

Eurobest Creativity Report 2022

Lessons from Europe's benchmark for creative
and effective branded communications.

POWERED BY



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Welcome to the Eurobest Creativity Report



SIMON COOK
CEO
LIONS

Eurobest represents a very special breed of creativity from across Europe and recognises the region's best-in-class work. Our diverse juries are carefully selected from across the region and each talented individual brings an entirely unique perspective. Many thanks to the 102 industry experts who dedicated so much time and energy to setting the bar for European creativity this year.

It was fantastic to see judging happen in person in London for the first time in three years. We believe that great things happen when we bring people together, and Eurobest was no exception. The theme of human connection was also reflected in this year's winning and shortlisted work.

This report brings you insights and inspiration fresh from the jury room so you can learn from Europe's most skilled creatives. It's a creative tool and resource for the year ahead.

Well done to everyone who was shortlisted or who won a Eurobest award. To be recognised by Eurobest is a true hallmark of creative quality and impact.

Congratulations from all of us at LIONS.

If you subscribe to [The Work](#), you can see Eurobest entries from 2016 to 2022, including all the winners featured in this report.



Where The Winning Work Came From

Germany was the most awarded country, taking home 63 Eurobest Awards. Next came France with 58, followed by the United Kingdom with 30.

* This map does not include the Grand Prix-winning 'Backup Ukraine', which was submitted by Virtue Worldwide in the USA.



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19-23 June 2023



CANNES LIONS 70





The 2022 Grand Prix Winners

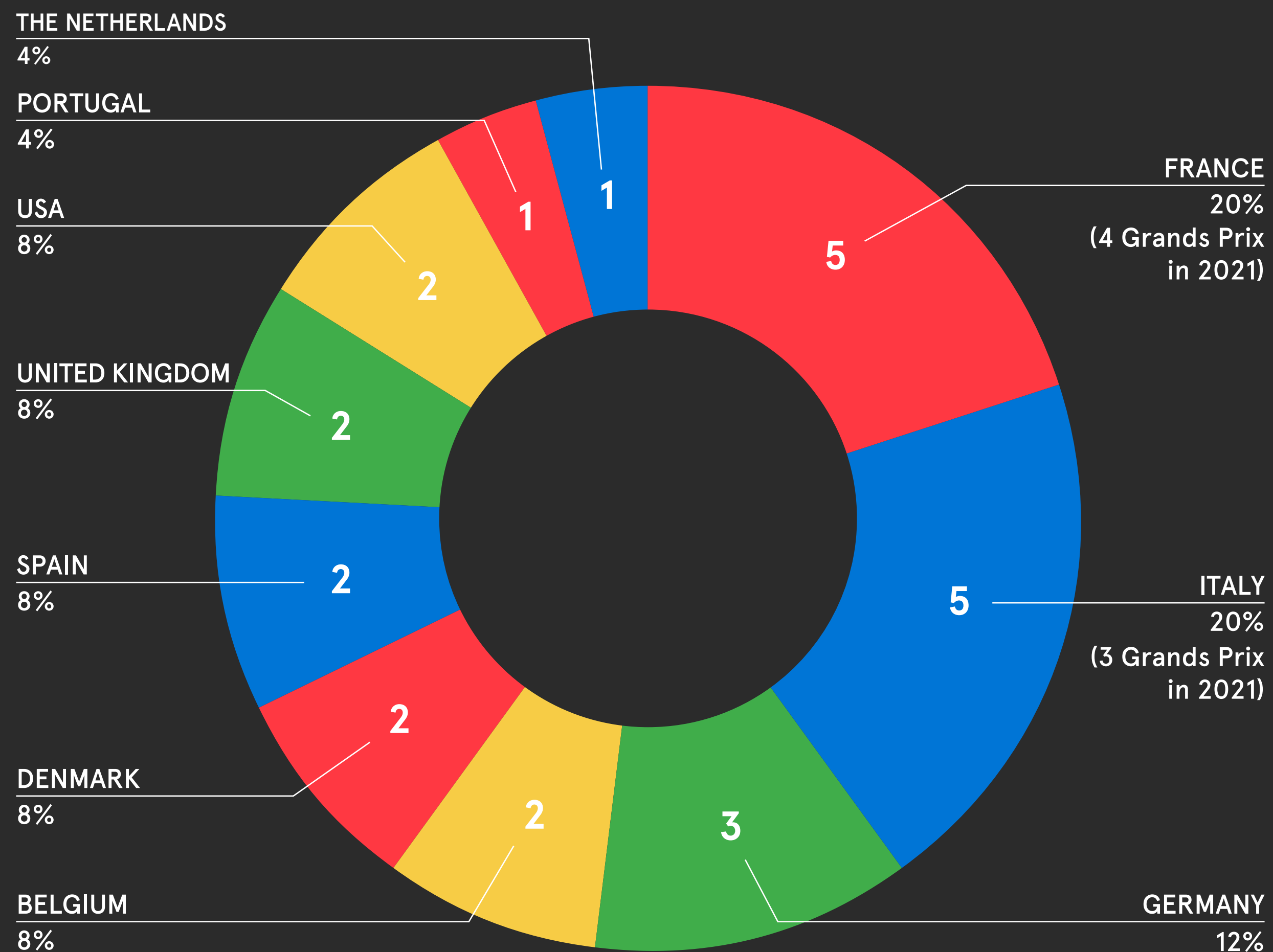


Grand Prix Wins by Country

France and Italy both received five Grands Prix in 2022, a year-on-year increase for both countries.

Germany was awarded three Grands Prix, placing it third. It was followed by the **UK, Spain, Belgium and Denmark** that each won two Grands Prix. The USA also won two Grands Prix for 'Backup Ukraine' submitted by Virtue Worldwide's New York office.

2022 Grand Prix Winners by Country
(% Share of all Grands Prix Awarded)

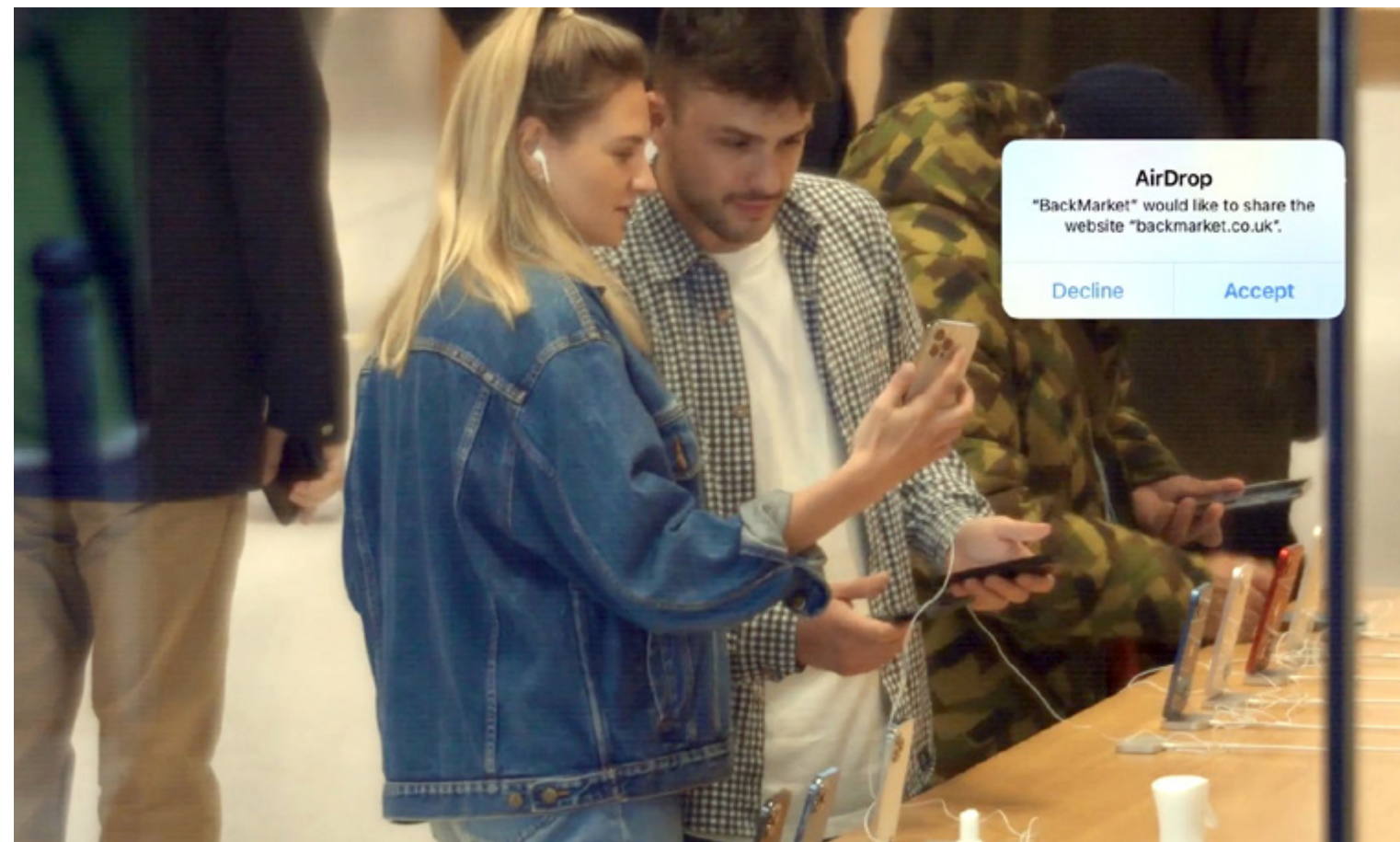




The Grand Prix Winners

BRAND EXPERIENCE & ACTIVATION

HACK MARKET | BACK MARKET



MARCEL, PARIS

On Earth Day, second-hand tech platform Back Market hijacked AirDrop technology to promote its refurbished alternatives via products in the Apple Store. The hack was maximised through a PR push, leading to a 46% increase in organic traffic month-on-month.

Jury President, Diana Sukopp, Chief Creative Officer, DDB Germany, said: "We all love a David versus Goliath story. This bold and brilliant hack combines a strong story with excellent strategy, experience and activation to move both people and business."

[HACK MARKET](#)

CREATIVE BUSINESS TRANSFORMATION

THE UNWASTED BEER | HEINEKEN



PUBLICIS ITALY, MILAN / PUBLICIS, DUBLIN

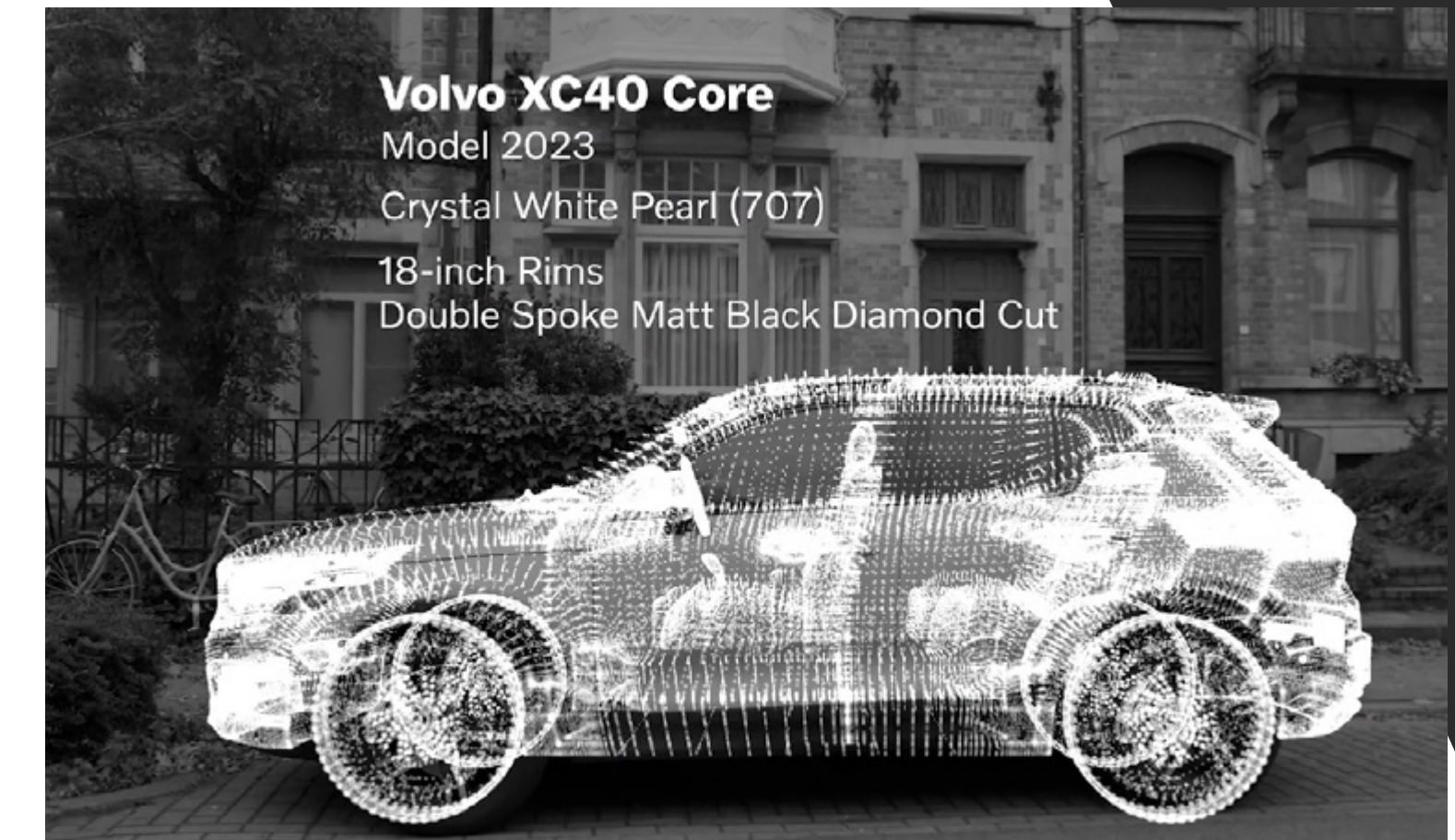
Heineken bought back 15.5 million litres of lockdown beer from closed bars and turned it into biogas, electricity, animal feed, fertiliser, water and heat. The Unwasted Beer became a global sustainable programme.

