

CREATIVE BELGIUM AWARDS THE BOOK 2017

D/2017/45/310 – ISBN 978 94 014 4452 1 – NUR 803

Book design: Mirror Mirror | www.mirrormirror.be
DTP: Keppie & Keppie

© CREATIVE BELGIUM and Lannoo Publishers nv, Tielt, 2017.

LannooCampus Publishers is a subsidiary of Lannoo Publishers,
the book and multimedia division of Lannoo Publishers nv.

All rights reserved.

No part of this publication may be reproduced and/or made public, by means of
printing, photocopying, microfilm or any other means, without the prior written
permission of the publisher.

LannooCampus Publishers
Erasme Ruelensvest 179, box 101
3001 Leuven
Belgium

www.lannoocampus.com

FOREWORD

It is our mission to recognize, promote and honour the Belgian creative industry and the work that moves businesses, the work that moves minds.

2016 was the first year in which we really kicked off Creative Belgium and in which we announced new initiatives such as a website with a member search engine, Creative Sessions, a Director's Lounge, a New Talent Award and a fancy private dinner for members. It was also the year in which we found a new home, called Firma, with a great training and exhibition space. So, I believe we now have got the basics right and it is time to go the extra mile, together with a new board wanting to spend time, effort and experience. Exciting times are ahead of us, thanks to all people supporting us, and to all members of Creative Belgium. A special thanks to our president Jens Mortier, to the board and to my colleague and friend Greet Wachters, who has always been a great partner in bringing our ambitions to life.

Now on to the Creative Belgium Awards. We have worked on new processes, new judging criteria, new categories and we had great jurors. On 2nd of June 2017, Creative Belgium celebrated the 34th edition of the Awards, honouring the best Belgian work in advertising, design and digital of the year 2016. All winners and shortlists are published in this annual. I do hope that this book will inspire and stimulate the creative industry to keep working towards a better future for brands, because creativity matters. For business and for good.

