

Winners  
**ANNOUNCED!**



## **2015 PROMAXBDA EUROPE AWARDS WINNERS LIST**

### **GRAND PRIX WINNERS**

**IN-HOUSE MARKETING TEAM OF THE YEAR**

***BBC***

**OUT-OF-HOUSE AGENCY OF THE YEAR**

***RED BEE CREATIVE***

### **GENERAL BRAND CAMPAIGN: CHANNEL, NETWORK OR PLATFORM**

**GOLD**

**MY BREAKING NEWS MOMENTS - BBC WORLD NEWS**

***RED BEE CREATIVE / BBC WORLD NEWS (GLOBAL NEWS LIMITED)***

**SILVER**

**FRANZ CAMPAIGN**

***UNIVERSAL NETWORKS INTERNATIONAL GERMANY***

### **DESIGN: GENERAL BRAND DESIGN PACKAGE: CHANNEL, NETWORK OR PLATFORM**

**GOLD**

**CLASSICA CHANNEL BRANDING 2014**

***BDA CREATIVE GMBH***

**SILVER**

**FRANCE 4 - "ÇA DÉCHAÎNE"**

***GÉDÉON***

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## GENERAL IMAGE PROGRAMME CAMPAIGN

### **GOLD**

GREAT MOVIE MUSIC

**LIBERTY GLOBAL**

### **SILVER**

TERRIBLY GOOD CAMPAIGN

**NBC UNIVERSAL INTERNATIONAL**

## DESIGN: GENERAL IMAGE PROGRAMME DESIGN PACKAGE

### **GOLD**

DOCTOR WHO

**AMC NETWORKS**

### **SILVER**

TRACKS

**LES TÉLÉCRÉATEURS / ARTE**

## DESIGN: PROGRAMME-SPECIFIC LOGO

### **SILVER**

FUZZ!

**CAPE ROCK**

## HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT(S)

### **GOLD**

GREAT MOVIE MUSIC

**LIBERTY GLOBAL**

### **SILVER**

FISHING NIGHT

**DISCOVERY NETWORKS EMERGING BUSINESS**

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## CHANNEL OR PROGRAMME SPECIAL EVENT SPOT(S)

### **GOLD**

GREAT WAR ANNIVERSARY  
*DISCOVERY CHANNEL SEE ROMANIA*

### **SILVER**

ROME FILM FESTIVAL  
*RAI RADIOTELEVISIONE ITALIANA*

## ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED SPOT(S)

### **GOLD**

LEGO STAR WARS REBELS  
*DISNEYMEDIA+, THE WALT DISNEY COMPANY*

### **SILVER**

STAR WARS REBELS – MAY THE 4<sup>TH</sup>  
*DISNEYMEDIA+, THE WALT DISNEY COMPANY*

## SOCIAL RESPONSIBILITY ANNOUNCEMENT SPOT(S)

### **GOLD**

VIER AND PLAN BELGIUM  
*SBS BELGIUM*

### **SILVER**

ATRESMEDIA "CREATES CULTURE"  
*ATRESMEDIA*

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## DOCUMENTARY OR FACTUAL ENTERTAINMENT PROGRAMME SPOT(S)

### **GOLD**

SEX WEEK

**FRANCE 5**

### **SILVER**

THE WALL

**INTER TV CHANNEL**

## ENTERTAINMENT/MUSIC/VARIETY/COMEDY PROGRAMME SPOT(S)

### **GOLD**

THE VOICE SERIES 3 - BBC ONE

**RED BEE CREATIVE / BBC**

### **SILVER**

THE VOICE-RAVEN BBC ONE

**RED BEE MEDIA**

## LEISURE & LIFESTYLE PROGRAMME SPOT(S)

### **GOLD**

THE HOUSEDOCTOR SAYS IT IS TOO MUCH

**SBS BELGIUM - VIJF**

### **SILVER**

SEX SENT ME TO THE ER

**SBS DISCOVERY MEDIA - NORDIC ON-AIR**

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## REALITY/UNSCRIPTED/NON-FICTION PROGRAMME SPOT(S)