Jury President, Karen Boswell, Chief Transformation Officer, VMLY&R EMEA, said: "This set a new bar for creative transformation that came from thinking differently and behaving 'inside-out'. This sent a clear message for how good businesses can do good business."

[THE UNWASTED BEER](#)

CREATIVE COMMERCE

VOLVO STREET CONFIGURATOR | VOLVO CARS BELUX



FAMOUSGREY, BRUSSELS

Volvo enabled people to use their smartphones to snap a passing Volvo vehicle and learn its specification. It generated a 175% higher conversion rate, making January 2022 a record month for Volvo Belgium.

Jury President, Diana Sukopp, Chief Creative Officer, DDB Germany, said: "Volvo has excelled in a saturated market by creating a platform that will serve online car sales in the future. Other manufacturers will have to follow."

[VOLVO STREET CONFIGURATOR](#)



The Grand Prix Winners

CREATIVE DATA

TOXIC INFLUENCE | UNILEVER, DOVE



OGILVY, LONDON

Data helped craft the idea and the execution of this deepfake experiment that put the words of toxic influencers into the mouths of young girls' mothers. The film generated 3.1 billion earned impressions in more than 60 countries.

Jury President, Andreia Vaz, Head of Innovation & Digital Transformation, Nestlé Iberia, Spain & Portugal, said:

"Without data, Dove wouldn't have achieved this brilliant idea and executional "deepfake" result. It's strongly rooted in culture, relevant across generations and relatable, making it effective and forward-thinking."

[TOXIC INFLUENCE](#)

CREATIVE EFFECTIVENESS

RENAULT - VILLAGE ÉLECTRIQUE | RENAULT



PUBLICIS CONSEIL, PARIS

Renault proved the accessibility of switching to electric by replacing every single car in Appy, a remote French village, with its all-electric Renault ZOE. Almost two years after launch, Renault had increased ZOE's sales by 50% and became France's best-selling electric vehicle.

Jury President, Tanja Grubner, Global Brand, Innovation & Communications Director, Essity Global, said: "This changed the narrative around electric mobility, outperforming competitors while generating a positive impact on the environment. It demonstrates how long-term commitment pays off for the consumer, the brand, the business and the planet."

[VILLAGE ÉLECTRIQUE](#)

CREATIVE STRATEGY

REDUCE THE RIDE | D'IETEREN



HAPPINESS, AN FCB ALLIANCE, BRUSSELS

Belgian car distributor D'Ieteren demonstrated its new private transport service HUSK by minimising the time that special needs children spend travelling to and from school. Off the back of this, it won 80% of a government contract.

Jury President, Tanja Grubner, Global Brand, Innovation & Communications Director, Essity Global, said: "Our Grand Prix winner tackled Belgium's most shameful mobility problem. We awarded cases like these that demonstrated how strategy unlocked a powerful creative solution with a lasting impact, celebrating ingenious ways to tackle tough challenges."

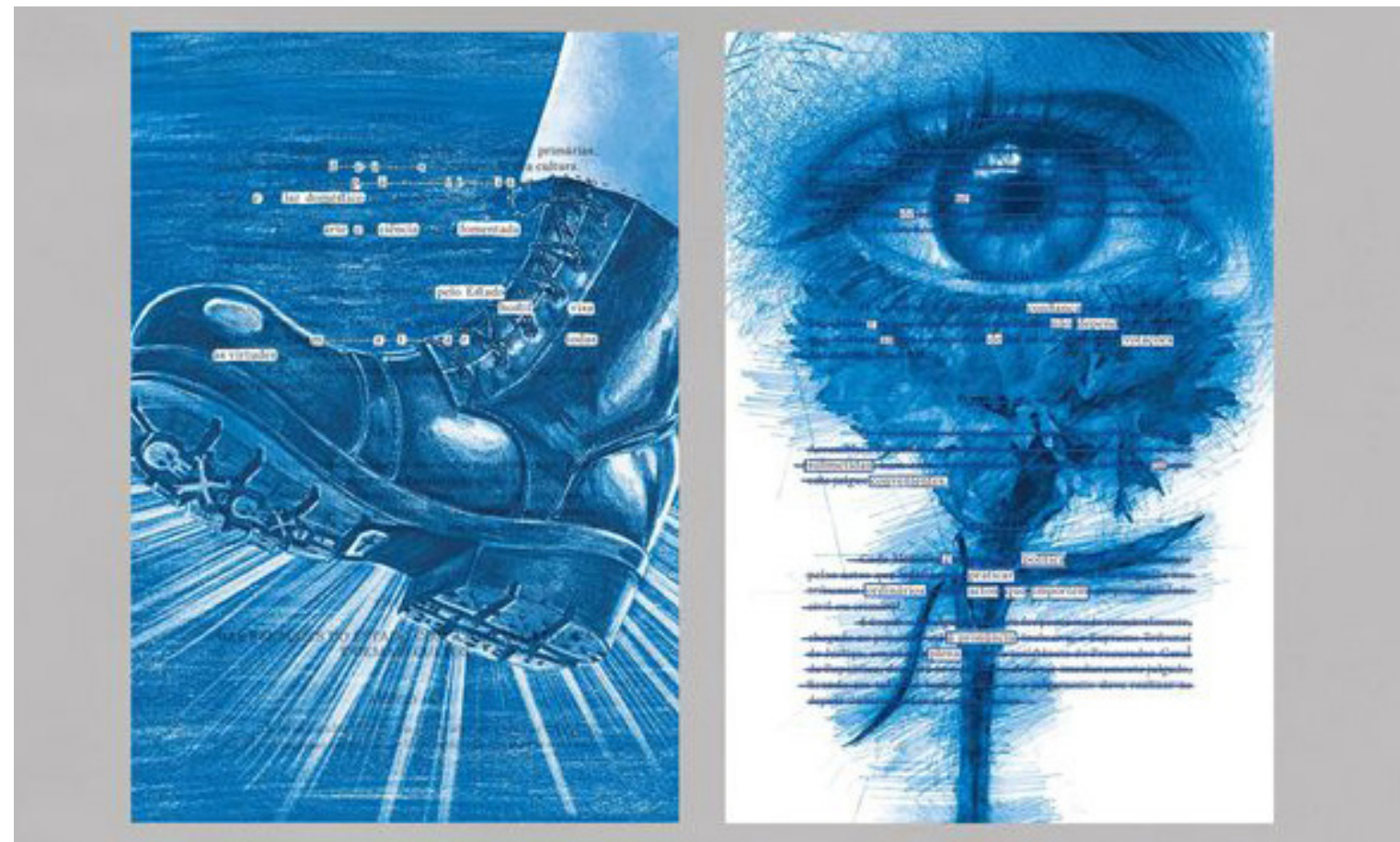
[REDUCE THE RIDE](#)



The Grand Prix Winners

DESIGN

PORTUGUESE (RE)CONSTITUTION | PENGUIN RANDOM HOUSE PORTUGAL



FCB, LISBON

Blue pencil was used to censor artists under Portugal's fascist dictatorship. So when Penguin Books wanted to show its love for Portuguese culture, it imbued this symbol of repression with new meaning. The Portuguese (Re)Constitution featured the work of poets and illustrators, all of whom used blue pencil to transform the original constitution into a manifesto for freedom.

Jury President, Laura Jordan Bambach, President & Chief Creative Officer, Grey London, said: "This delivers directly to the business problem that Penguin set out and is a wonderful example of poetry, craft, creativity and attention to detail."

[PORTUGUESE \(RE\)CONSTITUTION](#)

DIGITAL CRAFT

ADOBE X BOWIE | ADOBE



DENTSU CREATIVE, AMSTERDAM

Adobe and the Bowie Estate created a platform encouraging users to create unique personas. On entering David Bowie's virtual dressing room, visitors could pick up and use Bowie-inspired digital tools.

Jury President, Carren O'Keefe, Executive Creative Director, AnalogFolk, said: "This is a masterclass in reimagining the beautiful journey of a well-crafted destination site. From entry to exit to beyond the site itself, every step showed technical artistry."

[ADOBE X BOWIE](#)

DIRECT

BACKUP UKRAINE | POLYCAM X UNESCO X BLUE SHIELD



VIRTUE WORLDWIDE, NEW YORK

Polycam x UNESCO's 'Backup Ukraine' initiative engaged smartphone-owning Ukrainians to photograph their treasured monuments and upload them into the cloud as a digital blueprint.

Jury President, Sanjiv Mistry, Executive Creative Director, McCann London, said: "'Backup Ukraine' empowered Ukrainians by enabling them to preserve an often forgotten casualty of war - the nation's cultural heritage. This idea is practically perfect, and gave us goosebumps."

[BACKUP UKRAINE](#)



The Grand Prix Winners

ENTERTAINMENT

STARAOKE | PRIME VIDEO



OGILVY, MILAN

Italian singer Laura Pausini promoted her biopic with an unorthodox mass karaoke session in Rome. Drones with lights took to the night sky with the lyrics of the film's title song. It helped the biopic become the most watched title on Prime Video on its release day in Italy and Spain.

Jury President, Broderick Hicks, Senior Vice President, Head of EMEA, Wasserman EMEA, said: "This reimaged the use of drone technology, redefined live experiences and reminded us how community should be. It captivated the audience and quite literally brought some light to the world."

[STARAOKE](#)

FILM

THE SPIDER AND THE WINDOW | SAMSUNG ELECTRONICS



LEO BURNETT, FRANKFURT

A furry arachnid becomes besotted with the Samsung Galaxy S22 Ultra smartphone in this endearing film — thanks to the camera's resemblance to a spider's eyes. The unusual story attracted 21 million views across social platforms.

Juror, Marie Poumeyrol, Associate Creative Director, Publicis Italy, said: "This needed to achieve excellence across all areas (idea, crafting, emotions) but also do something truly special. That comes down to memorability. Will the industry remember this piece 5 years from now? Absolutely."

[THE SPIDER AND THE WINDOW](#)

FILM CRAFT

THE SPIDER AND THE WINDOW | SAMSUNG ELECTRONICS



LEO BURNETT, FRANKFURT

Samsung showcased its softer side through a realistic, yet loveable, animated spider. This moving film, which was free from dialogue, relied on high-end CGI animation to tell its story of longing and loss.

Jury President, Thor Brammer Jacobsen, Managing Director & Co-Founder, new-land, said: "This moving story contains all the narrative ingredients of a masterpiece. The character animation is world class and the integration between animation and vfx creates a seamless, beautiful love story."

