

Eurostar and Space win Quest at IMC European Awards

Brussels 13 December 2007:- UK agency 'Space' is the Grand Prix winner in the IMC European Awards 2007 with its Eurostar campaign 'The Eurostar Quest'.

Space went on to take four more golds and one silver for the same campaign under the Integrated Communication, Sponsorship/Joint Effort, Digital Communication, Tie-In and Trial categories, helping the UK win a total 13 awards in the IMC European Awards (Integrated Marketing Communications and former PMC Awards).

37 agencies from 10 European countries won a total of 48 awards, of which 8 golds, 17 silvers and 23 bronzes.

With new categories, aligned with international standards, and stricter judging criteria this year, agencies had to work harder to submit stronger entries, particularly in terms of strategy, media choice and evidence of results.

Over 120 entries were judged online by 50 senior industry European judges, over a 7-week period. The new official website www.imceuropeanawards proved a powerful tool for both agencies and judges.

The 2007 winners are, by member country:

| NAME | AGENCY | CLIENT | AWARD | COUNTRY |
|---|---|-----------------------------|--------|---------|
| Chili con Car | PKP proximity | Toyota Frey Austria | BRONZE | AUSTRIA |
| Nivea DNAge - Turn-back-Time Promotion | Division 4 | Beiersdorf GmbH Austria | BRONZE | AUSTRIA |
| No-Soccer-Zone! | Plus Promotion Sales GmbH | The Coca-Cola Company | BRONZE | AUSTRIA |
| Mambo | arc belgium & publicis belgium | Renault | BRONZE | BELGIUM |
| JEEP: Trek je laarzen aan | Karamba | DaimlerChrysler | SILVER | BELGIUM |
| Elections | LDV United | De Standaard | SILVER | BELGIUM |
| Erase this letter | I DO | Staedtler | SILVER | BELGIUM |
| Live Now | Germaine | IKEA | SILVER | BELGIUM |
| Lonely Businessmen's Wives | TEQUILA\ Agency.com | Eurostar | SILVER | BELGIUM |
| Street Without Hate | mortierbrigade | Vaka / Hand in Hand | SILVER | BELGIUM |
| Minister Vanvelthoven: Peter Taxi | N'ilil | Minister Peter Vanvelthoven | BRONZE | BELGIUM |
| Materazzi Says | mortierbrigade | mortierbrigade | SILVER | BELGIUM |
| Meeting the Real Santa Claus | G2 Paris | Nokia | BRONZE | FRANCE |
| Berentzen Hand Cart Promotion | Röver Marketing & Werbung | Berentzen Gruppe AG | BRONZE | GERMANY |
| Launch Gillette Fusion | UGW Promotion GmbH + Eine Unit der UGW AG | Procter & Gamble GmbH | BRONZE | GERMANY |
| No Borders | Lowe Athens | Johnson & Johnson | BRONZE | GREECE |
| The Mazda Zoom-Zoom Challenge | Direction@JWT | Mazda Motor Ireland | BRONZE | IRELAND |
| Karma | OgilvyOne | Peter Mark | SILVER | IRELAND |
| Staff Lead Generation | OgilvyOne | Vodafone | GOLD | IRELAND |
| SMS Icons | ADF&R | Masterfoods | SILVER | ITALY |
| Progetto Pediatri - Paediatrician's project | Inventa CPM | Mattel | SILVER | ITALY |
| Particular and Unmistakable | Com Group | Pellini Caffè S.p.A. | BRONZE | ITALY |
| Dixan per la Scuola - Dixan for the School | Inventa CPM | Henkel | SILVER | ITALY |

| NAME | AGENCY | CLIENT | AWARD | COUNTRY |
|---|---|-------------------------------------|-------------------|----------------|
| OMO Outdoor Play Association | LEMZ | Unilever | SILVER | NETHERLANDS |
| Experience What Light Does to You | &KoenseSeverein | Citroën Nederland BV | SILVER | NETHERLANDS |
| Chinese Fireworks | TEQUILA\ | The Consumer Safety Institute | BRONZE | NETHERLANDS |
| The Dutch Secret Weapon | TBWA\Neboko, Trefpunt, Qi, De Combinatie van Factoren | Heineken Nederland | GOLD | NETHERLANDS |
| Fly For Fortune | Publicis Dialog | KLM Royal Dutch Airlines | BRONZE | NETHERLANDS |
| Selling Subscriptions to a Free News Generation | Etcetera | nrc.next | SILVER | NETHERLANDS |
| 88- | TEQUILA\ | Sony Computer Entertainment Benelux | BRONZE | NETHERLANDS |
| Selling Subscriptions to a Free News Generation | Etcetera | nrc.next | SILVER | NETHERLANDS |
| Championship Online of Hasbro in Terra | Grupo Táumaco | Hasbro Iberia/Terra | BRONZE | SPAIN |
| Navidad 06 - MasterCard | Momentum | MasterCard | BRONZE | SPAIN |
| Seguros de Planificación Familiar | Momentum | MAPFRE | BRONZE | SPAIN |
| Seguros de Planificación Familiar | Momentum | MAPFRE | BRONZE | SPAIN |
| The Eurostar Quest | space | Eurostar (UK) Ltd. | GOLD | UK |
| Cruzer and Animal on the Road | SMP | Procter and Gamble UK | SILVER | UK |
| The Eurostar Quest | space | Eurostar (UK) Ltd. | GOLD | UK |
| Laphroaig Friend get Friend campaign 2006 | Publicis Dialog | Beam | BRONZE | UK |
| The Eurostar Quest | space | Eurostar (UK) Ltd. | SILVER | UK |
| Malibu Soundclash | Attention Mindset Marketing | Pernod Ricard UK | BRONZE | UK |
| Mazda Operation Renesis - can you handle it? | Billington Cartmell | Mazda | BRONZE | UK |
| 3M & The Devil Wears Prada | Blue Chip Marketing | 3M UK Plc | BRONZE | UK |
| The Eurostar Quest | space | Eurostar (UK) Ltd. | GOLD | UK |
| The Eurostar Quest | space | Eurostar (UK) Ltd. | GOLD | UK |
| Plane Relief | Exposure | West Coast Trains | GOLD | UK |
| Diabetes UK | Event Marketing Solutions (EMS) | Diabetes UK | BRONZE | UK |
| Metropolitan Police – Stop the Guns | Elvis | Metropolitan Police | GOLD | UK |
| The Eurostar Quest | space | Eurostar (UK) Ltd. | GRAND PRIX | UK |

2007 Jury Chairperson, and Managing Partner of Friends4U, Renate Vogt commented “We saw an overall higher quality of entries, even in categories which tend to be less attractive. What stood out for me was the quality and high number of integrated campaigns and beautiful small cases making big impact with little budget.”

The IMC European Awards are open to national award winners in the 10 member countries and are managed by the EACA, with the assistance of the Integrated Marketing Communications Council of Europe and with the support of WARC and Adforum.

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EACA

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The European Association of Communications Agencies (EACA) is a Brussels-based organisation whose mission is to represent full-service advertising and media agencies and agency associations in Europe. EACA aims to promote honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and to encourage close co-operation between agencies, advertisers and media in European advertising bodies.

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