### **GOLD**

BEING BIPOLAR

**FRANCE 5**

### **SILVER**

BREAKING AMISH

**DISCOVERY MAX**

## DRAMATIC PROGRAMME SPOT(S)

### **GOLD**

EASTENDERS - WHO KILLED LUCY - BBC ONE

**RED BEE CREATIVE / BBC**

### **SILVER**

BATES MOTEL S2 LAUNCH CAMPAIGN

**NBCUNIVERSAL INTERNATIONAL TELEVISION**

## CHILDREN'S PROGRAMME SPOT(S)

### **GOLD**

THE AMAZING KIDS

**THE WALT DISNEY COMPANY FRANCE**

### **SILVER**

STAR WARS SPOT - MAY THE 4TH

**THE WALT DISNEY COMPANY FRANCE**

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## DESIGN: CHILDREN'S CHANNEL IMAGE SPOT CAMPAIGN DESIGN

### **GOLD**

VIVI MEGLIO (LIVE BETTER) WITH CARTOONITO  
**TURNER BROADCASTING SYSTEM ITALY**

### **SILVER**

HALLOWEEN - DISNEY XD  
**THE WALT DISNEY COMPANY LTD. CEE**

## NEWS/INFORMATION CHANNEL SPOTS OR PROGRAMME CAMPAIGN

### **GOLD**

MY BREAKING NEWS MOMENT - BBC WORLD NEWS  
**RED BEE CREATIVE / BBC WORLD NEWS (GLOBAL NEWS LIMITED)**

### **SILVER**

FOREIGN LANGUAGES  
**AL JAZEERA MEDIA NETWORK**

## LIVE SPORTS EVENT/PROGRAMME SPOT(S)

### **GOLD**

PROMOTION SPOT 2014 FIFA WORLD CUP ON ZDF  
**ZWEITES DEUTSCHES FERNSEHEN (ZDF)**

### **SILVER**

WORLD CUP 2014 - TOYS ON TOUR - BBC ONE  
**RED BEE CREATIVE / BBC**

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## SPORTS PROGRAMME SPOT(S)

**GOLD**

SUPERLIGA

**FRAME**

**SILVER**

EUROFIGHTERS

**CANAL PLUS SPAIN**

## WEBSITE OR INTERACTIVE SERVICE SPOT

**GOLD**

LET THE MUSIC DO THE TALKING

**SANOMA MEDIA FINLAND**

**SILVER**

APP RADIO RAI

**RAI RADIOTELEVISIONE ITALIANA**

## FUNNIEST PROMO

**GOLD**

FRANZ CAMPAIGN

**UNIVERSAL NETWORKS INTERNATIONAL GERMANY**

**SILVER**

FISHING NIGHT

**DISCOVERY NETWORKS EMERGING BUSINESS**

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## THEATRICAL FILMS/MOVIES SHOWN ON TELEVISION SPOT(S)

### **GOLD**

START THE FIRE  
*SBS BELGIUM - VIER*

### **SILVER**

ACTION THURSDAY  
*SANOMA MEDIA FINLAND*

## PROGRAMME SPOT NOT USING PROGRAMME FOOTAGE

### **GOLD**

EASTENDERS - WHO KILLED LUCY? - BBC ONE  
*RED BEE CREATIVE / BBC*

### **SILVER**

BEING BIPOLAR  
*FRANCE 5*

## MARKETING VIDEO/SIZZLE REEL/PRESENTATION

### **GOLD**

NICKNIGHT SIZZLE  
*VIMN GERMANY GMBH*

### **SILVER**

RTL NIEUWS – PROMOTIONAL ACTIVITIES  
*RTL NETHERLANDS*



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## ON DEMAND/CATCH-UP SPOT

**GOLD**

NICO

*HEIMAT, BERLIN*

**SILVER**

SERVICE REPLAY

*SYFY - NBCUNIVERSAL*

## DESIGN: INTERSTITIAL/SHORT FORM SPOT DESIGN

**GOLD**

NATIONAL GEOGRAPHIC CHANNEL COUNTDOWN OPEN TITLES THE '90S

*FOX CHANNELS ITALY*

**SILVER**

FRANCE 4 - "MASHUP AD BREAKS"

*GÉDÉON*

## DESIGN: BEST ON-AIR IDENT CAMPAIGN (IN-HOUSE)

**GOLD**

NICK JR. CRAFTY CREATURES IDENT SERIES

*VIMN GERMANY GMBH*

**SILVER**

VIASAT HISTORY IDENTS

*MTG CREATIVE*

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## DESIGN: BEST ON-AIR IDENT CAMPAIGN (OUT-OF-HOUSE)

### **GOLD**

FRANCE 3 - "24 CASES"

