BRONZE	Police	Safari Park Beekse Bergen	Troy
shortlist	Le Majestic moins chic	Scripta	Openhere
shortlist	Hot Bus	Tabasco	Duval Guillaume Brussels
BRONZE	Fake concert	Unicef	Publicis

Point of purchase

shortlist	Limited edition	Gerolsteiner	mortierbrigade
shortlist	B-H-V, Leterme 1, Nachtvluclendossier	Knack	TBWA\

Best outdoor visual

shortlist	Facelift	DUBOIS meets FUGGER	DUBOIS meets FUGGER
shortlist	Rugby	Eurostar	TBWA\

Best outdoor copy NL

shortlist	B-H-V	Knack	TBWA\
shortlist	Housewife, Prince, Rolexclones	Ooops IT Management	Duval Guillaume Brussels

DIRECT

SILVER	Wake up, humans!	Amnesty International	Air
shortlist	Out of focus mail	Bertiz	Boondoggle
shortlist	Businesscard	De Lijn	Duval Guillaume Brussels
shortlist	Wake up call	Douwe Egberts	Duval Guillaume Brussels
GOLD	Change your name in Gerolsteiner	Gerolsteiner	mortierbrigade

SILVER	Precision + emailing	Komatsu	Duval Guillaume Antwerp
SILVER	Zitvlaai	Studio Brussel	mortierbrigade
BRONZE	Music for life	Studio Brussel	mortierbrigade

CYBER

Websites & microsites

shortlist	Fokkiefoon wake up call	Douwe Egberts	Duval Guillaume Brussels
shortlist	Win With Winch	Dupuis	Adopt
SILVER	The first printed website	Dymo	Proximity BBDO
shortlist	Reincarnator	GAIA	Duval Guillaume Brussels
BRONZE	You choose, we fire	So Nice	So Nice
shortlist	The comfortable website	Volvo	Boondoggle

Interactive campaigns

GOLD & GD PRIX	Banner concerts campaign	Axion	Boondoggle
SILVER	Inspiration anyone?	Microsoft Advertising	Openhere
shortlist	Alle over seks	Sensoa	Boondoggle

Online advertising

BRONZE	Out of focus mail	Berlitz	Boondoggle
shortlist	Stripcollectie	De Morgen	Duval Guillaume Brussels
shortlist	Waterput	Green Belgium	Duval Guillaume Antwerp
shortlist	Headbangers	Pearle	LDV United
shortlist	Clever	Telenet	Tequila\Agency.com
shortlist	Personalize www.standaard.be	Volvo	Boondoggle

Viral advertising

shortlist	Penisbook	Aide Info Sida	TBWA\ - Agency.com
BRONZE	Komatsu e-mailing	Komatsu	Duval Guillaume Antwerp
BRONZE	Christmas card	Viyo International	10 Advertising

Viral video

shortlist	Auditorium	centrum ter preventie van zelfdoding	Leo Burnett Brussels
shortlist	Bush's gift for Xmas	eBay	Proximity BBDO
shortlist	The first gay	sensoa	TBWA\

Best webdesign

BEST	Banner concerts	Axion	Boondoggle
shortlist	Protect 7-7	Wim Tellier	These Days

INTEGRATED

SILVER	Wake up, humans	Amnesty International	Air
GOLD	Banner concerts	Axion	Boondoggle
shortlist	Fokkie	Douwe Egberts	Duval Guillaume Brussels
shortlist	180	European Social Fund	DUBOIS meets FUGGER
BRONZE	In de vuilbak	FostPlus Vlaanderen	Saatchi & Saatchi Brussels
SILVER	Change your name in Gerolsteiner	Gerolsteiner	mortierbrigade
shortlist	Inspiration anyone?	Microsoft Advertising	Openhere
BRONZE	Zitvlaai	Studio Brussel	mortierbrigade
shortlist	Music for life	Studio Brussel	mortierbrigade

INNOVATIVE

BRONZE	Wake up, humans	Amnesty International	Air
GOLD	Banner concerts	Axion	Boondoggle
shortlist	Croky krokant	Croky	mortierbrigade
shortlist	Double-decker-go-carts	Eurostar	TBWA\
GOLD & GD PRIX	Change your name in Gerolsteiner	Gerolsteiner	mortierbrigade
BRONZE	You choose, we fire	So Nice	So Nice
SILVER	Zitvlaai	Studio Brussel	mortierbrigade
BRONZE	Music for life	Studio Brussel	mortierbrigade

ADVERTISERS AWARD

RADIO FR

shortlist	Pinceaux, arrêter, obstacle, répétition, recommencer, dérapier	IBSR	Saatchi & Saatchi Brussels
shortlist	Zoom, auto focus, flash	Mobistar	Air

RADIO NL

shortlist	Ronny	Douwe Egberts	Duval Guillaume Brussels
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MEDIA

Best use of television

AWARD ex-aequo	Woman on the run	Studio Brussel	mortierbrigade
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Best use of ambient (small scale)

shortlist	Businesscard	De Lijn	Duval Guillaume Brussels
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Best use of Internet (including mobile phones)

shortlist	Wake up, humans	Amnesty International	Air
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PRESS

shortlist	Een orgaandonor kan 8 leven reden	Reborn to be alive	Duval Guillaume Brussels
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DIRECT

shortlist	Wake up, humans!	Amnesty International	Air
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OUTDOOR

Ambient

shortlist	Blind mirror + Blind painting	Braille Liga	Lowe
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shortlist	Stan	Instanet	TBWA\
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INTEGRATED

AWARD ex-aequo	Wake up, humans	Amnesty International	Air
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INNOVATIVE

shortlist	Banner concerts	Axion	Boondoggle
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AGENCY OF THE YEAR

POSITION	AGENCY	POINTS
1	mortierbrigade	121
2	Boondoggle	75
3	Air	73
4	Duval Guillaume Brussels	66
5	Duval Guillaume Antwerp	48
5	TBWA\	48
7	Saatchi & Saatchi Brussels	40
8	Leo Burnett	10
9	Czar (Production House)	8
9	Openhere	8
9	Publicis	8
9	Troy	8
13	Proximity BBDO	7
14	So Nice	6

15	DDB	4
15	Lowe	4
17	10 Advertising	3
17	Adopt	3
17	LDV United	3
20	Dubois Meets Fugger	2
20	Tequila \ Agency.com	2
22	These Days	2

NB: see separate file "agency of the year" for details.