

IMC EUROPEAN AWARDS: 2014 FINALISTS

Country	Agency Name	Campaign	Client	Category
IRELAND	Boys and Girls	Rice Krispies Scares Haunted Vending Machine	Kellogg's	Innovative Idea or Concept
	Boys and Girls	Rice Krispies Scares Haunted Vending Machine	Kellogg's	Product Launch/Relaunch/Trial campaigns
	Cawley Nea/TBWA	Electric Ireland Dancergy	Electric Ireland	Sponsorship/Joint effort/Tie-in
	Cawley Nea\TBWA	Electric Ireland Dancergy	Electric ireland	Innovative Idea or Concept
	Havas	Lucozade Sport Lite Get Fit for Free	Lucozade Ribena Suntory Ireland Ltd	Loyalty
	InSight Marketing & Branding	HB Ice Cream Bank Holiday Takeover	Unilever Ireland	Small Budget
	Ogilvy Dublin	Lucozade Sport - Club Crusade	Suntory	Loyalty
	Publicis D	Renault Carculator	Renault	Brand-Building
	Publicis D	Renault Carculator	Renault	Innovative Idea or Concept
	Publicis D	Renault Carculator	Renault	Integrated Communication
BELGIUM	BBDO Belgium	Champion Rain Hunters	Federal-Mogul Corporation	B2B
	BBDO Belgium	The National Cry For Help	The Child Poverty Fund	Cause, Charity/Non-profit Marketing or Social
	BBDO Belgium	Champion Rain Hunters	Federal-Mogul Corporation	Dealer/Salesforce/Internal Motivation
	BBDO Belgium	The National Cry For Help	The Child Poverty Fund	Small Budget
	LDV United	Opel Gabriel	Opel Belgium	Brand-Building
	LDV United	Merci	City of Antwerp	Cause, Charity/Non-profit Marketing or Social
	LDV United	Opel Gabriel	Opel Belgium	Direct 1:1 Communication & Digital Communication
	LDV United	Opel Gabriel	Opel Belgium	Innovative Idea or Concept
	LDV United	Opel Gabriel	Opel Belgium	Integrated Communication
	LDV United	Opel Gabriel	Opel Belgium	Product Launch/Relaunch/Trial campaigns
	Serviceplan	ALS Liga - Song by Eyes	ALS Liga	Cause, Charity/Non-profit Marketing or Social
	Serviceplan	ALS Liga - Song by Eyes	ALS Liga	Direct 1:1 Communication & Digital Communication
	Serviceplan	ALS Liga - Song by Eyes	ALS Liga	Event Marketing
	Serviceplan	ALS Liga - Song by Eyes	ALS Liga	Small Budget
	TBWA Belgium	Gap In the Market	KBC	Innovative Idea or Concept
	TBWA Belgium	Gap In the Market	KBC	Integrated Communication

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CZECH REPUBLIC	Geometry Global s.r.o.	The Olympic Park Sochi - Letna	Czech Olympic Committee	Event Marketing
	Comtech Group spol. s.r.o.	DON'T MAKE SNAP JUDGEMENTS	IQ Roma Servis	Integrated Communication
	DARK SIDE s.r.o.	We kidnapped a coffee maker!	Nestlé Česko s.r.o.	Product Launch/Relaunch/Trial campaigns
	Geometry Global s.r.o.	The Olympic Parc Sochi-Letna	Czech Olympic Committee	Sponsorship/Joint effort/Tie-in
	McCann-Erickson Prague spol. s r.o. / Momentum	UPC Česká republika – B2B divize	UPC za rohem	B2B
	Ogilvy & Mather	Audiotrees	Czech Radio	Innovative Idea or Concept
	Wunderman Prague	Encounters in the Cloud	Microsoft	Small Budget
UNITED KINGDOM	23red	Stoptober	Public Health England	Cause, Charity/Non-profit Marketing or Social
	23red	Be Food Smart	Public Health England	Cause, Charity/Non-profit Marketing or Social
	Arc	Respect the Water	Royal National Lifeboat Institution	Cause, Charity/Non-profit Marketing or Social
	Arc	Respect the Water	Royal National Lifeboat Institution	Integrated Communication
	Savvy Marketing	Morrisons sponsorship of Saturday Night Takeaway	Morrisons	Retail or Trade Marketing
	whynot!	Anchor Rewards Club	Arla Foods Ltd	Loyalty
NETHERLANDS	Publicis	Post Delivery. Part of your life.	Post NL	Dealer/Salesforce/Internal Motivation
ITALY	Havas Media Group	Magnum Pleasure Store 2014	Unilever	Event Marketing
	Inventa CPM	Bosch Missione Ambiente	Robert Bosch	Sponsorship/Joint effort/Tie-in
SPAIN	360° Marketing & Communications	GASTROPASS	BODEGAS ESTEVEZ	Small Budget
	360° Marketing & Communications	GASTROPASS	BODEGAS ESTEVEZ	Loyalty
	360° Marketing & Communications	GASTROPASS	BODEGAS ESTEVEZ	Brand-Building