[THE SPIDER AND THE WINDOW](#)



The Grand Prix Winners

GLASS: THE AWARD FOR CHANGE

TOXIC INFLUENCE | UNILEVER, DOVE



OGILVY, LONDON

Personal care brand Dove encouraged girls to avoid toxic online beauty hacks after being shown a deepfake of their mothers giving the same advice. The experiment has driven millions of parents to digital tools on Dove's Self-Esteem Project website.

Jury President, Tanja Grubner, Global Brand, Innovation & Communications Director, Essity said: "We awarded work that shatters the glass ceiling rather than just talking about it. Dove identified the barriers in its way – toxic influencers – and found ways to combat technology with technology."

[TOXIC INFLUENCE](#)

HEALTHCARE

SUGAR KIDS | SPANISH MINISTRY OF CONSUMER AFFAIRS



VMLY&R HEALTH MADRID

Spanish kids consume their own body weight in sugar every year. So sugar sculptures of kids were at the heart of a push to raise awareness of high sugar consumption and prompt healthier diets. It generated €7.2 million in earned media and led to a new law to help reduce kids' sugar intake.

Jury President, Orrin Pollard, EU Director of Creative Expression, Syneos Health Communications, said: "This created a sense of guilt and urgency, highlighting an important societal issue. It is a testament to the life-changing power and effectiveness of creative communication."

[SUGAR KIDS](#)

INDUSTRY CRAFT

CHILLBOARDS | MOLSON COORS



NORD DDB, COPENHAGEN

Coors Light beer with 'Chillboards' helped reduce cooling costs by using reflective temperature-lowering paint on large roofs. As well as lowering electricity bills by an average of 20%, the initiative also grew purchase intent by 42.4%.

Jury President, Laura Jordan Bambach, President & Chief Creative Officer, Grey London, said: "Design and thoughtful craft can tackle serious issues. Although this is small in scope, it is big on impact, making a serious difference in the residents' lives and in the consumption of energy."

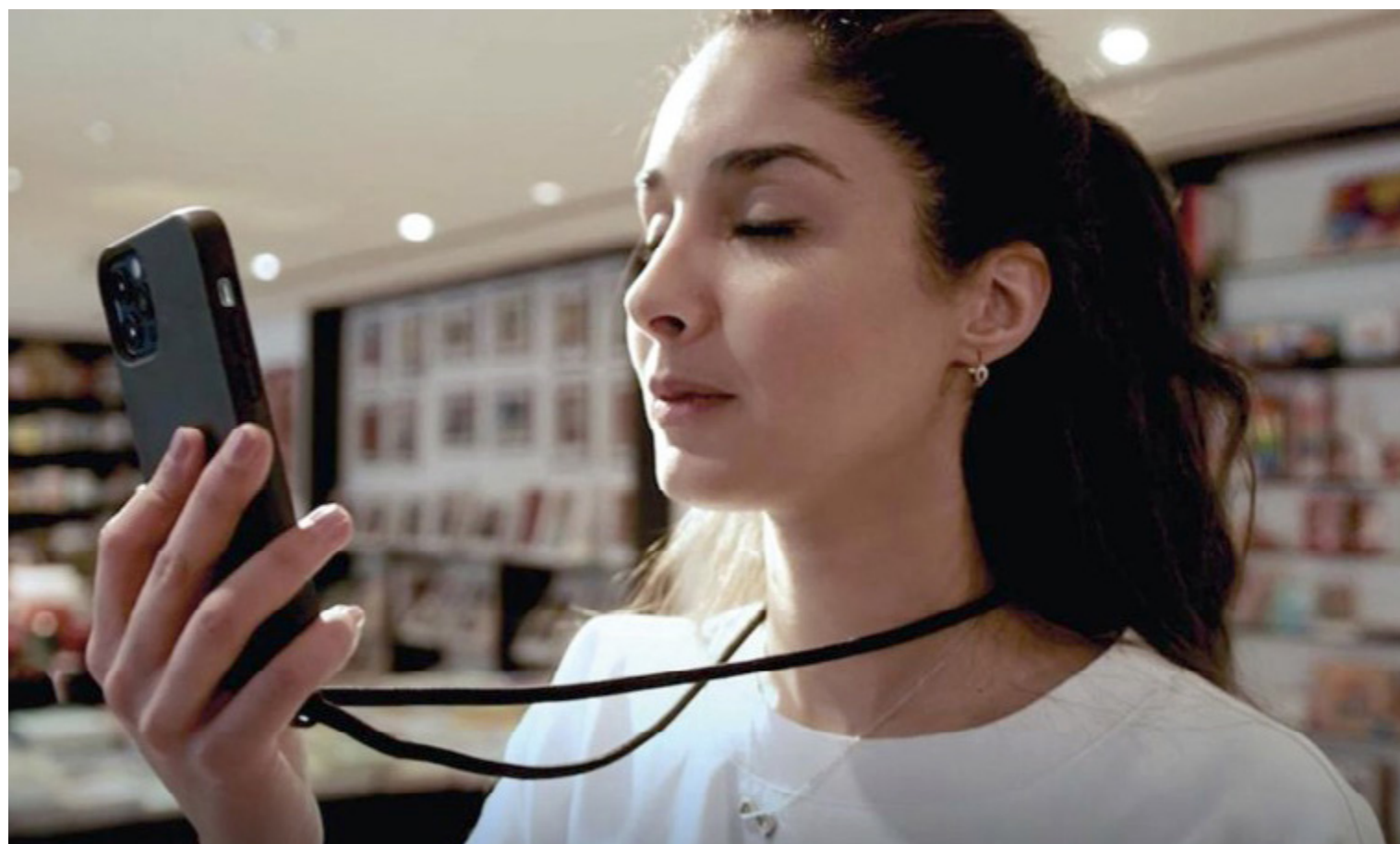
[CHILLBOARDS](#)



The Grand Prix Winners

INNOVATION

DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY | DOT INCORPORATION



SERVICEPLAN, MUNICH

Dot used its actuator technology to create the first smart tactile graphics display for the visually impaired. The tech has been shared with competitors, and the company is working with governments to integrate the display within the curriculum.

Jury President, Andreia Vaz, Head of Innovation & Digital Transformation, Nestlé Iberia (Spain & Portugal), said: "A 'test & learn' mentality is essential to innovation. Without being bold, there's no potential to contribute at scale for the world to change. This was a fundamental opportunity to be thankful for this company's creativity in service of transformative social work."

[DOT PAD](#)

INTEGRATED

THE NIGHT IS YOUNG | HEINEKEN



PUBLICIS ITALY MILAN

Heineken took a pro-vaccination stance by showing a nightclub full of older, fully vaccinated people dancing to Sylvester's 'You Make Me Feel'. Despite encountering backlash from anti-vaxxers, the joyous older dancers prompted 64% of under-27s to commit to vaccination.

Jury President, Laura Jordan Bambach, President & Chief Creative Officer, Grey London, said: "Integration is more than an idea that exists in different media; it also delivers real value to the brand purpose and beyond. We felt this idea was a great example of both – and beautifully executed. Heineken is unafraid to take a stand on the things that matter."

[THE NIGHT IS YOUNG](#)

MEDIA

CIRKULÄR | IKEA



ACCENTURE SONG, COPENHAGEN

IKEA encouraged consumers to use Black Friday to swap back their classic furniture and discover pre-loved alternatives. The two-part initiative featured across TV, outdoor, print, social and digital, and has become a sustainable service in 28 countries.

Jury President, Lizzie Nolan, EVP, Managing Director, Strategy & Insights, Havas Media, said: "The Grand Prix winner is a great example of sustainability and commerce colliding to create new forms of value across the consumer journey, executed in brilliant comms planning through three clear stages."

[CIRKULÄR](#)



The Grand Prix Winners

MOBILE

HACK MARKET | BACK MARKET



MARCEL, PARIS

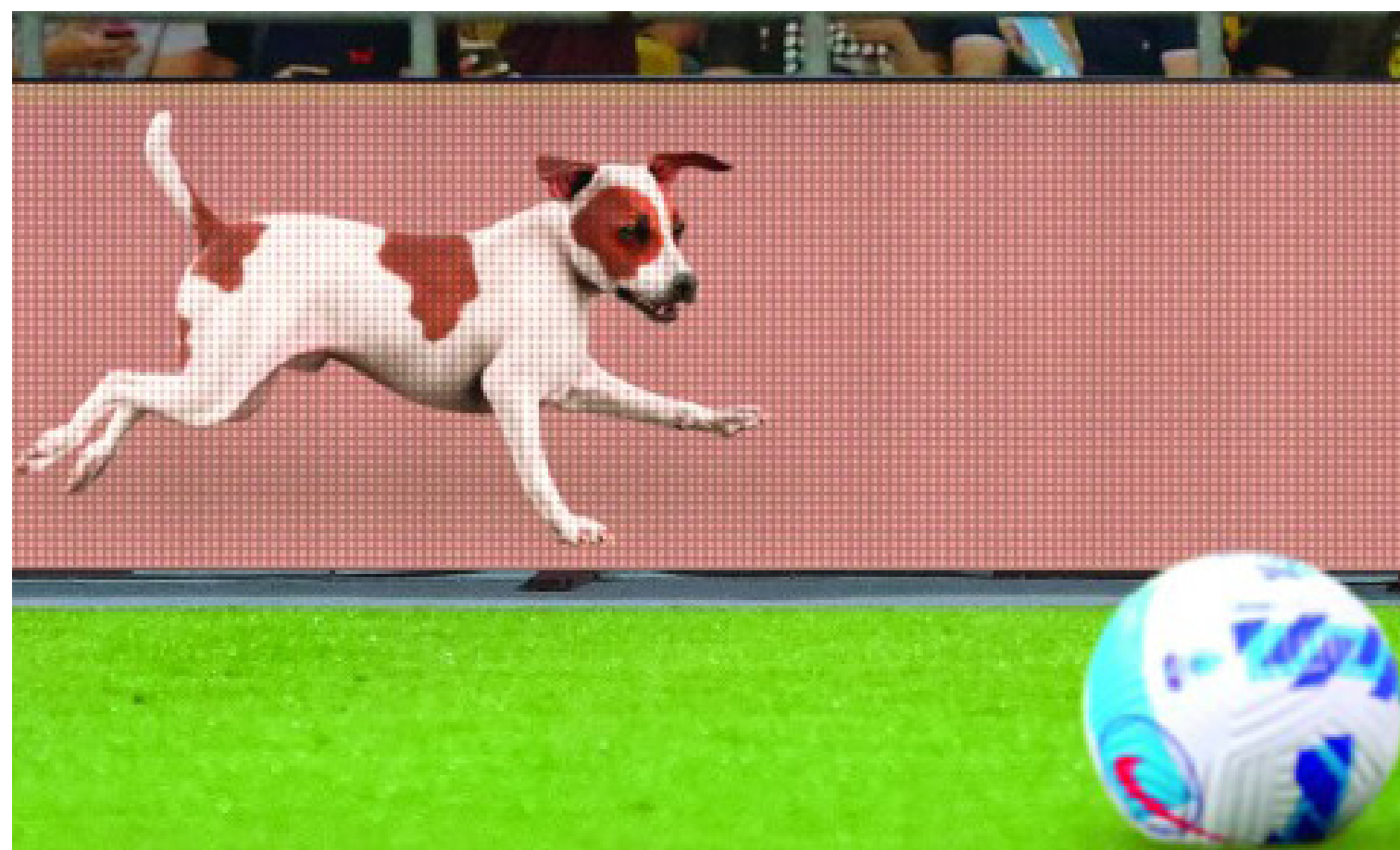
Turning Apple's demo devices into its own media channel, this refurbished tech platform used Airdrop technology to challenge and convert consumers at the point of purchase.

Jury President, Carren O'Keefe, Executive Creative Director, AnalogFolk, said: "This is a powerful illustration of how a simple, native mobile function can be incredibly disruptive to both an idea and a business if used creatively."

[HACK MARKET](#)

OUTDOOR

NEVERENDING CHASE | AFFINITY



HAVAS, MILAN

A 3D-animated dog chased a ball along the panels of an Italian football stadium to demonstrate the energy of a dog that eats Ultima Mini pet food. It engaged the 10,000 spectators in stadium and 320,000 viewers at home.

