

BOA 2021 - Creative Shortlist

Agency	Brand	Campaign Name
Wunderman Thompson	Alken Maes	Café Solidaire
Prophets	Amnesty International	1000 STROKES
Wunderman Thompson	Awel	A Screen For Help
LDV United	Bednet	Frontrow
Wunderman Thompson	Carrefour	Opera 'l Dente
Wunderman Thompson	Child Focus	Child pom re-enactment
Wunderman Thompson	Child Focus	#catsforkids
Kunstmaan Accenture Interactive	Corona Direct Verzekeringen	Liever een streep door onze naam dan door jouw rekening
BBDO	De Acteursgilde	Ads about nothing
BBDO	Decathlon	The Breakaway
mortierbrigade	DreamLand	Bellen met de Sint
Happiness	FedCaf	Helpy Hour
Havas Worldwide Brussels	Havas Worldwide Brussels	Hire to Fire
BBDO	Jupiler	Postpone your birthday
Happiness	Lay's	Crispy Subtitles
BBDO	Lidl	Versboeket (venkels & frambozen)
Happiness	Live 2020	Live 2020 Collection
Publicis groupe	Mercedes	Millboard
mortierbrigade	Mooimakers	Clean your street view
Happiness	OVK and VIAS	Non-Bob
Havas Worldwide Brussels	Peugeot	Test drive another life
Happiness	Red Cross / Snap.inc	Facetouchers
Happiness	SBS	Belgian Break
mortierbrigade	STIB - MIVB	Voices of Brussels
Mutant	Studio Brussel	Time to listen to your t-shirt
Wunderman Thompson	Telenet	.Comdom
FamousGrey	Volvo	Blindspot Billboard
FamousGrey	Volvo	Be Safe Be Late
Mutant	VRT - Eén	Eén voor allen

BOA 2021 - Client Shortlist		
Agency	Brand	Campaign Name
Integrated Communication		
BBDO	Decathlon	The Breakaway
Experiential Engagement and Events		
mortierbrigade	DreamLand	Bellen met de Sint
mortierbrigade	STIB/MIVB	Voices of Brussel
FamousGrey	Volvo	Blindspot Billboard
Sustainability		
Publicis Groupe	Mercedes	Millboard
Direct / 1:1 marketing		
Wunderman Thompson	Alken Maes	Café Solidaire
Wunderman Thompson	Awel	A Screen for Help
Happiness	OVK and VIAS	Non-Bob
Innovative Idea		
BBDO	Decathlon	Breakaway
Happiness	FedCaf	Helpy Hour
Publicis Groupe	Mercedes	Millboard
mortierbrigade	Mooimakers	Clean your street view
Wunderman Thompson	Telenet	.ComDom
FamousGrey	Volvo	Blindspot Billboard
FamousGrey	Volvo	Be Safe Be Late
Brand Building (Outbound marketing)		
AG Insurance	AG Insurance	Our fight against loneliness
Lielens and partners	Bebat	Wanted
FamousGrey	Campari	Bus Shelter Art Gallery
Kunstmaan / Accenture Inter	Corona Direct Verzekeringen	Liever een streep door onze naam dan door jouw rekening
BBDO	Lidl	Versboeket (venkels & frambozen)
FamousGrey	Proximus	National Sunset
Wunderman Thompson	Telenet	.ComDom
FamousGrey	Volvo	Be Safe Be Late
B2B Marketing		
Lielens	Bank J. Van Breda & C	The SQUARE
Havas Worldwide Brussels	Havas Worldwide Brussels	Hire to Fire
Havas Worldwide Brussels	Peugeot	Test drive another life
FamousGrey	Volvo	Be Safe Be Late
Shopper Marketing		
Wunderman Thompson	Alken Maes	Café Solidaire
Wunderman Thompson	Carrefour	Opera 'l Dente
Product Launch/Relaunch/Trial campaigns		
MediaCom	adidas	Stan Smith, Forever
Wunderman Thompson	Carrefour	Opera 'l Dente
Dallas Antwerp	CORNET	Wooden Beer Crate
Wunderman Thompson	Danone	Taste Tune
Mutant	Flair	Happy Ending
Digital Communications		
Wunderman Thompson	Carrefour	Opera 'l Dente
Wunderman Thompson	Danone	Taste Tune
BBDO	Decathlon	The Breakaway
mortierbrigade	DreamLand	Bellen met de Sint
BBDO	Jupiler	Postpone your birthday
Happiness	Lay's	Crispy Subtitles
mortierbrigade	STIB/MIVB	Voices of Brussel
Mutant	Studio Brussel	Time to listen to your t-shirt
Wunderman Thompson	Telenet	.ComDom
Cause or Charity/Non-Profit Marketing		
Publicis Groupe	Alzheimer League	Martine and her confused grandpa
LDV United	Bednet	Frontrow
Wunderman Thompson	Child Focus	Child porn re-enactment
Wunderman Thompson	Child Focus	#catsforkids
De Vloer	Child Focus & Royal Belgian F	Missing Fans
BBDO	De Acteursgilde	Ads about nothing
Darwin - a BBDO boutique	Doof Vlaanderen	Warmest Gesture
Happiness	Live 2020	Live 2020 Collection
Small Budget Campaign		
Wunderman Thompson	Awel	A Screen for Help
Wunderman Thompson	Awel	F*ck69!
Wunderman Thompson	Child Focus	Child porn re-enactment
Wunderman Thompson	Child Focus	#catsforkids
mortierbrigade	Mooimakers	Clean your street view
Studio Cameo	VSOA Politie/SLFP Police	Violence against the police
Media		
mortierbrigade	De Morgen	Kaleidoscoop
Happiness	SBS	Belgian Break
Activation in times of Corona		
Wunderman Thompson	Alken Maes	Café Solidaire
Wunderman Thompson	Awel	A Screen for Help
De Vloer	Child Focus & Royal Belgian F	Missing Fans
Darwin - a BBDO boutique	Doof Vlaanderen	Warmest Gesture
mortierbrigade	DreamLand	Bellen met de Sint
BBDO	Jupiler	Postpone your birthday
Wunderman Thompson	Mazda	Drive Thru Motor Show
FamousGrey	Proximus	National Sunset
RTL Belgium	Radio Contact	Contact On Stage 100% Covid Safe
Happiness	Red Cross / Snap.inc	Facetouchers
mortierbrigade	STIB/MIVB	Voices of Brussel
Mutant	VRT - Eén	Eén voor allen