

## NOMINATIONS ADCN AWARDS 2016 AND THE NOMINEES ARE...



### Advertising | Print

BVH Identity Driven Thinking

Rectificatie

Amnesty International

BVH Identity Driven Thinking

Handelsmissie China

Amnesty International

Havas Boondoggle Amsterdam

Met een kleine bijdrage kunnen wij mooie dingen doen

Net4Kids

### Advertising | Out-of-Home

Dawn

1000 Kleuren van Artis

Natura Artis Magistra

Havas Boondoggle Amsterdam

Met een kleine bijdrage kunnen wij mooie dingen doen

Net4Kids

J. Walter Thompson Amsterdam

Kingsday live from Emma Children's Hospital

Stichting Steun Emma Kinderziekenhuis AMC

N=5

Pridestream

KPN

TBWA\NEBOKO

Hurry for a free McFlurry

McDonald's

TBWA\NEBOKO

AXA - Het slot dat op je vorige fiets had moeten zitten.

AXA Bike Security

## NOMINATIONS ADCN AWARDS 2016

### Advertising | Out-of-Home (continued)



United State of Fans\TBWA

ING, Cities in a Click

ING

WE ARE Pi

Wrangler Wrangler

Wrangler EMEA

Wieden+Kennedy Amsterdam

Moscow Real Girls

Nike

### Advertising | Film

ACHTUNG! | Wefilm | Het PR Bureau | MEC

Oma Online

Vodafone

Being There

Zeg het met een vaasje

Amstel

Dawn

Hoe word je schathemeltjeriek?

Triodos Bank

DDB & Tribal Amsterdam

Lees je koppen of lees je de krant?

De Volkskrant

DDB & Tribal Amsterdam

Welkom

Centraal Beheer Achmea

DDB & Tribal Amsterdam

Feestje

Centraal Beheer Achmea

INDIE Amsterdam

De herinneringen van een meesterbrouwer

Heineken Nederland - Brand Bier

## NOMINATIONS ADCN AWARDS 2016

### Advertising | Film (continued)



INDIE Amsterdam	Omdat het kan	Tele2
J. Walter Thompson Amsterdam	Rain	Spadel
J. Walter Thompson Amsterdam	Taste the translation	ElaN Languages
Mori Inc. / Lernert & Sander	How to drink a Campari	Suntory / Campari Japan
N=5	Facebook	Monuta
N=5	Peuters	KPN
N=5	Groei door	LOI
N=5	KPN zoekt monteurs	KPN
Ogilvy & Mather Amsterdam	My Last Day	Amnesty International The Netherlands
Selmore	Worst Brides Ever	Dance4life
SIRE / Orchestra	Kliekipedia	SIRE
TBWA\NEBOKO	Ongelukje	Pearle

## NOMINATIONS ADCN AWARDS 2016



### Advertising | Film (continued)

TBWA\NEBOKO

The Scream

McDonald's

TBWA\NEBOKO

Ben's Christmas

Albert Heijn

### Advertising | Radio

BVH Identity Driven Thinking

Handelsmissie China

Amnesty International

Havas Boondoggle Amsterdam

Citroën Winterbandencampagne

Citroën Nederland

Selmore

80 jaar KNGF Geleidehonden

KNGF Geleidehonden

### Advertising | Promo/Activation & Direct

ACHTUNG! | Wefilm | Het PR Bureau | MEC

Oma Online

Vodafone

Dawn

Social Shuffle

Zorg en Zekerheid

DDB & Tribal Amsterdam

Wall's Office Ice cream truck

Unilever

## NOMINATIONS ADCN AWARDS 2016

### Advertising | Promo/Activation & Direct (continued)



DDB & Tribal Amsterdam	Homeless extra's	De Volksbond
DDB & Tribal Amsterdam	Plane to Product	KLM Royal Dutch Airlines
Havas Boondoggle Amsterdam	Recruiting interns via AirBnB	Havas Boondoggle Amsterdam
J. Walter Thompson Amsterdam	Taste the translation	ElaN Languages
J. Walter Thompson Amsterdam	Kingsday live from Emma Children's Hospital	Stichting Steun Emma Kinderziekenhuis AMC
Joe Public Take-Away Advertising	Valentijnskus	PostNL
LEMZ	Don't give kids a choice	VeiligheidNL
N=5	NosePost	KPN
N=5	Pridestream	KPN
N=5	Alzheimer SOCKS	Alzheimer SOCKS
Ogilvy & Mather Amsterdam	Tehuisdoos	Rabobank Nederland
SOUNDCIRCUS	The SOUNDCIRCUS Casefilmband	SOUNDCIRCUS