Jury President, Sanjiv Mistry, Executive Creative Director, McCann London, said: "This started with stadium DOOH signage then delivered a product demo of such boundless joy and lightness of touch, that it was possibly more watchable than the football match it ran beside. A pitch-perfect fusion of heart and tech."

[NEVERENDING CHASE](#)

PR

BACKUP UKRAINE | POLYCAM X UNESCO X BLUE SHIELD



VIRTUE WORLDWIDE, NEW YORK

A free app enabled people in Ukraine to help preserve the country's cultural treasures using Polycam's tech. Backup Ukraine secured 650 articles and news reports, and the story spread rapidly across social platforms, prompting civilian participation.

Jury President, Stefan Ronge, Chief Creative Officer EMEA, Edelman said: "This idea is a new way of safeguarding and restoring culture, setting a formula around how tech companies can put their tech to societal use and showcase their product at the same time."

[BACKUP UKRAINE](#)



The Grand Prix Winners

PRINT & PUBLISHING

OUTLAW RUNNERS | DISTANCE



BETC, PARIS

When a change to the Parisian speed limit caused public outcry, small Parisian running store Distance created an outlaw-themed print and video campaign using runners triggering speed cameras. This led to over 105 press articles promoting the work.

Jury President, Gaëtan du Peloux, Chief Creative Officer, Marcel, said: "This augmented experience of print is refreshing, irreverent and fun, and shows that print can be used as a reactive media. It's a brilliant execution that's catchy, simple and relevant for the brand."

[OUTLAW RUNNERS](#)

RADIO & AUDIO

EVEN MORE CONFUSING TIMES | BURGER KING



DAVID, MADRID

Following on from its 'Confusing Times' work, Burger King's 'Even More Confusing Times' radio spots focused on bewildering behaviour in the modern world. The gravelly voiceover informed listeners that Burger King's plant-based chicken nuggets tasted so convincingly like chicken that they only added to the confusion.

Jury President, Gaëtan du Peloux, Chief Creative Officer, Marcel, said: "The copy is brilliant, generous and hilarious, while the the craft and the casting are first class. This classic radio work is modern and connected."

[EVEN MORE CONFUSING TIMES](#)

SOCIAL & INFLUENCER

THE VIRTUAL HEINEKEN SILVER | HEINEKEN



PUBLICIS ITALY, MILAN

Heineken claims that its tongue-in-cheek take-down of the metaverse was its most successful launch in history. Purchase interest in Heineken Silver rose by 172% once the virtual drink had evolved into an actual beer.

Jury President, Anaïs Hayes, Head of Brand Innovation, Google, said: "Heineken's game-changing work was steeped in creativity in a uniquely social way that delivered incredibly strong results to both the brand and the audience."

[THE VIRTUAL HEINEKEN SILVER](#)



The Grand Prix Winners

GRAND PRIX FOR GOOD

GENDER SWAP | WOMEN IN GAMES



BETC PARIS

The animations of male and female characters in popular video games were swapped to highlight gender stereotyping. French streamers played with the new-look characters on Twitch, driving visibility for Women In Games. That led to partnerships with publishers including Ubisoft to help improve representation.

Jury President, Laura Jordan Bambach, President & Chief Creative Officer, Grey London, said: “This was a great example of work where execution didn’t get in the way of itself. It was simple and actionable, and made with the right partners to make a real impact. That allowed the full gut-punch of the message to land with power (and a lot of tears in the jury room).”

[GENDER SWAP](#)



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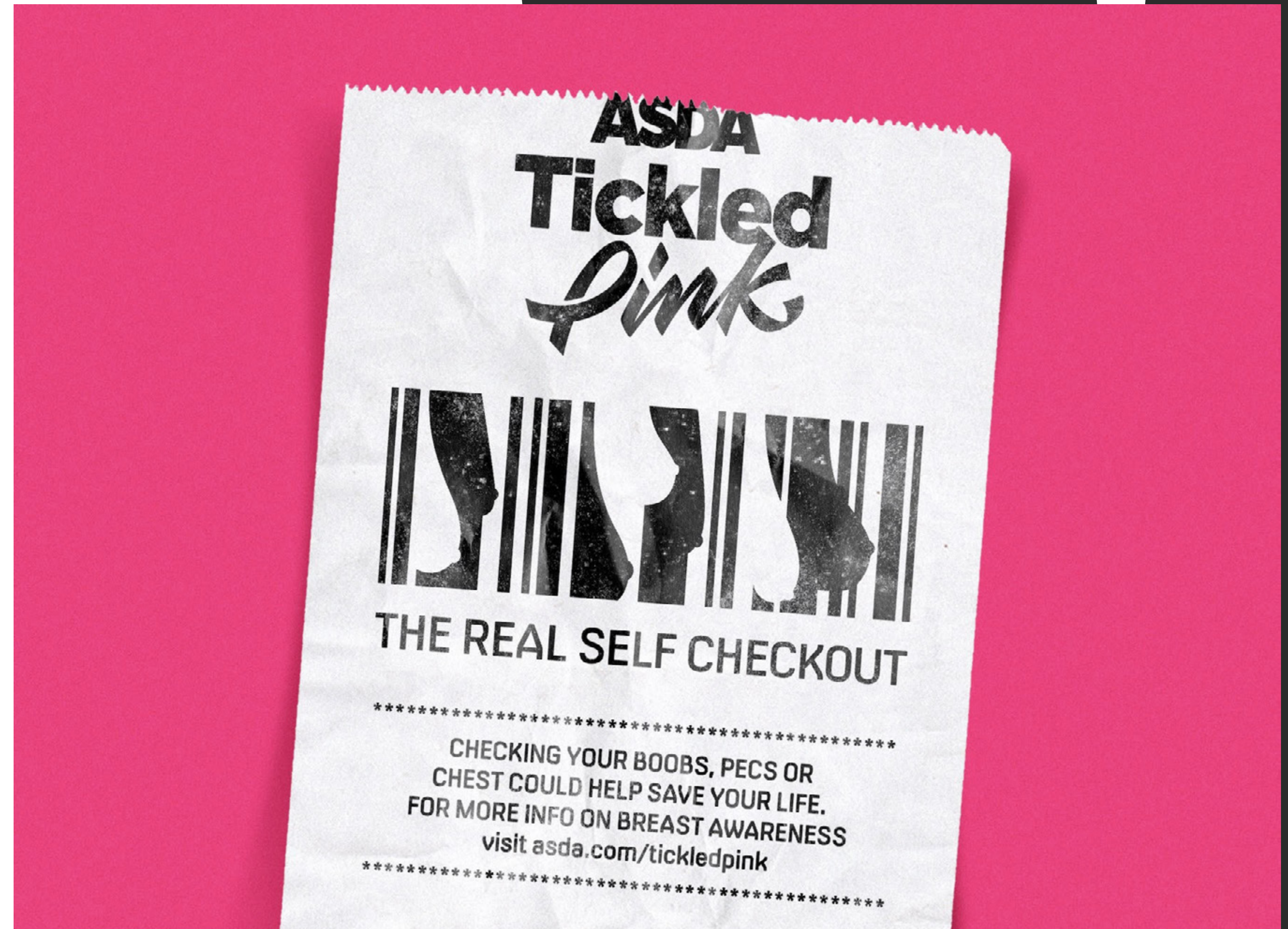
Trends From The Winning Work

Joyful Creativity

Jurors admired work that connected emotionally with audiences, or that used humour that could often transcend Europe's geographic and demographic borders. Samsung's '[The Spider And The Window](#)', by Leo Burnett Frankfurt, took the Grand Prix in both Film and Film Craft and showed how to use gentle humour to communicate product features.

Other work provided textbook examples of how to use joyful creativity to convey challenging messages. For instance, supermarket chain ASDA's '[The Real Self-Checkout](#)' used humour to encourage its 19 million customers to carry out breast self-examinations, showing the power of a fairly low-key interaction to drive reach and engagement for an important cause.

THE REAL SELF-CHECKOUT | ASDA TICKLED PINK



HAVAS, LONDON

BRONZE EUROBEST MEDIA



In Action: Joyful Creativity

The magic of mischief

Humorous, mischievous ideas delivered impressive returns. Prime Video's '[Louvre Flashback Tour](#)' recreated works of art from the museum featuring the film's main character. That helped the release to become one of the platform's top-three most watched movies, and netted it a Bronze Eurobest in Design. Meanwhile in Germany, an [anti-fascist league](#) enlisted help from pigeons to help deface far right posters...by placing bird-feeding stations right above them. And in Malmö, Sweden, [talking trash cans](#) that spoke dirty quadrupled use of public rubbish bins.

Leveraging levity

Brands across a range of countries and sectors adopted humour as a key component in their creative strategy. Two Christmas spots – the Norwegian Postal Service's '[When Harry Met Santa](#)' and Prime Video's '[An Unlikely Friendship](#)' – were feelgood films that both took Golds in Film Craft, while pet food [Ultima's](#) energetic puppy chased a football in real time around stadium billboards, delighting both fans and viewers. It took the Outdoor Grand Prix.

Retro revival

Paying homage to the past was a tactic taken by many Eurobest winners, with the 1990s proving particularly popular. IKEA's '[Trapped in the 90s](#)' recreated a typical 1990s home for Gen Zs to experience on a reality show, increasing product sales by 169%. That work took Gold Eurobest Awards in both Media and Entertainment. And the last season of [Derry Girls](#), a TV show set in 1990s Northern Ireland, was celebrated with a '90s-inspired cover of music magazine Smash Hits. It won a Gold in Industry Craft and a Silver in Design. Finally, '[The Originals](#)', for Renault, enabled petrolheads to travel through time and appreciate how Renault vehicles had evolved. It took three Silver Eurobest Awards in Industry Craft.

Accentuate the positive

Brands embraced the positive to find memorable ways to connect with audiences. '[Flutwein](#)' reframed bottles of wine that had been ruined by floods as desirable items, raising funds to rebuild Germany's Ahr Valley wine region. It won three Silvers and a Bronze. Visit Sweden's '[Discover The Originals](#)' enabled people to find out more about the places IKEA products had been named after, bringing a touch of humour to tourism messaging. That won Silvers in Film and Integrated. And Penguin Random House's '[Portuguese \(Re\) Constitution](#)' used the blue pen that had previously been deployed for censorship in a joyful celebration of Portuguese culture. That work took the Design Grand Prix.

Hacks and Hijacks

Jurors observed a rise in disruptive strategies across the Eurobest awards. '[Uber Eats – the Ad-Jacking](#)' saw the food delivery service hijack a three minute TV ad break, using push notifications to react to each individual spot.

Other hacks and hijacks aimed to raise awareness of societal issues, penetrating platforms including video games and mobile phone software. Initiatives that manipulated algorithms were common, as brands promoted online freedom by infiltrating browsers with fake data.

UBER EATS – THE AD-JACKING | UBER EATS



BUZZMAN, PARIS

GOLD EUROBEST FILM

In Action: Hacks and Hijacks

The growth of hacktivism

Hacks with a social agenda were a familiar sight among this year's winners. Double Grand Prix winner ['Hack Market'](#) used Apple stores and the Airdrop function to promote the environmental advantages of buying refurbished phones. And ['Anti Look - The Life-Saving QR Design'](#) discouraged photographing road accidents and holding up the emergency services by serving a sobering message when people held up their smartphones. It took Golds in Healthcare and Direct, as well as two Silvers. Finally, to raise awareness and donations, the Dutch Salvation Army created ['Truly Destroyed'](#) a hack of a Balenciaga collection called 'Destroyed' that had featured distressed clothes. A website, [trulydestroyed.com](#), listed threadbare gear worn out by homeless people. It won a Bronze Eurobest Award in Brand Experience & Activation.

Game-changing hacks

Video games were the target of various hacks as brands infiltrated gameplay. ['Gender Swap'](#), winner of the Grand Prix for Good, highlighted gender stereotyping in popular video games by hacking their code to feminise male characters. French animal protection organisation La SPA encouraged adoption by infiltrating feline-adventure game Stray with cats from its shelters. ['Adopt A Mod'](#) took Silvers in Direct and Healthcare. And in work that was shortlisted for Creative Effectiveness, NGO Reporters Without Borders ['The Uncensored Library'](#) raised donations by 62% through the use of Minecraft to overcome press censorship.