Isabel Van den Broeck

#CBA17

#creativebelgium

PAGE 9

BOARD

PRESIDENT

JENS MORTIER

BOARD MEMBERS

GEOFFREY HANTSON
GUIDO GOFFEAU
MANUEL OSTYN
NIELS SCHREYERS
ODIN SAILLÉ
RAOUL MARIS

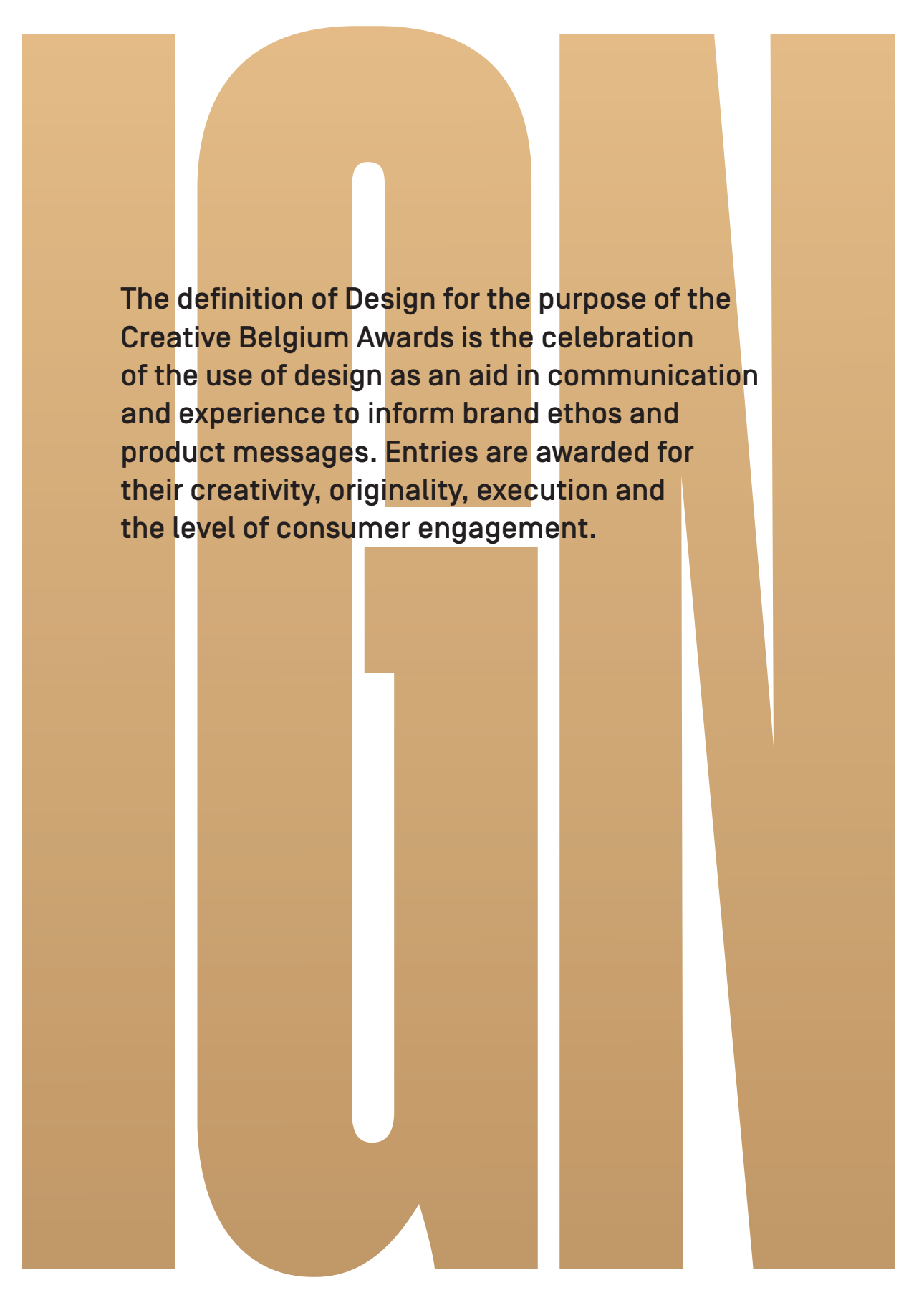
MANAGING DIRECTOR

ISABEL VAN DEN BROECK

ONLINE

24	DESIGN
38	DIRECT
54	FILM
72	INNOVATIVE
80	INTEGRATED
92	INTERACTIVE
112	MEDIA
138	NEW TALENT
142	OUTDOOR
162	PR
172	PRESS
182	PROMO & ACTIVATION
202	RADIO
214	MEMBERS
222	INDEX

DES



The definition of Design for the purpose of the Creative Belgium Awards is the celebration of the use of design as an aid in communication and experience to inform brand ethos and product messages. Entries are awarded for their creativity, originality, execution and the level of consumer engagement.

GOLD

#NOFILTER · Unicef Global · Happiness Brussels

Use of Design Craft

SILVER

THIS WAS LOUISE'S PHONE · VOO · Air

Digital Design & Mobile Graphic Design

DE ONMOGELIJKE SIGNEERSESSIE · bol.com · DDB

Graphic Design · Point of sale promotional material

#NOFILTER · Unicef Global · Happiness Brussels

Graphic Design · Poster Design

BRONZE

TELENET WIGO · Telenet · TBWA

Branding

THIS WAS LOUISE'S PHONE · VOO · Air

Spatial Design

SHORTLIST

DESIGN REBRANDING NMBS · NMBS · FamousGrey

Branding

WHITE CINEMA BRANDING · Belga Films · BBDO Belgium

Branding

SPROUT TO BE BRUSSELS · STBB · TBWA

Branding

MICRO BREWERY - TÊTE CHARGÉE · Tête Chargée Brewery · Oilinwater

Product & Packaging Design

NESPRESSO COFFEE EXPERTISE · Nespresso · Social.Lab

Digital Design & Mobile Graphic Design

See all winners on www.creativebelgium.be

#NoFilter

GOLD · Use of Design Craft · Public health & safety, public awareness, fundraising

SILVER · Graphic Design · Poster Design · Public health & safety, public awareness, fundraising

We took pictures of Vietnamese children living along polluted rivers. Then we developed the pictures the old way, in water and a dark room. But we developed it in the polluted water of the river of their neighborhood. This is the result. If impure water does this to a picture, imagine what it does to the health and well being of a child. Clean water matters.



