



**AMMA Category**

<b>Best Use of 1 Medium</b>	<b>Nominees</b>
Douwe Egberts; Get the Conversation going Lindemans; Tarot Predictions Formula Live /s Live; In het krijt bij Gazet van Antwerpen Platform for Art - Biggest OOH Art Gallery Proximus; TikTok Case: from zero Dancing to maximum Impact	Havas Media Semetis DVLR DDB Clear Channel Digipolitans
<b>Media Research of the Year</b>	<b>Nominees</b>
Recession Monitor Poll Sud North-South Credibility Study Media Reactions: Perception of Advertising in different Media Finding Oliver Wilson through Black Box	GroupM Rossel Advertising Var & RMB Kantar Insights Brightfish
<b>Best Creative Media Use</b>	<b>Nominees</b>
Aldi; Game On - Roblox Adventure BMW; Bridging the physical Gap with the holographic Wall CM; On OnlyFans... really Lindemans; From pre-party Buzz to Salesboom Vlaamse Overheid; We zien U	Publicis Groupe Clear Channel EssenceMediacom Semetis Hotel Hungaria
<b>Best Media Strategy</b>	<b>Nominees</b>
Proximus; I Got the Fiber Panos; Thriving against the Odds Orange Hey; Standing out in a saturated Battlefield LEGO; Dreamzzz, an Introduction we dreamt of Kruidvat; Xmas	EssenceMediacom Publicis Groupe Havas Media Initiative Mindshare
<b>Best Use of Data</b>	<b>Nominees</b>
Cristal; Double Reach thanks to Data-optimised Targeting Engie; Enabling Client Data to improve low-waste Mediaplanning Korian; Multidata Approach for better elderly Care Image Nescafé Dolce Gusto; CRM Expansion with Data Clean Room Telenet; From Database to Data-Based	Dentsu / Ads & Data Space Semetis UM Wavemaker

<p><b>Best Use of Performance Marketing</b></p> <p>Samsung; SEA unpacked  Mercedes-Benz; Anticipating the Cookie Apocalypse  Friesland Campina; Valess Trial boost thanks to mPrecision Data  D'leteren; Accurate Tracking in a cookieless World  Carrefour; 41 million Reasons for an Award</p>	<p><b>Nominees</b></p> <p>Space  PHD Media  Wavemaker  D'leteren Automotive / Stitchd  Havas Media</p>
<p><b>Best Use of Native &amp; Content</b></p> <p>Adidas; Club Originals  Bol; Magisch Sinterklaasfeest  Bruxelles Mobilité; Cairgo Bike - Good Wheels  Keytrade Bank; Conseils à 2 balles  Proximus; First virtual Pukkelpop</p>	<p><b>Nominees</b></p> <p>EssenceMediacom  Mindshare  Publicis Groupe  RMB  Proximus</p>
<p><b>Innovation &amp; Development of the Year</b></p> <p>Proximus Fiber Hyper Run in Fortnite  Platform for Art - Biggest OOH Art Gallery  Museum M; The ART of Dieric Bouts  Incrementality Experiment  DPG Trusted Web: Connecting Brands with Consumers</p>	<p><b>Nominees</b></p> <p>Proximus  Clear Channel  AdSomeNoise  GroupM  DPG Media</p>
<p><b>Media Sustainable Development Award</b></p> <p>Creating the Future of Media through our People-Powered Platform  ESG District: AI Copilot makes Sustainability Reports understandable  One Team. One Family. One sustainable Focus  Rethinking, Moving, Bridging for more Sustainability  Sustainable Innovations Strategy</p>	<p><b>Nominees</b></p> <p>Clear Channel  Mediafin   Trustmedia  Roularta Media Group  RMB  JCDecaux</p>