The revolt against algorithms

The uprising against algorithms and online data is underway. UNESCO's ['Cookie Factory'](#), a Chrome extension that feeds browsers with fake data, showed people how much data is gathered on them. It won Gold in Digital Craft. Meanwhile French retailer [FNAC](#) subverted the recommendation algorithm to serve up books, music and movies that didn't match user profiles. Engagement grew by 35.6% versus regular targeted efforts. It took Silver in Brand Experience & Activation. And a fake far right band hijacked music platforms' recommendation algorithms, helping to remove 700 actual far right tracks. ['Hetzjaeger Antifascist Algorithms'](#) won Silvers across Media, PR and Creative Data, and Golds in Digital Craft and Media.

Blue ocean recruitment

Innovative recruitment techniques saw brands turning up in unexpected places with attention-grabbing messaging. Many of these deployed a blue ocean strategy so they could benefit from being in locations where they could stand out easily. ['Inside Jobs'](#) hid messages to mechanics inside vehicles that needed servicing to lure them to join Volkswagen. That won Golds in Creative Strategy and Direct, as well as a Silver in Outdoor. Meanwhile, IKEA attracted tech talent by incentivising them with an unorthodox lunch: ['The 3D Printed Meatballs'](#) took Bronze in Direct. Finally, ['A Thousand Questions: Recruiting Foster Parents'](#) was an integrated push to address concerns of potential foster carers in Norway. It included tray inserts at fast food restaurants and food packaging, and increased enquiries about fostering by 26%.



Powerful Provocation

Provocation was a popular route to effectiveness among this year's Eurobest winners. Heineken planned for social media backlash with '[The Night Is Young](#)' while also encouraging young people to get themselves vaccinated (and back in bars and clubs). Imaginative and provocative channel use demonstrated how media can contribute towards impact. And stunts went beyond gimmickry, showing that they can be powerful ways to disrupt and get brands noticed.

THE NIGHT IS YOUNG | HEINEKEN



PUBLICIS ITALY MILAN

GRAND PRIX EUROBEST INTEGRATED



In Action: Powerful Provocation

Brand sacrifice

Brands went beyond convention to discourage overconsumption. Media Grand Prix winner [‘Cirkulär’](#), for IKEA, used Black Friday to encourage upcycling, increasing positive impact perception by 29%. Meanwhile, pain relief brand Nurofen’s musical alternative to unnecessary pill-taking, [‘Tune Out Pain’](#), took a Silver Eurobest Award in Radio and Audio. And Renault’s [‘Use it Wisely’](#) film saw Renault Captur E-Tech Hybrid owners renounce their vehicle and walk or cycle. Encouraging users to reconsider their car use led to a 71% increase in sales of the model year-on-year.

Achievable behavioural change

Winning work prompted positive changes. [‘Sugar Kids’](#), the Healthcare Grand Prix winner, led to a Spanish law to address kids’ unhealthy diets through a powerful visual idea: sugar statues of kids. Meanwhile in Italy, Heineken’s [‘The Night Is Young’](#) encouraged 64% of under 27s to get vaccinated. And CALM x ITV’s [‘The Last Photo’](#), prompted people to help with suicide prevention by sharing the last videos of people who had killed themselves where they appeared to be far from suicidal. It took a Gold Eurobest Award in Integrated.

Stunt-led growth

Brands helped to raise awareness through brave and bold stunts that left a lasting impression on audiences. [‘Motherland Pride’](#) saw LGBTQIA+ NGO KyivPride use a drone to place a rainbow flag in the hands of the city’s iconic Motherland Monument. Social & Influencer Grand Prix winner, [‘The Virtual Heineken Silver’](#), was a cheeky poke at the metaverse hoaxing people into tasting a beer that didn’t exist. And a timely stunt came from language learning app Duolingo. For World Tattoo Day, [‘The Tattoo Duo Over’](#) treated embarrassing mistranslations of tattoos featuring foreign words to a free cover-up, increasing Duolingo’s following by 167% across social channels. It won a Silver and three Bronzes.

Unorthodox media

Media channels were used in novel ways to provoke reflection or incite change. Brewer Molson Coors reduced overheating through billboards that could be felt rather than seen. [‘Chillboards’](#), which took the Industry Craft Grand Prix, reduced cooling costs by \$40,000. Vienna’s tourist board used OnlyFans, a subscription site known for its pornographic content, as a platform to protest art censorship. [‘Vienna Strips on Only Fans’](#) took five Eurobest Awards, including Gold in PR. And The Estonian Sexual Health Association disguised content marketing space as a shocking tabloid story on child manipulation. [‘14 is not OK’](#) prompted officials to change the age of sexual consent to 16, and took a Eurobest Award in Creative Effectiveness.



Community- First Creativity

Jurors across Eurobest emphasised that unity, freedom, inclusion and community were strong themes in this year's winning work.

Work such as Channel 4's '[Altogether Different](#)', a celebration of diversity, typified many winning pieces that called for greater acceptance in society.

Creative work to show solidarity and support for the people of Ukraine drove empathy and donations, as well as highlighting the widespread support needed to cope with the long-term impacts of war. '[Uprooted](#)' for UNHCR, The UN Refugee Agency, featured a cast and crew of 50 Ukrainian refugees now living in Germany. Its closing line reads: "To survive the memories of war, refugees need the support and embrace of us all."

ALTOGETHER DIFFERENT | CHANNEL 4



4CREATIVE, LONDON

BRONZE EUROBEST ENTERTAINMENT



In Action: Community-First Creativity

Fighting censorship

Censorship has been a major challenge during the war on Ukraine, and creative thinking and smart platform use has helped people access information. Fashion retailer Nehera's '[Special Love Operation](#)' enabled Tinder users in Russia to access the latest on Ukraine via the matchmaking platform. It achieved an organic reach of 11 million. Similarly, with '[The Truth Wins](#)', Reporters Without Borders turned the lottery numbers into a code for Russians to access the news via Twitter. That work won a Gold in Media as well as three Bronzes. And Reporters Without Borders' '[The Uncensored Library](#)', a Minecraft-based initiative to overcome press censorship, was shortlisted for Creative Effectiveness.

Showing solidarity

Many different countries have stood shoulder to shoulder with Ukraine and its citizens. Italians donated 2,300 household items via IKEA following '[The Suitcase](#)', an in-store installation reminding shoppers that Ukrainian refugees had abandoned their homes with just a suitcase for all their possessions. It took Silver in Media and Bronze in Brand Experience & Activation. '[Breaking Sirens](#)' played the terrifying sound of air raid sirens throughout Portugal, prompting the population to empathise with Ukrainians. And in Sweden, '[Not Delivered](#)' raised awareness of the harsh realities of families being torn apart, with the simple yet relatable concept of a text not being delivered. It took Bronze in Integrated.

Towards inclusion

The Anne Frank House's '[Bookcase for Tolerance](#)' leveraged Frank's story of anti-Semitic persecution to share modern-day stories of hate experienced by young people on account of their identity, race or sexuality. It won a Silver Eurobest Award in Design. The Creative Strategy Grand Prix winner, D'leteren's '[Reduce The Ride](#)' integrated special needs children and their families into society by drastically improving their school run. And '[Freedom Grams](#)' was a call for justice. It used AR-enabled cannabis packaging used by both growers and retailers to narrate the stories of the 40,000 prisoners who are still incarcerated for the possession of small amounts of cannabis. It took Bronze in Design.



Targeted Tech

Brands renounced the use of 'technology for technology's sake' in favour of work that offered tangible solutions. New and existing tech was used to assuage physical or mental health conditions or to strengthen community. '[Backup Ukraine](#)' used mobile devices to enable an act of collective resistance against war, and took the Grand Prix in both PR and Direct.

Tech was also used to offer engaging experiences that blurred the lines between real and virtual worlds. Adobe's immersive gaming experience '[Adobe x Bowie](#)' invited audiences into David Bowie's virtual dressing room, showing how online environments can encourage greater self-expression.

ADOBE X BOWIE | ADOBE



DENTSU CREATIVE, AMSTERDAM

GRAND PRIX EUROBEST DIGITAL CRAFT



In Action: Targeted Tech

Health innovations

Winning work harnessed tech to advance inclusivity in health, in some cases improving the accessibility of tech itself. '[Dot Pad](#)', which took the Grand Prix in Innovation, converted text and images into tactile graphics for the visually impaired. Meanwhile, the '[STAYBL](#)' application steadied browser movement to compensate for tremors caused by Parkinson's disease. It took a Gold Eurobest award in Mobile, a Silver Eurobest Award in Healthcare and a Bronze Eurobest Award in Design. Another app, '[TALKK](#)', used Samsung technology to democratise eye-tracking communication for ALS patients. Within three months, 50% of Spanish patients had used the service.

Assuaging anxiety

Tech was also used to help mental health. '[Toxic Influence](#)', for Unilever's personal care brand Dove, tackled the impact of social media on self esteem through a data-driven deepfake experiment. The film achieved 115.5 million organic views, and took the Grand Prix in Creative Data and Glass: The Award For Change. Elsewhere, '[Therapeutic Play](#)' used gaming as a tool to ease the clinical surroundings of hospitalised children, and took a Bronze Eurobest Award in Brand Experience & Activation. Finally, Ukrainian smartwatch manufacturer [Emwatch](#) aimed to reduce stress caused by upcoming deadlines with a function that altered the perception of time.

Blurred worlds

Brands created exciting experiences that bridged real and virtual worlds. [Prime Video](#) immersed fans in the gore of its online series, The Boys, through a grisly real-world experience. It took Silver Eurobest Awards in both Direct and Entertainment. The World Wide Fund Germany's '[Non-Fungible Animals](#)' turned the NFT marketplace into a fundraising platform for real endangered species. The collection of digital art took Bronze Eurobest awards in PR, Social & Influencer and Digital Craft, as well as a Silver Eurobest Award in Media. The world of Playstation's Horizon Forbidden West video game featured in '[Teleencyclopedia](#)', a popular documentary series in Romania. And '[The Tavern](#)', which took a Bronze Eurobest Award in Film, saw World of Warcraft characters playfully acknowledge the real world.



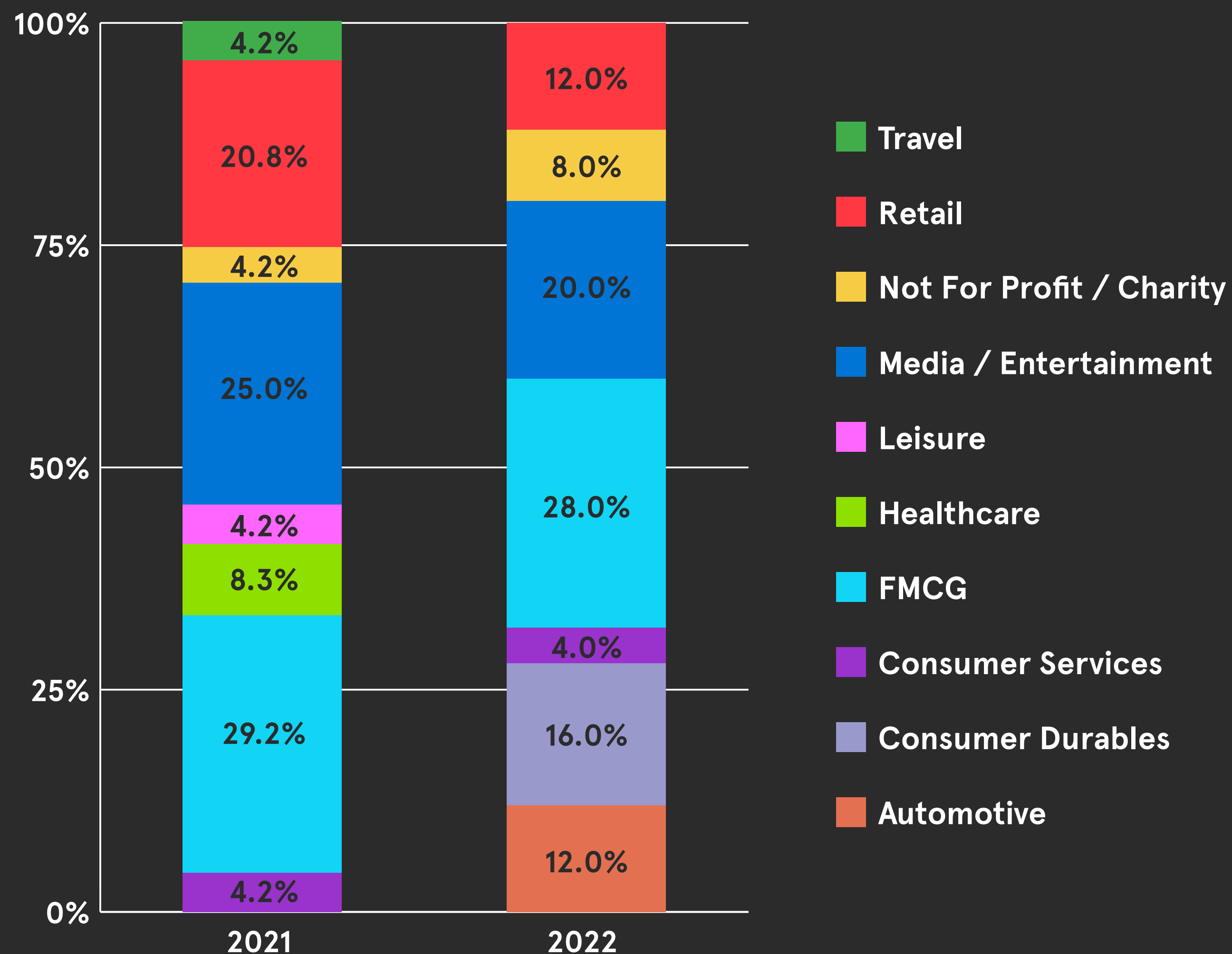
Grand Prix Performance by Sector

Automotive and **Consumer Durables** have seen the greatest **year-on-year increase** in terms of number of Grand Prix wins; together they accounted for 28% of all Grands Prix in 2022.