#nofilter

Model	Photographer	Base
Real Child	Real Child	Real Child
<p>This picture was developed in the traditional way, but with water that was polluted. It shows what the effect of polluted water can do to a picture. It is a warning to the world that clean water is essential for life. It is a warning to the world that clean water is essential for life. It is a warning to the world that clean water is essential for life.</p>		
<p>© 2017 UNICEF. All rights reserved. UNICEF is a registered trademark of the United Nations Children's Fund. UNICEF is a registered trademark of the United Nations Children's Fund. UNICEF is a registered trademark of the United Nations Children's Fund.</p>		



#nofilter

Model	Photographer	Base
Real Child	Real Child	Real Child
<p>This picture was developed in the traditional way, but with water that was polluted. It shows what the effect of polluted water can do to a picture. It is a warning to the world that clean water is essential for life. It is a warning to the world that clean water is essential for life. It is a warning to the world that clean water is essential for life.</p>		
<p>© 2017 UNICEF. All rights reserved. UNICEF is a registered trademark of the United Nations Children's Fund. UNICEF is a registered trademark of the United Nations Children's Fund. UNICEF is a registered trademark of the United Nations Children's Fund.</p>		

BRAND/PRODUCT UNICEF GLOBAL | CAMPAIGN TITLE #NOFILTER | AGENCY HAPPINESS BRUSSELS | PRODUCTION COMPANY FRAMEWORLD VIETNAM
 | ART DIRECTOR LIZA GEYSSENS | CEO / STRATEGIC DIRECTOR ALAN CERUTTI | CHIEF CREATIVE OFFICER GEOFFREY HANTSON | CONCEPT PROVIDER
 SARA WEST | CREATIVE DIRECTOR PAUL BUSSCHAU | EXECUTIVE CREATIVE MANAGEMENT KAREN CORRIGAN | FILM PRODUCER PHUOC DANG |
 GLOBAL BRAND AND MARKETING ERIK DEKONINCK | HEAD OF CRAFT LENNERT VEDTS | PHOTOGRAPHER TEO CHAI GUAN | PRODUCER HUYNH
 TRAM VIETNAM



#nofilter

Model: Minh Nguyen	Photographer: Teo Chai Guan	River: Polluted water from Đồng Nai River, Saigon.
<p>This picture was developed in the traditional manner, but with water from polluted rivers. If impure water has this effect on a photo, imagine what it does to our children.</p> <p>UNICEF's water, sanitation and hygiene (WASH) team works in over 100 countries worldwide to improve water and sanitation services, as well as basic hygiene practices. Giving Minh a better chance in life.</p> <p>Clean water matters. For more info go to unicef.org</p>		

unicef 

This was Louise's phone

SILVER · Digital Design & Mobile Graphic Design · Commercial public services

BRONZE · Spatial Design · Commercial public services

Cyber bullying is a serious issue. As an Internet and mobile provider, VOO refuses to allow its services be put to bad use. The countless dramas resulting from cyber bullying have shaken us to the core. One example is the story of Louise, a young girl who committed suicide in 2014 after falling victim to cyber bullies. In collaboration with the Federal Police and Louise's father, Bernard Altenhoven, we have developed an interactive experience based on the contents of Louise's phone. On the mini website "thiswaslouisesphone.com", visitors can explore a real-life installation that features 600 balloons, each of which displays a hateful message.



BRAND/PRODUCT VOO | CAMPAIGN TITLE THIS WAS LOUISE'S PHONE | AGENCY AIR | PRODUCTION COMPANY CZAR | ACCOUNT CAROLINE CHARLES, DAPHNÉ DE LE VINGNE | ADVERTISER/CLIENT ERICA VANINI | AGENCY PRODUCER BÉRENGÈRE LURQUIN | CREATIVE RAMIN AFSHAR | CREATIVE DIRECTOR ERIC HOLLANDER, DIETER DE RIDDER, JOERI VAN DEN BROECK | DESIGNER DRIES VERBRUGGEN, CLAIRE WARNIER | DIGITAL TEAM GREG PIN, MAXIME VAN SANTEN | DIRECTOR GUNTER BLOKKEN | POST PRODUCTION BIEKE DE KEERSMAECKER | TYPOGRAPHER MARTIN SAIVE | WEB DESIGNER DOGSTUDIO

De onmogelijke signeersessie

Graphic Design · Point of sale promotional material · Publications & media

Book signing sessions are magical: one stroke of the pen makes your copy unique. Getting the author's signature is a lot harder for readers whose favorite author has passed away, but bol.com found a solution. For the re-issue of Music Hall a robotarm was adjusted until it could perfectly imitate the delicate movements of the author's signature.

