



[european bea 2012 - the winners]

FIRST PRIZE

smart Eball
Organizer: **BBDOLive** Client: **Daimler**
Event type: **Public Event** Country: **Germany**

SECOND PRIZE

Innovation and making things happen
Organizer: **SCP - Sistemas de Comunicacn Puntual y Marketing** Client: **Repsol-Deme**
Event type: **Internal Event / Convention** Country: **Spain**

THIRD PRIZE

mmemoration of the 8th Centenary of the Cathedral of Santiago de Compostela
Organizer: **General de Producciones y Diseo (GPD)** Client: **nsortium of Santiago de Compostela**
Event type: **Cultural Event** Country: **Spain**

AWARDS BY EVENT TYPE

BTOb EVENT
FIRST PRIZE

A perfect day - 24 hours with Philips
Organizer: **Wilkenwerk**
Client: **Philips; UB Consumer Lifestyle**
Country: **Germany**

SECOND PRIZE EX AEQUO

Porsche Boxster Dealer Launch Event
'Breaking Free'
Organizer: **Vok Dams Agency for Events and Live-Marketing**
Client: **Dr. Ing. h.c. F. Porsche**
Country: **Germany**

SECOND PRIZE EX AEQUO

Grundfos - Big Bang Circulator Event
Organizer: **Welcome Event Marketing**
Client: **Grundfos A/S**
Country: **Denmark**

CELEBRATION/FESTIVITY
FIRST PRIZE

'125 years of Bosch' - anniversary gala
Organizer: **BBDOLive**
Client: **Robert Bosch**
Country: **Germany**

SECOND PRIZE

Centenary BA Vidro
Organizer: **Desafio Global Ativism**
Client: **Ba Vidro**
Country: **Portugal**

THIRD PRIZE

Juventus Stadium Opening Ceremony - Welcome Home
Organizer: **Filmmaster Events**
Client: **Juventus Football Club**
Country: **Italy**

CONGRESS/CONFERENCE
FIRST PRIZE

Cisco Live 2012
Organizer: **George P. Johnson**
Client: **Cisco**
Country: **UK**

CULTURAL EVENT
FIRST PRIZE

Commemoration of the 8th Centenary of the Cathedral of Santiago de Compostela
Organizer: **General de Producciones y Diseo (GPD)**
Client: **Consortium of Santiago de Compostela**
Country: **Spain**

SECOND PRIZE

100 innovations
Organizer: **PS Communication**
Client: **The Swedish National Museum of Science and Technology**
Country: **Sweden**

FAIR

FIRST PRIZE

Volkswagen at the Frankfurt International Motor Show
Organizer: **Vok Dams Agency for Events and Live-Marketing**
Client: **Volkswagen**
Country: **Germany**

INCENTIVE/TEAM BUILDING
FIRST PRIZE

Volkswagen Service Forum 2012
Organizer: **Hagen Invent & Co.**
Client: **Volkswagen Aktiengesellschaft**
Country: **Germany**

INTERNAL EVENT/ CONVENTION
FIRST PRIZE EX AEQUO

Roche Diabetes Care Germany's 2012 Annual General Meeting
Organizer: **insglck Gesellschaft fr Markeninszenierung**
Client: **Roche Diagnostics Deutschland**
Country: **Germany**

FIRST PRIZE EX AEQUO

Innovation and making things happen
Organizer: **SCP - Sistemas de Comunicacn Puntual y Marketing**
Client: **Repsol-Deme**
Country: **Spain**

SECOND PRIZE

One Vision. One Team. One Hundred.
Organizer: **Phocus Brand Contact & Co.**
Client: **Siemens AG**
Country: **Germany**

THIRD PRIZE

We create chemistry world tour
Organizer: **circ und ko.**
Client: **Basf SE**
Country: **Germany**

LAUNCH EVENT
FIRST PRIZE

Porsche 911 Carrera: Porsche Identity - Dealer launch event in Cape Town
Organizer: **Mindact, AMT (Agentur fr Marken(t)rume), S&T Wirth, Vok Dams**
Client: **Dr. Ing. h.c. F. Porsche**
Country: **Germany**

SECOND PRIZE

Presentation of the New BMW 6 Series Gran Coup
Organizer: **EWT**
Client: **BMW**
Country: **Italy**

THIRD PRIZE

Windows Phone 7.5 Hotel
Organizer: **Wildstyle Network**
Client: **Microsoft Deutschland**
Country: **Germany**

MUSICAL EVENT
FIRST PRIZE

Vodafone Mexefest
Organizer: **Action4 Ativism**
Client: **Vodafone**
Country: **Portugal**

SECOND PRIZE

SRH Brainwaves
Organizer: **Jung von Matt/relations**
Client: **SRH Holding**
Country: **Germany**