FMCG remains the **largest sector** in terms of Grand Prix wins.

Sectors in Focus

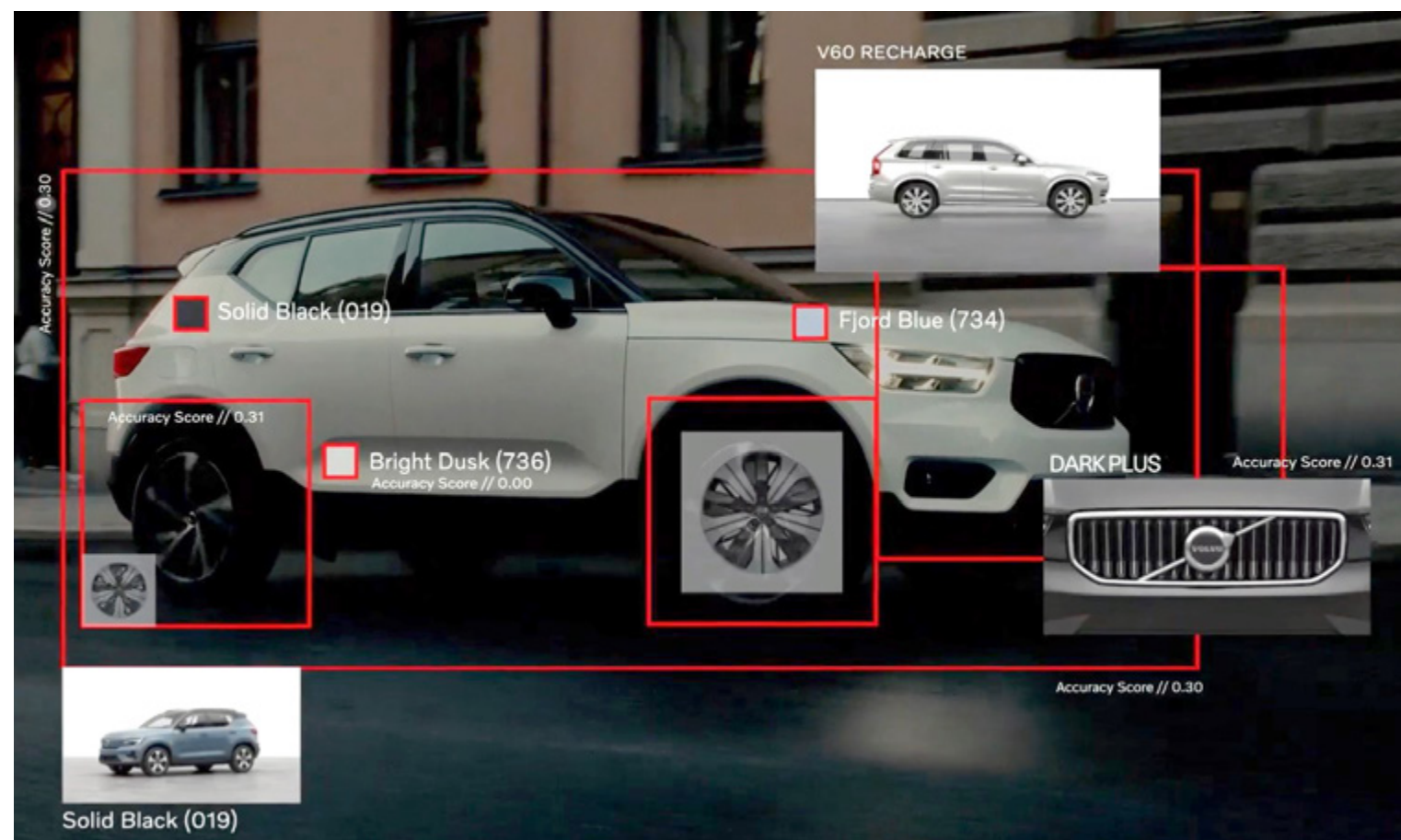
(% Share of all Grands Prix Awarded)



Sector Focus: Automotive

Across three Grand Prix wins, automotive brands showed creativity in commerce, recruitment, EV adoption and product demo

VOLVO STREET CONFIGURATOR | VOLVO CARS BELUX



FAMOUSGREY, BRUSSELS

GRAND PRIX EUROBEST CREATIVE COMMERCE

RENAULT - VILLAGE ÉLECTRIQUE | RENAULT



PUBLICIS CONSEIL, PARIS

GRAND PRIX EUROBEST CREATIVE EFFECTIVENESS

REDUCE THE RIDE | D'IETEREN



FCB BRUSSELS

GRAND PRIX EUROBEST CREATIVE STRATEGY

The Creative Effectiveness Grand Prix, '[Renault - Village Électrique](#)', addressed barriers to electric vehicle adoption and lifted sales of the Renault ZOE by 50%. Meanwhile, Nissan's '[Leaf Evangelists](#)' invited drivers to use Facebook Messenger to address the doubts of non-EV drivers. The unconventional approach increased Nissan Leaf leads by 130% and took a Bronze Eurobest Award in Direct.

[Hyundai](#) announced its switch to carbon neutral with a series of deceptive photographs highlighting the crash that climate change leaves behind, and took a Bronze Eurobest Award in Outdoor and a Silver Eurobest Award in Print & Publishing. And the Creative Commerce Grand Prix, '[Volvo Street Configurator](#)', reduced the carbon footprint of car sales by moving showrooms to the street.

Other work added emotions to auto brands. Renault reignited brand love through '[The Originals](#)', a merchandising store showcasing miniatures of nostalgic Renault models. Its retro 3D posters took a Silver Eurobest Award in Industry Craft and a Bronze Eurobest Award in Outdoor. Another Renault winner, '[The Store](#)', took a Bronze Eurobest Award in Film, following a small family business through generations and highlighting the dependability of Renault utility vehicles throughout. And Volvo's melodramatic '[Love Story](#)', which saw two trucks spark a romance, also made the Film shortlist.

Finally, Belgian car distributor [D'Ieteren](#) won 80% of a government contract by reducing the journey time of special needs children travelling to and from school. The product demo, which launched the company's private transport service, took the Creative Strategy Grand Prix.

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Rankings 2022

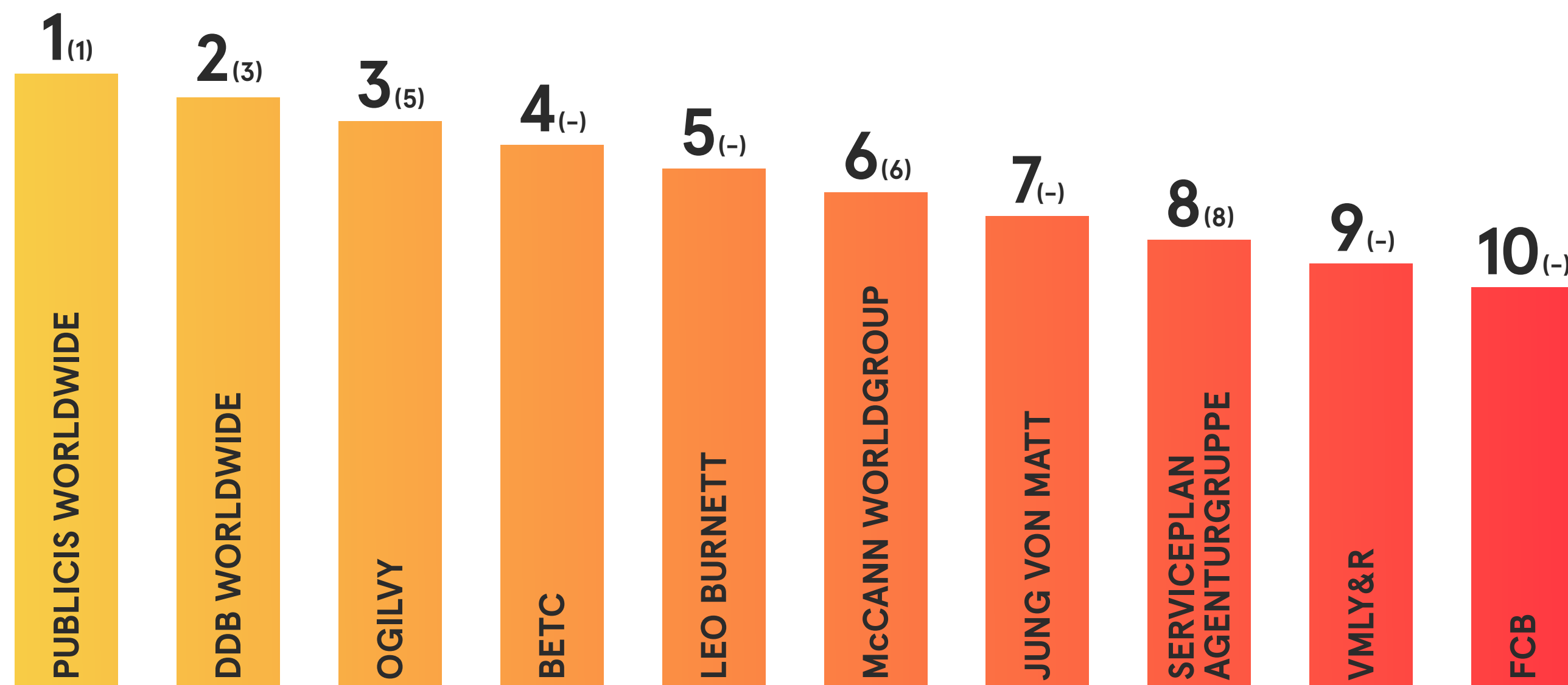


Network of the Year: Publicis Worldwide

Publicis Worldwide is crowned Network of the Year, following six Grand Prix wins. Four Grands Prix were for long-term clients Renault and Heineken. The Grand Prix for Creative Effectiveness was awarded to Paris-based Publicis Conseil for Renault [‘Village Électrique’](#). And Heineken’s witty, attention-grabbing work impressed Eurobest jurors, taking three Grands Prix. And Back Market’s [‘Hack Market’](#), by Marcel Paris, took two Grands Prix: Brand Experience & Activation and Mobile.

DDB Worldwide came in second place. One of its big wins came from Nord DDB Copenhagen’s Coors Light work, [‘Chillboards’](#), that netted the Industry Craft Grand Prix. This innovation helped to prepare low-income areas for heatwaves by reducing cooling costs.

Ogilvy came in third place. Its London office won two Grands Prix (Creative Data and Glass: The Award For Change) for Unilever-owned personal care brand [Dove](#). And [‘Staraoke’](#), for Prime Video by Ogilvy Milan, took the Entertainment Grand Prix.



2021 position in brackets

RENAULT - VILLAGE ÉLECTRIQUE | RENAULT



PUBLICIS CONSEIL, PARIS

GRAND PRIX EUROBEST CREATIVE EFFECTIVENESS

“Brands must build authentic relationships with audiences who are no longer satisfied with passively accepting promotional messages. That inspires us to produce creative experiences that matter enough to live in culture and earn relevancy.”

