

IMC European Awards 2008 Nominees Released

Brussels 2 October 2008:- UK campaign 'Give a Few Bob' has received 5 nominations this year's IMC European Awards, out of a total 56 nominees which were selected by a top international jury panel.

Collectively, Dutch agencies hit a high note taking 21 of the nominations, with the UK following with 16, Belgium 10, Italy 4, Spain 2, Austria, Ireland and Greece 1 respectively.

34 agencies from 8 countries made up the nominations, with the Integrated Communications category continuing to prove the most popular category to enter.

The review of categories, aligned with international standards, and stricter judging criteria meant that agencies had to work harder to submit stronger entries, particularly in terms of strategy, media choice and evidence of results.

Over 130 entries were judged online by 60 senior industry judges, over a 6-week period. The official website www.imceuropeanawards housed all entries and judging mechanisms.

The 2008 nominees are, by member country:

Country	Campaign Title	Category	Agency	Client
Austria	HOW OH!	Integrated Communication	PKP proximity	ÖBB Austria Railways
Belgium	A Blind Call	Innovative Idea or Concept	Duval Guillaume Brussels	Brailleliga
	Around the Corner	Innovative Idea or Concept	TBWA\ TEQUILA\ Agency.com	Eurostar
	Around the Corner	Integrated Communication	TBWA\ TEQUILA\ Agency.com	Eurostar
	Helicopter Drop	Product Launch/Relaunch/Trial campaigns	Duval Guillaume Brussels	Hyundai
	Rexona knows what makes you sweat.	Integrated Communication	Lowe SA/NV	Unilever
	Sidewalk Chalk Project	B2B	DVN nv	Mobile School
	Sidewalk Chalk Project	Cause or Charity/Non-profit Marketing	DVN nv	Mobile School
	Sidewalk Chalk Project	Direct 1:1 Communication	DVN nv	Mobile School
	Sidewalk Chalk Project	Small budget campaign	DVN nv	Mobile School
	Solo Open Kitchen	Brand-building	N'ilil	Unilever
Greece	The best piece of the pie	Small budget campaign	McCann Erickson Athens	Kerdos Financial Newspaper
Ireland	The Other MINI	Integrated Communication	McConnells Fusion	BMW Group Ireland
Italy	High Blood Pressure Challenge	Brand-building	Inventa	Novartis
	Keep Playing	Innovative Idea or Concept	AdmCom	Casinò di Venezia
	Keep Playing	Integrated Communication	AdmCom	Casinò di Venezia
	Tiguan - Enjoy the movement	Integrated Communication	DDB srl	Volkswagen Group Italia
Netherlands	Club Beertender	Direct 1:1 Communication	De Combinatie van Factoren	Heineken
	Club Beertender	Loyalty & Long-term Umbrella Campaigns	De Combinatie van Factoren	Heineken
	COPD Kills	Cause or Charity/Non-profit Marketing	Living the brand	Asthma Fund Holland
	Corporate Warming	B2B	DDB, Rapp Collins, Tribal DDB Amsterdam	Centraal Beheer Achmea
	Freeze and Win	Product Launch/Relaunch/Trial campaigns	Ogilvy Amsterdam	Iglo
	Heineken Speakercrates	Integrated Communication	De Combinatie van Factoren	Heineken
	Knightmarethegame	Small budget campaign	Ogilvy Amsterdam	MTV Networks International
	Llowlog: the First Massive Online Diary	Sponsorship/Joint Effort/Tie-in	Initiative Netherlands	Royal Grolsch N.V.
	Millionaire the film	Digital Communication	Redurban	Lotto
	Millionaire the film	Direct 1:1 Communication	Redurban	Lotto
	Millionaire the film	Innovative Idea or Concept	Redurban	Lotto
	Ode to Autumn	Brand-building	&KoenseSeverein	Leon Broer
	Only for 18 years and older...	Digital Communication	Downtown Actiemarketing	Agis Zorgverzekeringen
	Peace, Love & Ice Cream	Cause or Charity/Non-profit Marketing	Waldo Creative concepts	Unilever Nederland N.V.
	Put Your House On The Line	Integrated Communication	Tribal DDB, DDB, Rapp Collins	Centraal Beheer Achmea
	Recapture the hearts of the people	B2B	N=5	KPN Business Market
	Reverse Lottery	Cause or Charity/Non-profit Marketing	Ogilvy Amsterdam	Orange Babies
	Reverse Lottery	Direct 1:1 Communication	Ogilvy Amsterdam	Orange Babies
	Reverse Lottery	Small budget campaign	Ogilvy Amsterdam	Orange Babies
	This winter season the Dutch are yodelling	Retail or Trade Marketing	TBWAINEBOKO	McDonald's Nederland B.V.
	Working with detainees requires a sharp eye	Integrated Communication	BVH Groep	Dutch Ministry of Justice



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Spain	Caution: Refreshing	Innovative Idea or Concept	Momentum	Coca-Cola
	Caution: Refreshing	Product Launch/Relaunch/Trial campaigns	Momentum	Coca-Cola
UK	10 Million Britons	Brand-building	Billington Cartmell	GlaxoSmithKline
	Argos 'Giant Jar'	Digital Communication	Meteorite	Argos
	Dance Like No One's Watching	Event Marketing	Multiply	Maxxium UK
	Dance Like No One's Watching	Product Launch/Relaunch/Trial campaigns	Multiply	Maxxium UK
	Finola Fogg's Magical Mystery Tour	Dealer/Salesforce/Internal Motivation	Foundation Marketing Communications	Best Western Hotels GB
	Give a few bob	Cause or Charity/Non-profit Marketing	The Communications Agency	The Prostate Cancer Research Foundation
	Give a few bob	Digital Communication	Lowe SA/NV	The Prostate Cancer Research Foundation
	Give a few bob	Direct 1:1 Communication	The Communications Agency	The Prostate Cancer Research Foundation
	Give a few bob	Innovative Idea or Concept	The Communications Agency	The Prostate Cancer Research Foundation
	Give a few bob	Integrated Communication	The Communications Agency	The Prostate Cancer Research Foundation
	Intel & Ikea - Duvet Days Experiential	Innovative Idea or Concept	Bray Leino Ltd	Intel
	John Smith's People's Race	Event Marketing	Steam UK Ltd	Scottish & Newcastle
	John Smith's People's Race	Innovative Idea or Concept	Steam UK Ltd	Scottish & Newcastle
	John Smith's People's Race	Sponsorship/Joint Effort/Tie-in	Steam UK Ltd	Scottish & Newcastle
	Oyster iTunes	Brand-building	Chemistry Communications	Transport for London
	Sharpie 'Write Out Loud!'	Product Launch/Relaunch/Trial campaigns	Carbon	Newell Rubbermaid

The IMC European Awards are open to national award winners in the 12 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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