## NOMINATIONS ADCN AWARDS 2016



### Advertising | Promo/Activation & Direct (continued)

TBWA\NEBOKO	How charities became donors	Free a Girl
TBWA\NEBOKO	Moestuintje	Albert Heijn
The Oddshop	Every app has a price	Autoriteit Consument & Markt
The Oddshop	Foodsy	FNV Horeca

### Advertising | PR

ACHTUNG!   Wefilm   Het PR Bureau   MEC	Oma Online	Vodafone
Grey Benelux	The Persicope Burglar	Nationale Nederlanden
Havas Boondoggle Amsterdam	Recruiting interns via AirBnB	Havas Boondoggle Amsterdam
J. Walter Thompson Amsterdam	Kingsday live from Emma Children's Hospital	Stichting Steun Emma Kinderziekenhuis AMC
Joe Public Take-Away Advertising	Valentijnskus	PostNL
LEMZ	Don't give kids a choice	VeiligheidNL

## NOMINATIONS ADCN AWARDS 2016



### Advertising | PR (continued)

TBWA\NEBOKO

How charities became donors

Free a Girl

The Oddshop

Foodsy

FNV Horeca

Wilmar/Matthijs

Yellow Backie

Yellow Bike

### Advertising | Digital & Social Campaigns

ACHTUNG!

Volkswagen Stroller

Pon's Automobielhandel

CODE D'AZUR

KLM FlightFunding

KLM Royal Dutch Airlines

DDB & Tribal Amsterdam

The Soccer Doc

Heineken

FHV BBDO

The hungry pre-roll

Mars Nederland

Havas Boondoggle Amsterdam

Recruiting interns via AirBnB

Havas Boondoggle Amsterdam

J. Walter Thompson Amsterdam

AD Schoolpaper

Persgroep - AD

J. Walter Thompson Amsterdam

Taste the translation

ElaN Languages

## NOMINATIONS ADCN AWARDS 2016

### Advertising | Digital & Social Campaigns (continued)



Joe Public Take-Away Advertising	Valentijnskus	PostNL
Mediamonks	Weber BBQ Cultures	Weber
MediaMonks	Base Phone Address	BASE
N=5	Pridestream	KPN
Selmore	ŠKODA x WeTransfer	ŠKODA
TBWA\NEBOKO	The Scream	McDonald's
TBWA\NEBOKO	Mr. Polska	McDonald's
TBWA\NEBOKO	How charities became donors	Free a Girl
TBWA\NEBOKO	Valentijn	Heineken
The Oddshop	Every app has a price	Autoriteit Consument & Markt



## NOMINATIONS ADCN AWARDS 2016

### Advertising | Media



Grey Benelux	The Periscope Burglar	Nationale Nederlanden
J. Walter Thompson Amsterdam	The bottle with a mission	Heineken Experience
LEMZ	De Grote CliniClowns Meeluisteroperatie	CliniClowns
MediaMonks	Canon Gig App	Canon
TBWA\NEBOKO	Hurry for a free McFlurry	McDonald's
TBWA\NEBOKO	Pickwick - Tea Topics	Pickwick
TBWA\NEBOKO	How charities became donors	Free a Girl
United State of Fans\TBWA	ING Cities in a Click	ING

### Advertising | Branded Content & Entertainment

ACHTUNG!	Volkswagen Stroller	Pon's Automobielhandel
ACHTUNG!   Wefilm   Het PR Bureau   MEC	Oma Online	Vodafone
CONSPIRACYSINC	Moving Mesdag	Samsung

## NOMINATIONS ADCN AWARDS 2016

### Advertising | Branded Content & Entertainment (continued)



DDB & Tribal Amsterdam	Bluey	KLM Royal Dutch Airlines
J. Walter Thompson Amsterdam	Taste the translation	ElaN Languages
LEMZ	Don't give kids a choice	VeiligheidNL
N=5	The Attachment	XS4ALL
N=5	Pridestream	KPN

### Advertising | Integrated

ACHTUNG!   Wefilm   Het PR Bureau   MEC	Oma Online	Vodafone
N=5	Pridestream	KPN
TBWA\NEBOKO	How charities became donors	Free a Girl
TBWA\NEBOKO	Moestuintje	Albert Heijn