Bruno Bertelli

Global Chief Creative Officer, Publicis Worldwide

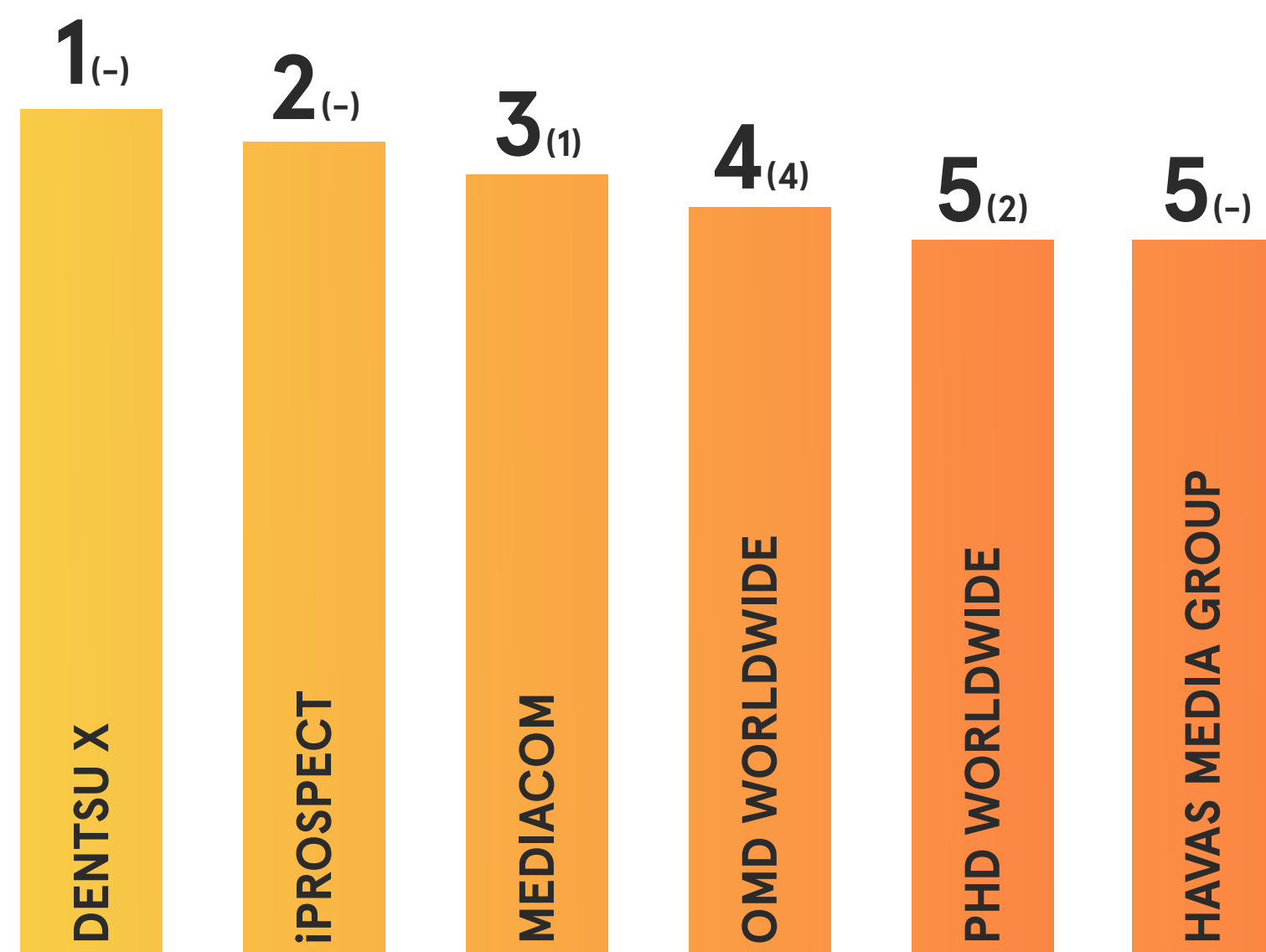


Media Network of the Year: dentsu X

dentsu X was awarded Media Network of the Year following its Media Grand Prix-winning work '[Cirkulär](#)' for IKEA. The two-part initiative to recycle second-hand furniture in IKEA stores led to more than 155,000 items being upcycled.

iProspect took second place following a Gold Eurobest Award in Media with '[IKEA: Trapped in the 90s](#)', a nostalgic reality TV show which increased product sales by 169%.

MediaCom came third. Its wins included a Silver Eurobest Award for Media for its London office for a partnership between TV ratings magnet 'Love Island' and [eBay UK](#) to promote pre-loved clothes.



"Our success has been accelerated by a group-wide strategy called horizontal creativity, which embeds creativity at the heart of everything that dentsu does. Our greatest learning is that there is no dichotomy between art and science. The two propel each other, delivering valuable consumer experiences and exceptional business success for our clients."

Sanjay Nazerali

Global Client & Brand President, dentsu X

2021 position in brackets

CIRKULÄR | IKEA



DENTSU X

GRAND PRIX EUROBEST MEDIA

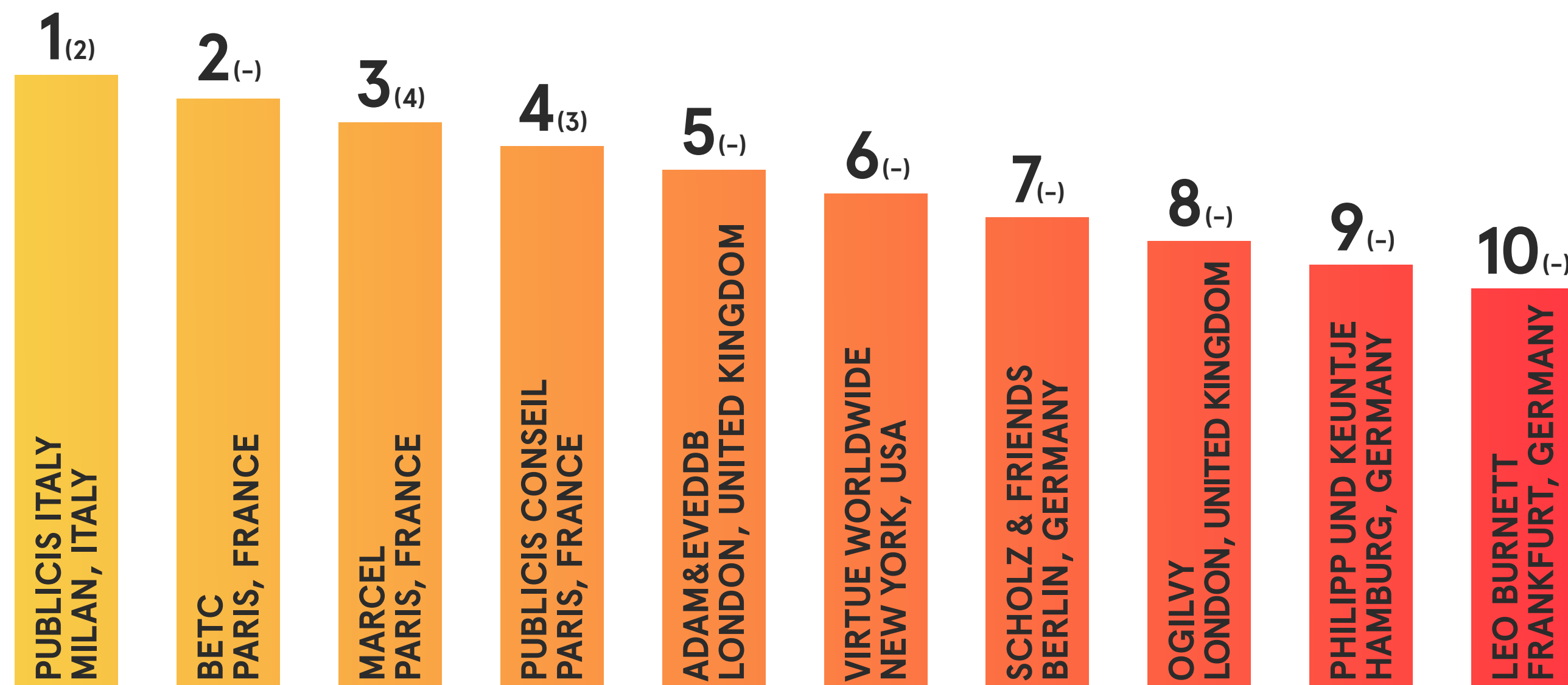


Agency of the Year: Publicis Italy, Milan

Publicis Italy took the Agency of the Year title. For Heineken alone, it won three Grands Prix: Creative Business Transformation for [‘The Unwasted Beer’](#), a sustainability initiative; Social & Influencer for [‘The Virtual Heineken Silver’](#), a beer mischievously faux-launched in the metaverse; and Integrated for [‘The Night Is Young’](#), that encouraged younger people to book their Covid vaccines.

BETC Paris came in second place. Its winning work included the Print & Publishing Grand Prix with [‘Outlaw Runners’](#) for Distance and the Grand Prix for Good for Women In Games’ [‘Gender Swap’](#).

Also based in Paris was Marcel, the agency in third place. It took two Grands Prix (Mobile and Brand Experience & Activation) for Back Market’s [‘Hack Market’](#) which hacked Apple stores to extol the virtues of buying a refurbished mobile phone.



2021 position in brackets

THE NIGHT IS YOUNG | HEINEKEN



PUBLICIS ITALY MILAN

GRAND PRIX EUROBEST INTEGRATED

“At Publicis Italy, we strive to put brands in the center of culturally relevant conversations and leave a mark. Hard work, courage and teamwork can build not only the best creative ideas but the most impactful ones.”

Bruno Bertelli

Global Chief Creative Officer, Publicis Worldwide



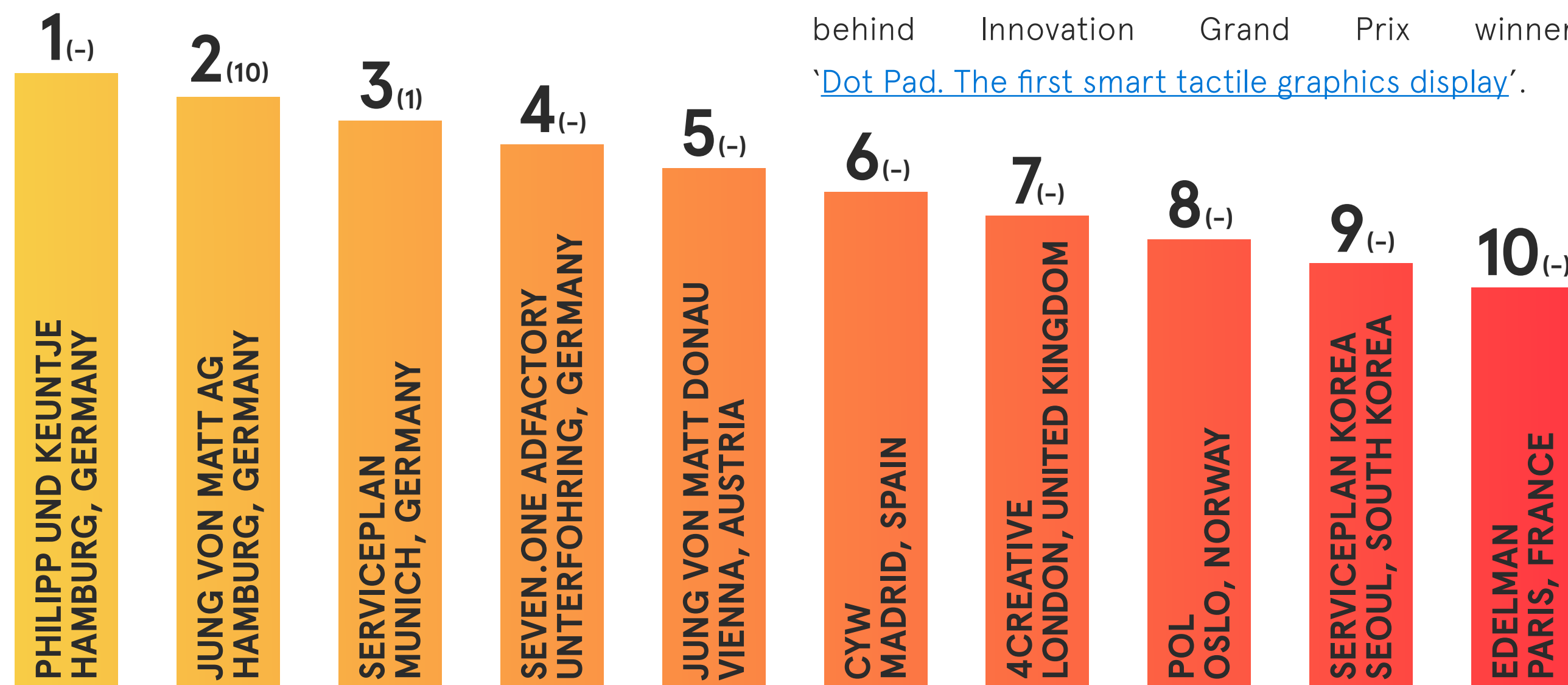
Independent Agency of the Year: Philipp und Keuntje, Hamburg

Philipp Und Keuntje took Independent Agency of The Year. '[Hetzjaeger Antifascist Algorithms](#)', its agile hijacking of music algorithms to promote a fake Nazi-Rock band, helped remove 700 Nazi tracks from music platforms. It took Gold Eurobest Awards in Digital Craft, Entertainment and Media, Silvers in Media, PR and Creative Data, and Bronzes in PR and Brand Experience & Activation.