The impossible
Signing sessions

**DECEASED POET BECOMES
SIGNING SENSATION**

BRIEF
Being the only online bookstore at the book fair bol.com wanted to show its passion for books. Nowadays the biggest attractions are the signing sessions. But what if your favorite author has already passed away or never attend the book fair?

CONCEPT
Bol.com brought the Finnish poet Paul van Oortgen and 1 other world renowned authors back to life for a last signing session. This way Paul van Oortgen could personally sign the re-issue of his volume Music Hall, published exactly 100 years ago. Allowing these words of readers a chance to get an autograph from a legendary poet or 1 other authors who's autographs are impossible to get.

RESULT

- 24.7 million press impressions (Dutchers population 16 millions)
- 100% sales for bol.com
- 100% brand awareness for bol.com

Most sought after author at Antwerp book fair

DECEASED POET BECOMES SIGNING SENSATION

bol.com
de winkel van ons allemaal

BRAND/PRODUCT BOL.COM | CAMPAIGN TITLE DE ONMOGELIJKE SIGNEERSESSIE | AGENCY DDB | ACCOUNT FRANCIS LIPPENS, ROMY VIERHOUTEN | ADVERTISER/CLIENT NIELS MOES | ART DIRECTOR TOM MEIJER | COPYWRITER PETER AMPE, SILKE BEURMS | CREATIVE DANNY VISSERS | CREATIVE DIRECTOR PETER AMPE, ODIN SAILLÉ | DESIGNER SVEN VERFAILLE, MARLÈNE WAUTOT | DESK TOP PUBLISHER BENJAMIN HIFFE | DIGITAL TEAM STEFANIE WARREYN | PR MANAGER KENN VAN LIJSEBETH | PRODUCTION COMPANY PRODUCER ADRIEN MOORMANN | STRATEGY DOMINIQUE PONCIN, JORIAN VANVOSSSEL | WEB DESIGNER WIETSE DE RIDDER

Telenet WIGO

Branding · Commercial public services

To launch Telenet's all-in family product WIGO, we gave its design the same attitude as the product. A design that goes and keeps on going. Not only with bright colours and bold typography. But also with pop-culture illustrations that keep on going whether it is in digital animation or in banners, classic outdoor, non-stop spinning posters...