## NOMINATIONS ADCN AWARDS 2016



### Design | Product Design

DDB & Tribal Amsterdam

Plane to Product

KLM Royal Dutch Airlines

Fitzroy Amsterdam

Lenovo Cinema Sleeve

Lenovo

J. Walter Thompson Amsterdam

The Traceable Coathanger

Nukuhiva

N=5

Alzheimer SOCKS

Alzheimer SOCKS

### Design | Packaging Design

Brand Candies

Natufood Thee

Royal Wessanen

Brand Candies

Bazqet Crunchy Apple | Mango | Tomato |  
Sweet Pepper

Bazqet by Impaqtum

Brandnew

Yespers Smoothie Spread

Coparan

dBOD

Heineken

Heineken

Design Bridge

Johnnie Walker Artist Collaboration

Diageo

OD

Wijn met Karakter

Jumbo Supermarkten

## NOMINATIONS ADCN AWARDS 2016

### Design | Branding & Brand Environments



...,staat	The Student Hotel	The Student Hotel
178 aardige ontwerpers	SUGARFACTORY X AMSTERDAM DANCE EVENT	Sugarfactory
Thijs Biersteker   MediaMonks	Interactive Punching Bag	Fight cancer / de Persgroep Nederland
Thonik	Urbanism Architecture Bi-city Biennale Shenzhen	Urbanism / Architecture Bi-city Biennale Shenzhen
Thonik	Nanjing Youth Festival	Nanjing Youth Festival, Nanjing China
Thonik	Holland Festival	Holland Festival
Tinker Imagineers	Experience Juliana Children's Hospital	HagaZiekenhuis
Vruchtvlies	Das Mag Uitgeverij	Das Mag

### Design | Graphic Design

Boonstra & Associates	HALAL	HALAL
Fabrique	Dutch Design Week	Dutch Design Week Eindhoven

## NOMINATIONS ADCN AWARDS 2016



### Design | Graphic Design (continued)

N=5	Lekker Gaan	KPN
Studio Dumbar	Transavia	Transavia
TBWA\NEBOKO	Moestuintje	Albert Heijn
Thonik	Holland Festival	Holland Festival
Volkskrant Magazine	Volkskrant Magazine	Volkskrant Magazine

### Design | Digital Products & Services

ACHTUNG!	Volkswagen App	Pon's Automobielhandel
AKQA Amsterdam	KLM mobile and watch app	KLM
Dawn	Social Shuffle	Zorg en Zekerheid
Greenberry	Vroege Vogels app	BNN-VARA
J. Walter Thompson Amsterdam	AD Schoolpaper	Persgroep - AD

## NOMINATIONS ADCN AWARDS 2016



### Design | Digital Products & Services (continued)

Judit and Ramin	Friends of Thrones	Friends of Thrones
LEMZ	Don't give kids a choice	Veiligheid.nl
MediaMonks	Weber BBQ Cultures	Weber
Submarine Channel	Refugee Republic	de Volkskrant/ Submarine Channel
SuperHeroes Amsterdam	Type To Design	36 Days of Type

### Craft | Film Direction

Bonkers   N=5	Peuters	KPN
Cake Film & Photography   INDIE Amsterdam	De herinneringen van een meesterbrouwer	Heineken Nederland - Brand Bier
Caviar Amsterdam   Steam	Onze vrijheid begint bij die van een ander	Ministerie van Defensie
CZAR   N=5	NS - Familie	NS
CZAR   TBWA\NEBOKO	Heineken Nature's Wonder	Heineken

## NOMINATIONS ADCN AWARDS 2016



### Craft | Film Direction (continued)

Pink Rabbit   TBWA\NEBOKO	Ben's Christmas	Albert Heijn
Suikerdepot   N=5	Groei door	LOI
The Boardroom   INDIE Amsterdam	Omdat het kan	Tele2
The BoardRoom   N=5	Facebook	Monuta

### Craft | Film Editing

De Kapsalon   INDIE Amsterdam	De herinneringen van een meesterbrouwer	Heineken Nederland - Brand Bier
Govert Janse   Ambassadors   Steam	Onze vrijheid begint bij die van een ander	Ministerie van Defensie
Johnny Rayner   Glassworks Amsterdam   INDIE Amsterdam	Omdat het kan	Tele2
Martin Heijgelaar   TBWA\NEBOKO	Ben's Christmas	Albert Heijn
Mieneke Kramer   Halal	Eneco, dag oude wereld	Eneco
Postoffice   SIRE	Kliekikipedia	SIRE

## NOMINATIONS ADCN AWARDS 2016



### Craft | Film Cinematography

Franz Lustig | CZAR | TBWA\NEBOKO

Nature's wonder

Heineken

James Miller | Amsterdam Worldwide

Dr. Nicholas Perricone - Serious About Beauty Perricone MD

Menno Mans | INDIE Amsterdam

De herinneringen van een meesterbrouwer Heineken Nederland - Brand Bier

### Craft | Visual Effects

Ambassadors

Onze vrijheid begint bij die van een ander

Ministerie van Defensie

Glassworks Amsterdam

Nike Tiempo 'Start the Finish'