Jung Von Matt came second, netting a PR Gold Eurobest Award for '[The BVG Hempticket – Come](#)

[Home, Calm Down](#)'. These edible public transport tickets made from hemp were produced to mark the legalisation of cannabis in Berlin, and reached more than 860 million people via social platforms. It also took Bronzes in Direct, and PR.

Serviceplan took third place. Among its highest awarded work was the emotive Christmas film '[The Wish](#)' for German discount retailer Penny, which took Gold, Silver and Bronze Eurobest Awards in Film Craft and a Bronze Eurobest Award in Film. It was also behind Innovation Grand Prix winner '[Dot Pad. The first smart tactile graphics display](#)'.



2021 position in brackets

LAUT GEGEN NAZIS E.V. | HETZJAEGER ANTIFASCIST.ALGORITHMS



PHILIPP UND KEUNTJE, HAMBURG

SILVER EUROBEST MEDIA

"This win delivers three main lessons: keep hierarchies and egos flat, focus on crafting an idea to its full potential, and include colleagues from PR early in the ideation stage. That has helped our ideas to generate the attention they deserve."

Hartwig Keuntje

Chairman / Founder, Philipp und Keuntje, Hamburg

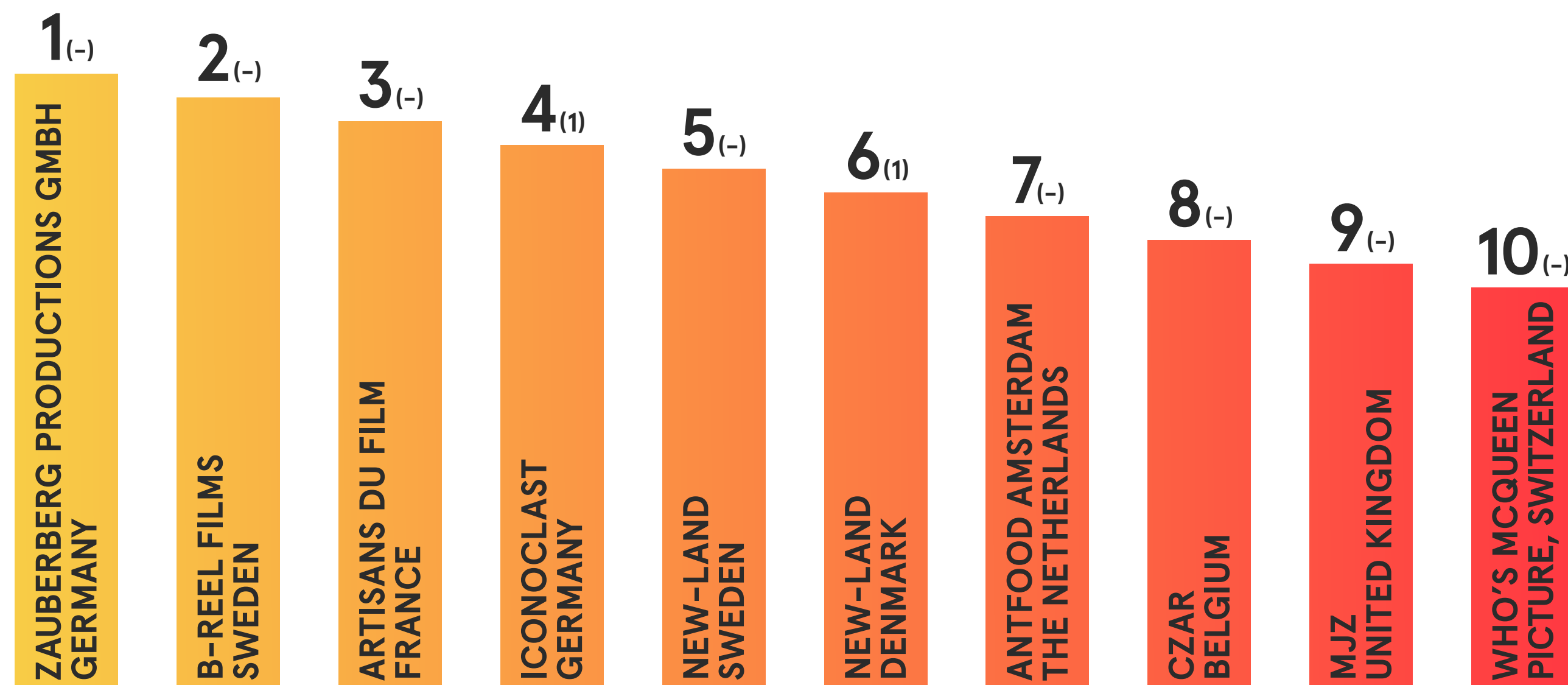


Golden Palm: Zauberberg Productions

Zauberberg Productions took the Eurobest 2022 Golden Palm. Its film '[The Spider and the Window](#)' was an unorthodox demo of the Samsung Galaxy S22 Ultra's camera featuring a spider enraptured by the phone's camera. The work was awarded Grands Prix in both Film and Film Craft.

B-Reel Films took second place. Its seasonal film with a twist for Posten Norge, the Norwegian postal service, '[When Harry Met Santa](#)', won Gold Eurobest Awards in both Film and Film Craft.

Paris-based Artisans Du Film took third place. Its contribution towards '[Hack Market](#)' for Back Market helped that work to win two Grands Prix: Mobile and Brand Experience & Activation.



2021 position in brackets

THE SPIDER AND THE WINDOW | SAMSUNG ELECTRONICS



LEO BURNETT, FRANKFURT

GRAND PRIX EUROBEST FILM

"Invest in directors who you trust and enjoy working with. Trust your instincts in good stories and even better storytelling. Quite often it is the time, love and energy you put into a project that makes it special, not the budget."

Andrea Roman-Perse

Managing Director & Partner, Zauberberg Productions



Agency of the Year by Market

The Agency of the Year by Market Award is given to the agency from an individual market that obtains the most points overall for Entries into Eurobest 2022.

For a market to qualify for Agency of the Year by Market, there must be a minimum of five different entrant companies from that market.

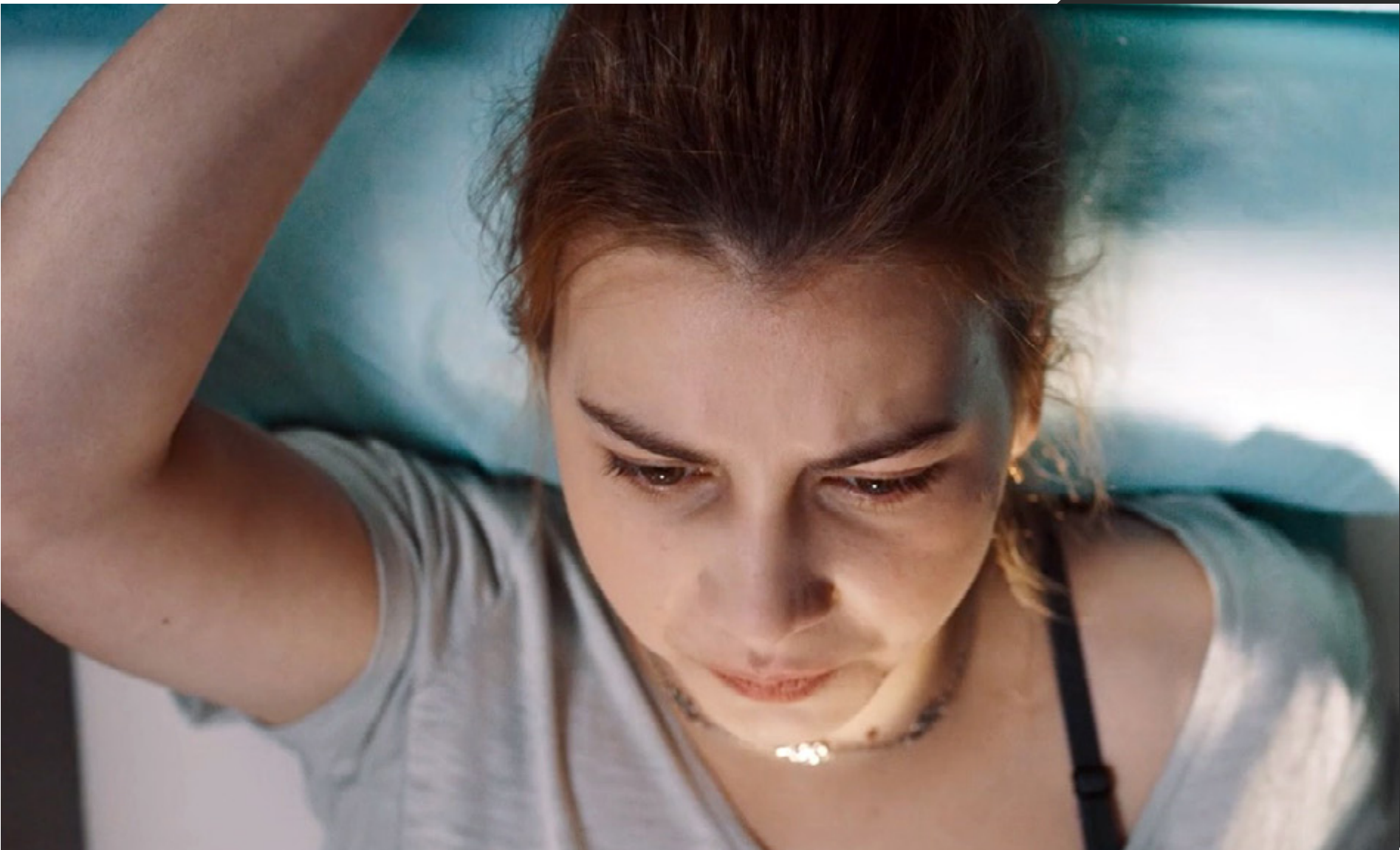
For an agency to qualify to be awarded or placed in Agency of the Year by Market, they must obtain a minimum of 15 points.

In 2022, 13 agencies have been awarded the top rank in their country.

The chart shows them listed alphabetically by market.

LOCATION	AGENCY	CITY
AUSTRIA	JUNG VON MATT DONAU	VIENNA
BELGIUM	HAPPINESS, AN FCB ALLIANCE	BRUSSELS
FRANCE	BETC	PARIS
GERMANY	SCHOLZ & FRIENDS	BERLIN
IRELAND	PUBLICIS	DUBLIN
ITALY	PUBLICIS ITALY	MILAN
NORWAY	POL	OSLO
PORTUGAL	FCB	LISBON
ROMANIA	DDB ROMANIA	BUCHAREST
SPAIN	LEO BURNETT	MADRID
SWEDEN	AKESTAM HOLST	STOCKHOLM
THE NETHERLANDS	DENTSU CREATIVE	AMSTERDAM
UNITED KINGDOM	ADAM&EVEDDB	LONDON

#UNEXAMINABLE | THE VIF NETWORK



DDB ROMANIA, BUCHAREST

GLASS EUROBEST AWARD

WHEN HARRY MET SANTA | POSTEN NORGE



POL, OSLO

GOLD EUROBEST FILM

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