**GÉDÉON**

### **SILVER**

CLASSICA CHANNEL BRANDING - STATION IDENTS

**BDA CREATIVE GMBH**

## EDITING

### **GOLD**

CINEMAX - GET CLOSER TO CLASSICS

**HBO EUROPE**

### **SILVER**

EASTENDERS - WHO KILLED LUCY - BBC ONE

**RED BEE CREATIVE / BBC**

## COPYWRITING

### **GOLD**

WINTER OLYMPICS 2014

**BBC SPORT**

### **SILVER**

MOVIES ON VIER - MORE THAN YOU CAN IMAGINE

**SBS BELGIUM - VIER**

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## ANIMATION

### **GOLD**

CHOMET COUCH GAG  
*THING*

### **SILVER**

TERRIBLY GOOD CAMPAIGN  
*NBC UNIVERSAL INTERNATIONAL*

## USE OF AN ORIGINAL MUSIC COMPOSITION

### **GOLD**

TCM "AT THE MOVIES"  
*TBS SPAIN - TCM*

### **SILVER**

SPORTING TELENET - BOXING DAY - PREMIER LEAGUE  
*MOTIONMAKERS*

## MUSIC OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS

### **GOLD**

A DECADE OF DARKNESS  
*AMC NETWORKS*

### **SILVER**

START THE FIRE  
*SBS BELGIUM - VIER*

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## SOUND DESIGN

**GOLD**

TV3 SPORT

**MTG CREATIVE**

**SILVER**

THE VOICE OF SWITZERLAND

**SRF**

## ON-AIR TYPOGRAPHY

**SILVER**

BBC RADIO 4 EXTRA - FUNNY

**BBC / RED BEE MEDIA / M-I-E**

## SET DESIGN

**GOLD**

THE NIGHT OF THE FLEMISH TELEVISION STARS

**DEMENSEN**

**SILVER**

KAMPF DER ORCHESTER

**SRF**

## CHANNEL/STATION/PLATFORM WEBSITE

**GOLD**

IM01 CTD SAVE THE RAINBOW

**CZECH TELEVISION**

**SILVER**

ALEX HORNE BREAKS THE NEWS - DAVE WEBSITE

**RED BEE CREATIVE / UKTV**

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## DESIGN: CHANNEL/STATION/PLATFORM WEBSITE DESIGN

### **GOLD**

MAXX TUNE IN

***PROSIEBENSAT.1 TV DEUTSCHLAND / CREATIVE SOLUTIONS***

### **SILVER**

SEXY BEASTS

***PROSIEBENSAT.1 TV DEUTSCHLAND / CREATIVE SOLUTIONS***

## PROMOTIONAL INTERACTIVE APPLICATIONS

### **GOLD**

FIGHT CANCER

***TV 2 MARKETING***

### **SILVER**

THE NEW DOCTOR LANDS - BBC ONE

***RED BEE CREATIVE / BBC***

## USE OF SOCIAL MEDIA FOR PROGRAMME OR CHANNEL PROMOTION

### **GOLD**

FOX & SKY: THE WALKING DEAD SCARY SHELTER

***FOX INTERNATIONAL CHANNELS GERMANY & SKY AUSTRIA***

### **SILVER**

FRANCE 4 - "ÇA DÉCHAÎNE"

***GÉDÉON***

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## BEST MARKETING CAMPAIGN FOR A PROGRAMME USING MULTIPLE MEDIA

**GOLD**

UNITY T-SHIRT  
*INTER TV CHANNEL*

**SILVER**

GOT TO DANCE 2014 - "THE DANCEGATE"  
*PROSIEBENSAT.1 TV DEUTSCHLAND / CREATIVE SOLUTIONS*

## GENERAL CHANNEL IMAGE CAMPAIGN USING MULTIPLE MEDIA

**SILVER**

FRANCE 4 - "ÇA DÉCHAÎNE"  
*GÉDÉON*

## KEY ART/POSTER

**GOLD**

RED OBSESSION ON KUCHNIA+  
*NC+*

**SILVER**

YLE TEEMA'S MOVIE FESTIVAL  
*YLE - FINNISH BROADCASTING COMPANY*

## KEY ART/POSTER CAMPAIGN

**GOLD**

WE ALL HAVE A C SPOT  
*CREATIVE SERVICES ENTERTAINMENT SOUTH (VIMN)*

**SILVER**

PROSIEBEN MAXX TUNE-IN  
*PROSIEBENSAT.1 TV DEUTSCHLAND / CREATIVE SOLUTIONS*

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Inspire  
Create  
Celebrate

## CONSUMER OR TRADE PRINT AD - CHANNEL

### **GOLD**

FOXLIFE KITCHEN NIGHTMARE 2 PRINT  
**FOX CHANNELS ITALY**

### **SILVER**

THE GREAT WAR  
**RAI RADIOTELEVISIONE ITALIANA**

## CONSUMER OR TRADE PRINT AD - PROGRAM

### **GOLD**

IMAGE CAMPAIGN UNIVERSAL CHANNEL  
**UNIVERSAL NETWORKS INTERNATIONAL**

### **SILVER**

COLD JUSTICE - REALLY  
**RED BEE CREATIVE / UKTV**

## DESIGN: CONSUMER OR TRADE PRINT AD - PROGRAM

### **GOLD**

INSIDE NATURE'S GIANTS  
**MTG CREATIVE**

### **SILVER**

HOW DO THEY DO IT?  
**SBS DISCOVERY MEDIA - NORDIC ON-AIR**

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## SOMETHING FOR NOTHING

### **GOLD**

WEB OF LIES - INVESTIGATION DISCOVERY UK  
**DISCOVERY CREATIVE LONDON**

### **SILVER**

SEX SENT ME TO THE ER  
**SBS DISCOVERY MEDIA - NORDIC ON-AIR**

## ROCKET AWARD

**FELIX DE TROYER**