

AMMA 2026 NOMINEES	
Best Creative Media Use	Nominees
Billit - OOH Schredder	blowUP media
Proximus - Smarter online	EssenceMediacom / SILK
Quick - Bye Bye Tapas, Hello Giant	JCDecaux
Samsung - Big.Bold.Unforgettable.	Space
The Coca-Cola Company - Share a Coke	EssenceMediacom
Best Media Strategy	Nominees
UPSA - The Morning After Strategy	Semetis
The Coca-Cola Company - Share a Coke	EssenceMediacom
FostPlus - Plastic Chicken Effect	Space
Engie - The Power of When	Space
Albert Heijn - Swappen	EssenceMediacom
Best long-term Media Strategy	Nominees
Belorta - National Fame	PHD Media
Mobile Vikings - Play It Smart	EssenceMediacom
Engie - Smart App	Space
Base- Génération Débrouille	Wavemaker
Play Sports - This is where it happens	Wavemaker
Best Use of Performance Marketing	Nominees
Proximus - Mastering Complexity	Essence Mediacom SILK
Nespresso - The perfect Blend	Mindshare
ING - Black Friday	Initiative
McDonalds - Video as a Performance Driver	DPG Media & OMD
Doccle - Early Birds	AdSomeNoise
Best Use of Data	Nominees
Bolt- Predictive Lead Scoring	Semetis
Delhaize - Datatryptich	WPP Media
ING Start like a Lion	AdSome Noise
Nationale Loterij - Decentralized Data Clean Room	Initiative
Schmidt - Costumer Data as local Growth Engine	Big Return
Best Use of Native & Content	Nominees
Hey - L'Union, notre religion	Digizik by Havas Play & Havas Media
1712- From Fiction to Intervention	Publicis Groupe
Bref. Le contenu devient média	RMB
Hey - Most incredible Answers	BBDO
Port of Antwerp Bruges - Riftmaster	PHD Media
Innovation & Development of the Year	Nominees
La publicité à l'ère de l'accessibilité	RMB
Ad Manager+ : powering local advertising with AI innovation	DPG Media
TrustIQ : Van briefing naar boeking	Mediafin
Society Dynamics, the pulse of Belgium	WPP Media
CMO Voices	Mediafin
Media Research of the Year	Nominees
CIM OOH : Malls & Retail scoop first-party Data	JCDecaux & CIM
The Age of Proof : Measuring Real Store Impact from Digital Media	DPG Media
De impact van reclame op de Belgische economie	Raad voor Reclame
Belgium at Heart	Rossel Advertising
Importance of local Media Expertise	Mediafin
Media Sustainable Development Award	Nominees
Advertising that matters	RMB
Belgium at Heart	Rossel Advertising
AVEVE- Green Playground	Ads & Data
Orange - Smartphone Pass	Ogilvy Social.Lab
Influencer Certificate	IMA & Raad voor Reclame
Best Use of 1 Medium ; OOH	Nominees
Base : Pong	Wavemaker
Bic - Bic Kids	OMD
Fanta - Coupons Billboard	EssenceMediacom
Fanta- WantaFanta	EssenceMediacom
Quick - Bye Bye Tapas, Hello Giant	JCDecaux
Best Use of 1 Medium ; Video / Audio / Publishing	
Samsung - Summertime Video	Space
Disneyland Paris - Dancing with the Stars (Video)	DPG Media
Lidl - Folderfans (Video)	Het Peleton
Sunweb - Het Regent Zon op Qmusic (Audio)	DPG Media
Mini - Paperwrap (Publishing)	dentsu
Best Use of 1 Medium ; Social / Gaming / Retail Media	
Hey! Most incredible Answers (Social)	BBDO
Samsung: Live Commerce (Retail Media)	Space