

## CCB AWARDS 2009 - JULY 2010 COMPLETE RESULTS

### FILM

	TITLE	BRAND	AGENCY
<b>Products &amp; services</b>			
shortlist	Badjas	Belgacom TV	VVL BBDO
shortlist	Thuis, De wereld draaidt door	BVN	mortierbrigade
shortlist	MLF 1, MLF 2, MLF 3	Chrysler	VVL BBDO
shortlist	Penguins, Fireflies	De Lijn	Duval Guillaume Brussels
shortlist	The making off candles	Electrabel	Famous
<b>GOLD</b>	Balustrade, Plan, Panoramisch zicht	Klara/VRT	Famous
<b>BRONZE</b>	Mickey Mouse, Fantasia, smurfen	Klara/VRT	Famous
<b>BRONZE</b>	Outer Space	Klara/VRT	Famous
<b>BRONZE</b>	The unfinished TV commercial	Proximus	Famous
<b>SILVER</b>	Bar fight	Spa Barisart	Duval Guillaume Brussels
shortlist	Tomteterom, Vlaanderen vakantieland, dieren in nesten, plat préféré	Studio Brussel	mortierbrigade
<b>BRONZE</b>	Evi Hansen naked	Telenet	Duval Guillaume Brussels
<b>GOLD</b>	Jumpers, freestyler	Vlam-Melk	Duval Guillaume Brussels
<b>Other film content: Internet film</b>			
<b>SILVER</b>	Cannes Lions	Boondoggle	Boondoggle
<b>BRONZE</b>	Olivier & Dario	IP Radio	Leo Burnett
shortlist	Streaker	Tabasco	Duval Guillaume Brussels
<b>BRONZE</b>	The will	Vlaamse overheid	Boondoggle
<b>Best film direction</b>			
shortlist	Badjas	Belgacom TV	VVL BBDO
shortlist	Les mains	Forum Nucléaire	TRS Films
shortlist	Is talent all it takes?	Nike	Boondoggle
<b>BEST</b>	Bar fight	Spa Barisart	Duval Guillaume Brussels
<b>Best film soundtrack</b>			
shortlist	Candles	Electrabel	Famous
shortlist	Hank the Singing Bottle	Feve	These Days
shortlist	Mickey Mouse, Fantasia, Smurfen	Klara/VRT	Famous
<b>Best film copy NL</b>			
shortlist	Chantal, Eddy, Johan	Wakkere Bakker	Duval Guillaume Brussels

## RADIO

FR			
shortlist	Urgence	Amnesty International	Air
<b>GOLD</b>	Crisis	Brussels Airlines	Duval Guillaume Brussels
shortlist	Labrador, Fringues	Creative Club of Belgium	Saatchi & Saatchi
<b>BRONZE</b>	Le négociateur, l'augmentation, la robe	D'Ieteren VW	DDB
shortlist	Néerlandais, allemand	le Forem	Air
shortlist	le zoom 1, le zoom 2, le zoom 3	Le Soir	mortierbrigade
<b>BRONZE</b>	les livres, le mad, les sports	Le Soir	mortierbrigade
<b>BRONZE</b>	Grand-mère, petit garçon, couple	Société wallonne des eaux	Leo Burnett
Best radio copy FR			
shortlist	L'envers de l'endroit, je me lasse, anonymes, croque-moignons, amis	Be TV	Euro RSCG
<b>BEST</b>	Grand-mère, petit garçon, couple	Soc. Wallonne des Eaux	Leo Burnett
shortlist	sms à la pelle	Tempo music by Mobistar	mortierbrigade
NL			
<b>BRONZE</b>	Contract, Eurofisch, niet verwacht	Bongo	Duval Guillaume Brussels
shortlist	Radoi stop	Dyslexie	Leo Burnett
<b>SILVER</b>	Tchaikovsky, Brahms	Klara/VRT	Famous
<b>SILVER</b>	Poker	Nationale Loterij	Famous
shortlist	the first time, opening dance, ringtones, shemus the mysterious wha	Studio Brussel	mortierbrigade
shortlist	Kevin Buds	Touring Mobilis	Duval Guillaume Antwerp