NON PROFIT/ SOCIAL SERVICE EVENT
FIRST PRIZE

'Realizar um Sonho', the Biggest and Brightest Star in the World!
Organizer: **Realizar Worldwide Events**
Client: **Developed for Associao Terra dos Sonhos**
Country: **Portugal**

SECOND PRIZE

3D in the Park
Organizer: **Eventum Premo**
Client: **Moscow City Park**
Country: **Russia**

PUBLIC EVENT
FIRST PRIZE

Seavolution - The German pavilion at the Expo 2012
Organizer: **facts and fiction**
Client: **Bundesministerium fr Wirtschaft und Technologie (Federal Ministry of Economics and Technology)**
Country: **Germany**

SECOND PRIZE

Nike Barber Shop
Organizer: **\Auditoire**
Client: **Nike**
Country: **France**

THIRD PRIZE

Magnum Caf
Organizer: **\Auditoire**
Client: **Magnum (Unilever)**
Country: **France**

ROADSHOW
FIRST PRIZE

A perfect day - 24 hours with Philips
Organizer: **Wilkenwerk**
Client: **Philips; UB Consumer Lifestyle**
Country: **Germany**

SECOND PRIZE

We create chemistry world tour
Organizer: **circ und ko.**
Client: **Basf SE**
Country: **Germany**

THIRD PRIZE

Wedding Rewinded
Organizer: **Jung von Matt/relations**
Client: **Nikon**
Country: **Germany**

SPORT EVENT
FIRST PRIZE

StaplerCup
Organizer: **Linde Material Handling + BBDO Live**
Client: **Linde Material Handling**
Country: **Germany**

UNCONVENTIONAL EVENT
FIRST PRIZE

SRH Brainwaves
Organizer: **Jung von Matt/relations**
Client: **SRH Holding**
Country: **Germany**

SECOND PRIZE

Interactive Spotlight Installation
Organizer: **Jung von Matt/relations**
Client: **Daimler - Mercedes-Benz Cars**
Country: **Germany**

THIRD PRIZE

Centenary BA Vidro
Organizer: **Desafio Global Ativism**
Client: **BA Vidro**
Country: **Portugal**

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WEB EVENT

FIRST PRIZE

Consumer Promotion 2.0 - 'Dosionair'
Organizer: **Vok Dams Agency for Events and Live-Marketing**
Client: **Ball Packaging Europe**
Country: **Germany**

SECOND PRIZE

The Black and Yellow Fan Van - Activation
Campaign Sparda Bank West's Sponsorship of BVB
Organizer: **insglück Gesellschaft für Markeninszenierung**
Client: **Sparda-Bank West eG**
Country: **Germany**

THIRD PRIZE

Audi Q3 Trans China Tour 2012
Organizer: **Pure Perfection**
Client: **Audi**
Country: **Germany**

AWARDS BY EXCELLENCE

AUDIO/VIDEO/ LIGHTING PRODUCTION

FIRST PRIZE

Commemoration of the 8th Centenary of the Cathedral of Santiago de Compostela
Organizer: **General de Producciones y Diseño (GPD)**
Client: **Consortium of Santiago de Compostela**
Country: **Spain**

SECOND PRIZE

Innovation and making things happen
Organizer: **SCP - Sistemas de Comunicacçòn Puntual y Marketing**
Client: **Repsol-Deme**
Country: **Spain**

THIRD PRIZE

Juventus Stadium Opening Ceremony - Welcome Home
Organizer: **Filmmaster Events**
Client: **Juventus Football Club**
Country: **Italy**

CREATIVE IDEA

FIRST PRIZE

Windows Phone 7.5 Hotel
Organizer: **Wildstyle Network**
Client: **Microsoft Deutschland**
Country: **Germany**

SECOND PRIZE

SRH Brainwaves
Organizer: **Jung von Matt/relations**
Client: **SRH Holding**
Country: **Germany**

THIRD PRIZE

Interactive Spotlight Installation
Organizer: **Jung von Matt/relations**
Client: **Daimler - Mercedes-Benz Cars**
Country: **Germany**

DIRECTION

FIRST PRIZE

Juventus Stadium Opening Ceremony - Welcome Home
Organizer: **Filmmaster Events**
Client: **Juventus Football Club**
Country: **Italy**

SECOND PRIZE

Commemoration of the 8th Centenary of the Cathedral of Santiago de Compostela
Organizer: **General de Producciones y Diseño (GPD)**
Client: **Consortium of Santiago de Compostela**
Country: **Spain**