Nike

Glassworks Amsterdam | INDIE Amsterdam

Omdat het kan

Tele2

J. Walter Thompson Amsterdam

Rain

Spadel

MPC Amsterdam

Nature's Wonder

Heineken



## NOMINATIONS ADCN AWARDS 2016

### Craft | Animation



Ambassadors

Catwalk

Rijksmuseum

Ambassadors | Selmore

Sjors & Jacques

Mona

Jurjen Kraan | Pedri Animation | DDB & Tribal  
Amsterdam

Inflight Safety

KLM Royal Dutch Airlines

Part of a bigger plan | Etcetera & Red Urban

Geef uw vermorgen een horizon

Van Lanschot

PlusOne

Be Sexy, Be Smart

Soa Aids Nederland

Studio Mals | ACHTUNG!

Orangina Shakes

Orangina Schweppes International

Thomas Hietbrink | Pedri Animation | Being There

NPO Radio 2 – De muziek is aan

NPO Radio 2

### Craft | Music

Audentity | INDIE AMSTERDAM

Brand Dubbelbock

Heineken Nederland - Brand Bier

De Geluiderij | INDIE Amsterdam

Omdat het kan

Tele2

MassiveMusic

EA SPORTS FIFA 16 - FIFARO

EA SPORTS

## NOMINATIONS ADCN AWARDS 2016

### Craft | Music (continued)

MOST\_\_original soundtracks

How to drink a Campari

Campari / Suntory

Ogilvy & Mather Amsterdam

What Are You Waiting For?

The Coca-Cola Company

Sizzer Amsterdam

#I'm Empty

Pro-Infirmis

SOUNDCIRCUS

The SOUNDCIRCUS Casefilmband

SOUNDCIRCUS

### Craft | Sound Design

MOST\_\_original soundtracks

Bells & Whistles

Vector

OIJ (The missing sync) | J. Walter Thompson  
Amsterdam

Rain

Spadel

SOUNDCIRCUS

The SOUNDCIRCUS Casefilmband

SOUNDCIRCUS



## NOMINATIONS ADCN AWARDS 2016



### Craft | Typography

Bureau Gras

Wie heeft de sleutel?

White Bird

Planet Jarr

DNA Font

Vogue Japan (Nippon)

TBWA\NEBOKO

AXA - Het slot dat op je vorige fiets had moeten zitten

AXA Bike Security

### Craft | Photography

Arthur Mebius Photography

Incident compositions

Arthur Mebius Photography

Edo Kars Photography

Size does matter !

Okker Art Gallery

Marcel van der Vlugt

Rijkman Groenink

FD Persoonlijk

### Craft | Illustration

+1Mile

See the city through the eyes of the blind

CtheCity

Boonstra & Associates

Creatie. L x B x H

Creatie

## NOMINATIONS ADCN AWARDS 2016



### Craft | Art Direction

+1Mile	See the city through the eyes of the blind	CtheCity
Dawn	Welkom in de nieuwe wereld	Eneco
Dawn	1000 Kleuren van Artis	Natura Artis Magistra
INDIE Amsterdam	Omdat het kan	Tele2 Nederland
MediaMonks	Weber BBQ Cultures	Weber
Volkskrant Magazine	Volkskrant Magazine	Volkskrant Magazine

### Craft | Copywriting

Area25	Yarden Uitvaartorganisatie	Yarden Uitvaartorganisatie
Buutvrij for life	GEEFMIJMAAR.AMSTERDAM	dotAmsterdam
Dawn	Welkom in de nieuwe wereld	Eneco
DDB & Tribal Amsterdam	Lees je koppen of lees je de krant?	De Volkskrant

## NOMINATIONS ADCN AWARDS 2016



### Craft | Copywriting (continued)

INDIE Amsterdam	Omdat het kan	Tele2 Nederland
Ogilvy & Mather Amsterdam	My Last Day	Amnesty International The Netherlands
TBWA\NEBOKO	AXA - Het slot dat op je vorige fiets had moeten zitten	AXA Bike Security

### Craft | UX

AKQA Amsterdam	KLM mobile and watch app	KLM
MediaMonks	Weber BBQ Cultures	Weber
MediaMonks   N=5	NosePost	KPN

**Disclaimer:** We have been extremely careful in creating this overview. We apologize upfront for any mistakes. All information presented is based on information/credits provided by the entrants.