## MEDIA

Best use of television			
<b>BRONZE</b>	The unfinished tv commercial	Proximus	Famous
<b>BRONZE</b>	Evi Naked	Telenet	Duval Guillaume Brussels
<b>GOLD</b>	Leon	Vlam/Melk	Duval Guillaume Brussels
Best use of newspapers			
<b>BRONZE</b>	Durf delen, falen, vragen	Universiteit Gent	Saatchi & Saatchi
shortlist	The cover	Wablief	Publicis
Best use of outdoor			
shortlist	Wildpostering	De Lijn	Duval Guillaume Brussels
<b>SILVER</b>	The heat poster	Electrabel	Famous
<b>SILVER</b>	Pound is low. Buy London	Eurostar	TBWA\
Best use of ambient (small scale)			
<b>BRONZE</b>	Restaurant Tickets	De Lijn	Duval Guillaume Brussels
Best use of special events, live advertising			
<b>BRONZE</b>	Stationsroman	Eurostation	Famous
<b>BRONZE</b>	Olivier & Dario	IP Radio	Leo Burnett

shortlist	Wervingsfilmpje art director Sam	Openhere	Openhere
shortlist	Baby Elephant	Zoo Antwerpen	Boondoggle
<b>Best use of radio</b>			
shortlist	Bizarre traffic updates	Touring Mobilis	Duval Guillaume Antwerp
<b>Best use of Internet (including mobile phones)</b>			
<b>SILVER</b>	Santamatic	Orde Vlaamse balies	Famous
<b>BRONZE</b>	Eternal moonwalk	Studio Brussel	mortierbrigade
shortlist	Baby Elephant	Zoo Antwerpen	Boondoggle
<b>Best use of mixed media</b>			
<b>SILVER</b>	Durf Denken	Universiteit Gent	Saatchi & Saatchi

## PRESS

shortlist	Kenya, Gaza, China, Iran	Amnesty International	Air
<b>BRONZE</b>	Boat, dog, snore	Creative Club of Belgium	Saatchi & Saatchi
<b>GOLD</b>	Menu 1, menu 2	GAIA	Duval Guillaume Brussels
<b>BRONZE</b>	Airco, auto, trein, rijst	Groep T	Boondoggle
shortlist	Lange wapper, cemetery	Knack	TBWA\
shortlist	Fashion for walls	Levis	TBWA\
shortlist	Old school ad by new school agency	mortierbrigade	mortierbrigade
shortlist	YouTube, CCB jury, iPhone, Facebook	NP	Boondoggle
shortlist	Durf denken (5 ads)	Universiteit Gent	Saatchi & Saatchi
<b>Best press art direction</b>			
shortlist	Fashion for walls	Levis	TBWA\
<b>Best press visual</b>			
shortlist	La misère est moderne	Amnesty International	Air
shortlist	Fashion for walls	Levis	TBWA\
<b>Best press copy FR</b>			
shortlist	Pour ou contre (6 X 2 sujets)	Forum nucléaire	Saatchi & Saatchi
shortlist	La crise tant mieux	Le Soir	mortierbrigade
shortlist	Daphné, Valérie	Soc. Wallone des eaux	Leo Burnett
<b>Best press copy NL</b>			
shortlist	Airco, auto, trein, rijst	Groep T	Boondoggle

## OUTDOOR

### Outdoor: products & services

shortlist	Second hand	Alfa Romeo	Duval Guillaume Antwerp
<b>BRONZE</b>	Window cleaners+omgekeerde muppie	AXA	Duval Guillaume Antwerp
shortlist	Aller retour	Brussels Airlines	Duval Guillaume Brussels
shortlist	Guard, Shopping, Jelly	Eurostar	TBWA\
<b>BRONZE</b>	Monopoly (8 sujets)	Eurostar	TBWA\
shortlist	Emma, chien, ballon	IBSR	Saatchi & Saatchi
<b>BRONZE</b>	Grip control	Peugeot	Euro RSCG
<b>GOLD</b>	Baby Elephant	Zoo Antwerpen	Boondoggle

### Ambient

shortlist	Expedition 147	Alfa Roméo	Duval Guillaume Antwerp
shortlist	House of cards	AXA	Duval Guillaume Antwerp
<b>SILVER</b>	Restaurants tickets	De Lijn	Duval Guillaume Brussels
<b>BRONZE</b>	The heat poster	Electrabel	Famous
<b>GOLD + GP</b>	Stationroman	Eurostation	Famous
<b>BRONZE</b>	The public petition bus	Plan Belgium	Famous
shortlist	Bizarre traffic updates	Touring mobilis	Duval Guillaume Antwerp
<b>BRONZE</b>	Leon	Vlam/Melk	Duval Guillaume Brussels

### Point of purchase

<b>BRONZE</b>	Poles	AXA	Duval Guillaume Antwerp
<b>SILVER</b>	100% recycled artwork	Eurostar	TBWA\
shortlist	Zak	Exellent	Duval Guillaume Antwerp
shortlist	Old child 1, Old child 2, Old child 3	Unicef	Publicis

### Best outdoor visual

shortlist	Guard, Shopping	Eurostar	TBWA\
shortlist	Handjes	Tele Onthaal	Saatchi & Saatchi

### Best outdoor copy FR

<b>BEST</b>	Déclaration universelle poil aux aisselles	Amnesty International	Air
shortlist	Julien, Aurélie, Hugo	Soc. Wallonne des eaux	Leo Burnett

### Best outdoor copy NL

shortlist	Ales een zin oznin wrdrt	Dyslexie	Leo Burnett
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## DIRECT

