

Brand	Title of the case	Agency	Media
Albert Heijn	Brood voor iedereen	Happiness	Mindshare, Raygun, Bliss
ALDI	KNALDI, van het oor naar het hart van de consument	Serviceplan	TBR / Sonhouse / Publicis / Wavemaker / Boa
Argenta	We don't do this, we do this	LDV United	Mediaplus
Automatus	8 595 589 Oefeningen		
BASE	Shifting BASE from a mobile-only to a full telco proposition by giving clients what they really need	TBWA	Wavemaker, WHY5
Belorta	Heerlijk van hier	Cartel Agency	PHD
Bolero	Investing starts with Bolero	BBDO	Mindshare
BYD	The Long and the Short of it	egghunter	
Carrefour	Scanmania : the digital shortcut to loyalty	Publicis Groupe Belgium / Mutant	Havas Media / SoBuzzy
Dagelijkse kost	Dagelijkse kost serves up impact: more relevance, a younger fanbase, a richer offer for advertisers – and more revenue	Var	VRT Creative, Hotel Bonka, Picky
De Warmste Week	Samen vlammen tegen eenzaamheid	Mutant	VRT Creative
Defensie	Uncensored	The Other Agency	Mediabureau Biggie
Delhaize	Everybody votes for Belhaize	TBWA	Mindshare & Profacts
E5	From Aged to Ageless	Amphion	Zigt
Europabank	Ga van Ja, majaaa, naar ja!	June20	Zigt
Foodbag	Opscheppen met Foodbag	Joe Public & Springbok Belgium	
HIPRO	Feed Your Progress	Boondoggle, Havas	Essence Mediacom
Hulplijn 1712	The countdown calendar - niet iedereen telt af naar Kerst	Publicis Groupe Belgium	
Immoscoop	Immoscoopman	AKQA Brussels	
ING	Wachten loont: hoe ING van geduld een winnende strategie maakte	TBWA	Initiative
Knack	Knack - Durf Twijfelen	Mutant	
LU	LU reborn : from legendary past, to a performant house of icons	Publicis Groupe Belgium	
Magnesium EG OPTI	From Generic to Genuine: Building Meaning for Magnesium EG OPTI	Berlin	Uncanny
Mobile Vikings	Hoe Mobile Vikings de markt te slim af was	at the table	Essence Mediacom
My Family	Emily van MyFamily	Joe Public & Springbok Belgium	
Polestar	Consistent in a changing market. We Adapted to Grow. Stayed Consistent to Win.	Bubka	Essence Mediacom
Quick	De Belicatasse - Le Belicatasse	Happiness	Mindshare, Bliss, Foodphoto, Raygun, Beyoond
Recupel	Doetanie, doetanu	Mortierbrigade	
Scoore	Trust the process	AdSomeNoise	
Spa	Drink better, live better	Happiness	
STIB-MIVB	STIB Employer Value Proposition	Fantastic	UM
STIB-MIVB	Your card is your ticket	Mortierbrigade	UM
Telenet	Check&Smile: from crisis to confidence. The power of Check & Smile	TBWA	WhyFive, Wavemaker, Ad Some Noise, Boutik
Walibi Belgium	IBILAW 24	Hungry Minds	
Win for life	Back to Repeat: From brand truth to brand growth – with a parrot in the lead	BBDO	Initiative Media, iO digital