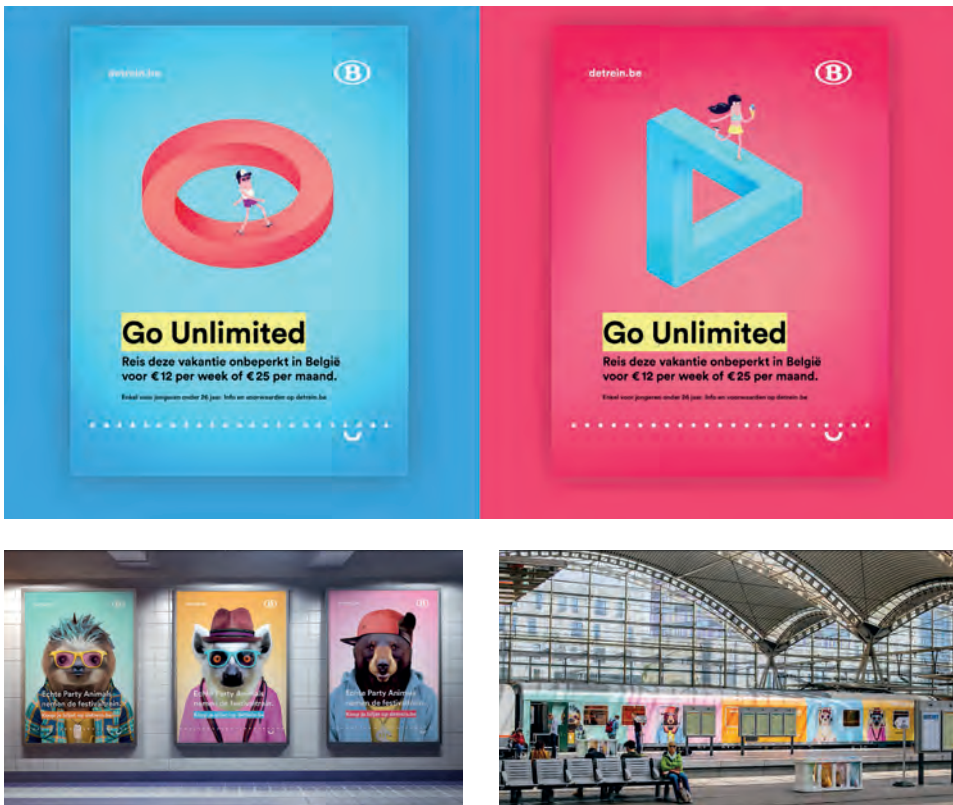


BRAND/PRODUCT TELENET | CAMPAIGN TITLE TELENET WIGO | AGENCY TBWA | ACCOUNT ISABEL BROES, PHILIPPE VAN EYGEN, SHARON LAVAERT, JOACHIM FRANÇOIS, TOM EILERS, MAX FAUCONNIER, ELLEN VAN PRAET | ADVERTISER/CLIENT NATHALIE RAHBANI, FILIP NUYTS, MICHEL MORIAUX | ANIMATION VINCENT DE BOECK | ART DIRECTOR DAVID MAERTENS, PHILIP DE COCK | CONNECTION PLANNER SYLVIE DEWAELE | COPYWRITER THOMAS DRIESEN, ARNAUD BOUCLIER, ANN VANMINSSEL | CREATIVE DIRECTOR JAN MACKEN, HENDRIK EVERAERTS | DIGITAL STRATEGY RINDERT DALSTRA | GRAPHIC DESIGNER ESTELLE VANDUYNLAGER, OLIVIA MAISIN, SARAH WOUTERS, AN GIELENS, HENDRIK EVERAERTS | STRATEGY BERT DENIS, GUNTHER VAN LANY

Design rebranding NMBS

Branding · Commercial public services

In 2016 we decided to give a new face to the NMBS brand. We wanted to bring it closer to its travellers, make it less corporate and more authentic, but most of all be more positive, simple and friendly. We first simplified the brand name; we installed a new baseline; and we added colour. And since not all travellers are alike and no message is the same, we opted for a variety of imagery.



PAGE 33

BRAND/PRODUCT NMBS | CAMPAIGN TITLE DESIGN REBRANDING NMBS | AGENCY FAMOUSGREY | ACCOUNT NAIKÉ VANHULLE, ANNICK DANCKERS
 | ADVERTISER/CLIENT JEAN-PIERRE HAVELANGE | CREATIVE DIRECTOR KATRIEN BOTTEZ | DESK TOP PUBLISHER FRANCO SCARAMUZZA, EMILIE BOUDART | GRAPHIC DESIGNER FRED LATEUR, LOTTE NEIRYNCK | STRATEGY ELISABETH ROELANDT

White Cinema Branding

Branding · Travel, transport & tourism, entertainment & leisure

White Cinema is not owned by a traditional cinema operator, but by an independent distribution company. We defined the brand strategy, name and baseline, developed White's very own voice, designed and rolled out a unique visual identity, signage system, launch campaign and motion reel.