THIRD PRIZE

Porsche 911 Carrera: Porsche Identity - Dealer launch event in Cape Town
Organizer: **Mindact, AMT (Agentur für Marken(t)räume), S&T Wirth, Vok Dams**
Client: **Dr. Ing. h.c. F. Porsche**
Country: **Germany**

LOCATION/SETTING

FIRST PRIZE

Commemoration of the 8th Centenary of the Cathedral of Santiago de Compostela
Organizer: **General de Producciones y Diseño (GPD)**
Client: **Consortium of Santiago de Compostela**
Country: **Spain**

SECOND PRIZE

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Client: **Dr. Ing. h.c. F. Porsche**
Country: **Germany**

THIRD PRIZE

Porsche Boxster Dealer Launch Event
'Breaking Free'
Organizer: **Vok Dams Agency for Events and Live-Marketing**
Client: **Dr. Ing. h.c. F. Porsche**
Country: **Germany**

MEDIA COVERAGE

FIRST PRIZE

Vodafone Mexefest
Organizer: **Action4 Ativism**
Client: **Vodafone**
Country: **Portugal**

SECOND PRIZE

Launch and presentation of the new BMW 1 Series
Organizer: **Staff Eventos**
Client: **BMW Iberia**
Country: **Spain**

THIRD PRIZE

3D in the Park
Organizer: **Eventum Premo**
Client: **Moscow City Park**
Country: **Russia**

MEDIA MIX

FIRST PRIZE

20 years of leadership
Organizer: **Sinergie**
Client: **Mediamarket (Media World e Saturn)**
Country: **Italy**

SECOND PRIZE

Consumer Promotion 2.0 - 'Dosionair'
Organizer: **Vok Dams Agency for Events and Live-Marketing**
Client: **Ball Packaging Europe**
Country: **Germany**

THIRD PRIZE EX AEQUO

Audi Q3 Trans China Tour 2012
Organizer: **Pure Perfection**
Client: **Audi AG**
Country: **Germany**

THIRD PRIZE EX AEQUO

SRH Brainwaves
Organizer: **Jung von Matt/relations**
Client: **SRH Holding**
Country: **Germany**

STAGING/SET DESIGN

FIRST PRIZE

Innovation and making things happen
Organizer: **SCP - Sistemas de Comunicacçòn Puntual y Marketing**
Client: **Repsol-Deme**
Event type: **Internal Event / Convention**
Country: **Spain**

SECOND PRIZE

Commemoration of the 8th Centenary of the Cathedral of Santiago de Compostela
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THIRD PRIZE

Porsche 911 Carrera: Porsche Identity - Dealer launch event in Cape Town
Organizer: **Mindact, AMT (Agentur für Marken(t)räume), S&T Wirth, Vok Dams**

Client: **Dr. Ing. h.c. F. Porsche**
Country: **Germany**

SPECIAL EVENT TYPE

HIGH BUDGET

FIRST PRIZE

Porsche 911 Carrera: Porsche Identity - Dealer launch event in Cape Town
Organizer: **Mindact, AMT (Agentur für Marken(t)räume), S&T Wirth, Vok Dams**
Client: **Dr. Ing. h.c. F. Porsche**
Country: **Germany**

LOW BUDGET

FIRST PRIZE

'Realizar um Sonho', the Biggest and Brightest Star in the World!
Organizer: **Realizar Worldwide Events**
Client: **Developed for Associação Terra dos Sonhos**
Country: **Portugalù**

BEST INTEGRATED EVENT

FIRST PRIZE

A perfect day, 24 hours with Philips
Organizer: **Wilkenwerk**
Client: **Philips; UB Consumer Lifestyle**
Country: **Germany**

SPECIAL AWARDS

USE OF SPACE / ENVIRONMENT SETTING

FIRST PRIZE

Windows Phone 7.5 Hotel
Organizer: **Wildstyle Network**
Client: **Microsoft Deutschland**
Country: **Germany**

TECHNOLOGICAL INNOVATION

FIRST PRIZE

SRH Brainwaves
Organizer: **Jung von Matt/relations**
Client: **SRH Holding**
Country: **Germany**

BEST EVENT AGENCY

FIRST PRIZE EX AEQUO

BBDOLive

FIRST PRIZE EX AEQUO

Vok Dams Agency for Events and Live-Marketing

SECOND PRIZE EX AEQUO

Jung von Matt/relations

SECOND PRIZE EX AEQUO

Wilkewerk

BEST EVENT COMPANY

FIRST PRIZE

Volkswagen Group

SECOND PRIZE

Daimler Crysler

THIRD PRIZE

Philips

SPECIAL PUBLISHER AWARDS

BEST EMOTIONAL RESPONSE

Centenary BA Vidro
Organizer: **Desafio Global Ativism**
Client: **BA Vidro**
Country: **Portugal**