<b>BRONZE</b>	Fokkie in het woordenboek	Douwe Egberts	Duval Guillaume Brussels
shortlist	Christmas uncut	Famous	Famous
shortlist	Zet een bak voor je raam	Maes	TBWA\
shortlist	Olivier & Dario	IP Radio	Leo Burnett
shortlist	Wervingsfilmpje Art Director Sam	Openhere	Openhere
<b>GOLD</b>	Santamatic	Orde van vlaamse balies	Famous
<b>BRONZE</b>	Wij blijven buiten	Sienaert	Sienaert
<b>SILVER</b>	The ugliest uilding in Belgium	Stallaert	Duval Guillaume Antwerp
<b>GOLD</b>	Eternal moonwalk	Studio Brussel	mortierbrigade
shortlist	Evi naked	Telenet	Duval Guillaume Brussels
shortlist	Don't waste time sightseeing	TMF Travel	Duval Guillaume Antwerp
<b>BRONZE</b>	The Will	Vlaamse Overheid	Boondoggle
<b>GOLD</b>	Baby Elephant	Zoo Antwerpen	Boondoggle

## CYBER

### Websites & microsites

shortlist	1million clicks against poverty	Amnesty International	Air
shortlist	Wood	Carl De Moncharline	E-Makina
<b>BRONZE</b>	Do the locomotion	Eurostation	Famous
shortlist	Mercedes Virtual Open Days	Mercedes	VVL BBDO
<b>GOLD</b>	Santamatic	Orde van Vlaamse Balies	Famous
shortlist	Meeting calculator	Plan Belgium	Famous
<b>BRONZE</b>	The profiler	Proximus	Famous
<b>GOLD + GD PRIX</b>	Eternal moonwalk	Studio Brussel	mortierbrigade

### Interactive campaigns

shortlist	Fokkie in het woordenboek	Douwe Egberts	Duval Guillaume Brussels
shortlist	Virtual Open Door Days	Mercedes	VVL BBDO
<b>BRONZE</b>	Santamatic	Orde van vlaamse balies	Famous
<b>BRONZE</b>	The unfinished tv commercial	Proximus	Famous
<b>SILVER</b>	The ugliest building in Belgium	Stallaert	Duval Guillaume Antwerp
<b>GOLD</b>	Baby Elephant	Zoo Antwerpen	Boondoggle

### Online advertising

<b>BRONZE</b>	Facebook status	Equal Payday	mortierbrigade
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### Viral video

<b>BRONZE</b>	Cannes Lions	Boondoggle	Boondoggle
<b>BRONZE</b>	Olivier & Dario	IP Radio	Leo Burnett
<b>SILVER</b>	The will	Vlaamse overheid	Boondoggle

**Best webdesign**

shortlist	Do the locomotion	Eurostation	Famous
shortlist	Marcel	Fabuleux Marcel	Famous
<b>BEST</b>	The profiler	Proximus	Famous

**INTEGRATED**

shortlist	La misère est moderne	Amnesty International	Air
<b>BRONZE</b>	Pound is low. Buy London	Eurostar	TBWA\
shortlist	Stationsroman	Eurostation	Famous
<b>BRONZE</b>	The unfinished tv commercial	Proximus	Famous
<b>SILVER</b>	Durf Denken	Universiteit Gent	Saatchi & Saatchi
<b>GOLD</b>	Leon	Vlam/Melk	Duval Guillaume Brussels
<b>SILVER</b>	Baby Elephant	Zoo Antwerpen	Boondoggle

**INNOVATIVE**

<b>SILVER</b>	Fokkie in het woordenboek	Douwe Egberts	Duval Guillaume Brussels
shortlist	The heat poster	Electrabel	Famous
<b>SILVER</b>	The Profiler	Proximus	Famous
shortlist	The Will	Vlaamse overheid	Boondoggle
shortlist	Leon	Vlam/Melk	Duval Guillaume Brussels

**ADVERTISERS AWARD****CYBER**

<b>AWARD</b>	Eternal moonwalk	Studio Brussel	mortierbrigade
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**INTEGRATED**

shortlist	Leon	Vlam/Melk	Duval Guillaume Brussels
shortlist	Baby Elephant	Zoo Antwerpen	Boondoggle

## AGENCY OF THE YEAR

POSITION	AGENCY	POINTS
1	Famous	113
2	Duval Guillaume Brussels	82
3	Boondoggle	55
4	mortierbrigade	47
5	Duval Guillaume Antwerp	24
6	TBWA\	23
7	Leo Burnett	22
8	Saatchi & Saatchi	21
9	Air	11
10	VVL BBDO	5
11	Euro RSCG	4
12	DDB	3
12	Sienaert	3
14	Openhere	2
14	Publicis	2
16	Emachina	1
16	These Days	1
16	TRS Films	1