BRAND/PRODUCT BELGA FILMS | CAMPAIGN TITLE WHITE CINEMA BRANDING | AGENCY BBDO BELGIUM | ACCOUNT DANIEL SCHOTS, SANAH WALRAVENS-HJIYER, MAARTEN VAN DE VONDEL | ADVERTISER/CLIENT ANNY SCHMIT | AGENCY PRODUCER NICOLAS VAN POECK | ART DIRECTOR ERIC LEURQUIN | CREATIVE DIRECTOR ARNAUD PITZ | DESK TOP PUBLISHER DAVID VANDERBIST | DESIGN DIRECTOR ERIC LEURQUIN | EDITOR BEN BILLEN | GRAPHIC DESIGNER NADIA TWEPPENNINCKX, JORRIT MICHIELS | SOUND SONICVILLE

Sprout to be Brussels

Branding · Public health & safety, public awareness, fundraising

This is a story of how a small sprout brought comfort, and made the city of Brussels feel proud once more. Its small design suddenly became the symbol that made Brussels proud again. The little symbol of resilience just grew and grew – sprouting all over Brussels. Sprout became Pride. Sprout became cultural.



BRAND/PRODUCT STBB | CAMPAIGN TITLE SPROUT TO BE BRUSSELS | AGENCY TBWA | ACCOUNT GEERT POTARGENT, PAULINE KINET, EMILIE KINO
 | ADVERTISER/CLIENT CATHERINE TRICOT | ANIMATION VINCENT DE BOECK | ART BUYER ELLY LAUREYS | ART DIRECTOR MICHAEL MICHIELS |
 COPYWRITER ERIC MAERSCHALCK | CREATIVE DEREK BROUWERS, JEROEN GOVAERT, VEERLE BLYKERS, MAXIME ANDRIEN | CREATIVE DIRECTOR
 GERT PAUWELS, JAN MACKEN, HENDRIK EVERAERTS | CREATIVE TECHNOLOGIST CHRISTOPHE CHANTRAINE, AUDREY DHAMEN | DEVELOPER
 WANNES VERMEULEN | DIGITAL STRATEGY RINDERT DALSTRA, CHRISTOPHE CHANTRAINE, AUDREY DHAMEN | DIGITAL TEAM STIJN MERTENS, STIJN
 DUPAS, TINE ANTHOON | DIRECTOR OF PHOTOGRAPHY FERDINAND CHOFFRAY, JON VERHOEFT | GRAPHIC DESIGNER HENDRIK EVERAERTS, VINCENT
 DE BOECK, JANA KEPPENS | PR MANAGER LAURE MILQUET, AURÉLIE COECKELBERGS | STRATEGY AURELIE RUSSANOWSKI | UX DESIGNER FREDERIK
 SEVERIJNS | WEB DESIGNER YANNICK VAN DER GOOTEN

Micro Brewery - Tête Chargée

Product & Packaging Design · Alcoholic & non-alcoholic drinks

Overall identity of a micro-brewery, and his family of 4 beers. « Tête chargée » is an haitian expression, each beer has its own visual identity card based on a stylized traditional vèvè vaudou.



Nespresso Coffee Expertise

Digital Design & Mobile Graphic Design · Alcoholic & non-alcoholic drinks

We wanted to share the abundance of expertise and hard work that go into a Nespresso blend by turning coffee expertise into experience, diving deep into 5 iconic Grand Crus in Facebook's new immersive format: Facebook Canvas. All 5 canvases were designed in segments, making it possible to deconstruct the content and retarget consumers with the rest of the story if they left the canvas.



PAGE 37

BRAND/PRODUCT NESPRESSO | CAMPAIGN TITLE NESPRESSO COFFEE EXPERTISE | AGENCY SOCIAL.LAB | PRODUCTION COMPANY S_OFT STUDIO, JVG MADRID, BANDIZ STUDIO | ACCOUNT MICHAELA TERRY, JESSICA NGUYEN-PHUONG, REBECCA AMYES | AGENCY PRODUCER AURORA MONTES | ANIMATION JVG MADRID | ART DIRECTOR TROELS POP | COPYWRITER MAJKEN GRAM | CREATIVE MAJKEN GRAM, TROELS POP | CREATIVE DIRECTOR KIM GENKINGER, MAURO RODRIGUEZ | DIGITAL STRATEGY LAUREN BONIFACE | DIRECTOR S_OFT STUDIO | MEDIA PLANNING LAUREN BONIFACE | POST PRODUCTION AURORA MONTES | PRODUCTION COMPANY PRODUCER AURORA MONTES | SOUND BANDIZ STUDIO | STRATEGY ANNA SOUTHERN, JAKUB HODBOD, JULIE FREDERICKX