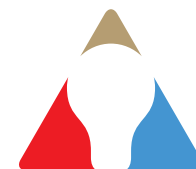


# ADCN AWARDS 2018 WINNERS



## GRAND PRIX

CATEGORY   AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
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GRAND PRIX	EVERT_45	DANIEL TE LINDERT, THIJS BONTJE / N=5	PUPKIN, SUPERHERO CHEESECAKE	KPN
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*'The ADCN Grand Prix was awarded to Evert\_45, the project by N=5 for KPN that won six Lamps across six different categories, including Gold in Digital & Social & Mobile Advertising and Integrated Advertising. The Grand Prix is the most creative and groundbreaking work of the year. Telecom brand KPN reimagined stories from the Second World War for the digital age, connecting generations in a campaign for Dutch Remembrance and Liberation day. KPN imagined the story of a boy called Evert, and put it onto YouTube vlogs and Instagram posts to make his story seem real for the younger generation. His experience includes an account of his journey to find his brother in hiding after escaping a German labor camp, viewable on the campaign website. KPN conceived the campaign in partnership with the National Committee for 4 and 5 May (Remembrance Day and Liberation Day) as well as and the Dutch Resistance Museum.'*

## ADVERTISING

CATEGORY   AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
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DIGITAL, SOCIAL & MOBILE / GOLD	EVERT_45	DANIEL TE LINDERT, THIJS BONTJE / N=5	PUPKIN, SUPERHERO CHEESECAKE	KPN
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*'Making a heavy subject accessible. Really digital in the heart of the idea, very well translated to the platforms.'*

INTEGRATED / GOLD	EVERT_45	DANIEL TE LINDERT, THIJS BONTJE / N=5	PUPKIN, SUPERHERO CHEESECAKE	KPN
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*'Definitely one of the most outstanding pieces this years' awards. The Netherlands oldest and biggest provider connects present with past in a beautiful and compelling way.'*

BRAND ACTIVATION & EXPERIENCE / SILVER	EVERT_45	DANIEL TE LINDERT, THIJS BONTJE / N=5	PUPKIN, SUPERHERO CHEESECAKE	KPN
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*'History translated to modern visual language. The idea and execution are high class and well fitting for the brand. It's educational and even executed with a subtle but well-balanced sense of humor. An excellent piece of work that's worth sharing.'*



# ADCN AWARDS 2018 WINNERS



## ADVERTISING

CATEGORY   AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
<b>BRAND ACTIVATION &amp; EXPERIENCE / SILVER</b>	<b>IK WIL MET #CARNAVALVRIJ</b>	<b>JEROEN MANDERS, JORIS RAAIJMAKERS, LEVI SARS, NIEK JANSEN / FAMA VOLAT</b>	<b>BLAUW GRAS &amp; CLIFF</b>	<b>BAVARIA</b>
<i>'While many beer brands reinforce values like taste and craft, this campaign seems to know how to keep the fun in beer. Refreshing and smart, yet very simple.'</i>				
<b>BRANDED CONTENT &amp; ENTERTAINMENT / SILVER</b>	<b>GET THE FLOW</b>	<b>ED VAN BENNEKOM, JASPER DIKS / DDB &amp; TRIBAL AMSTERDAM</b>	<b>ROBOT KITTENS, WEFILM</b>	<b>VODAFONE NETHERLANDS</b>
<i>'Strong idea. Powerful insight brought to life in a very relevant way. Both for the brand and the audience. Crafted really well. And smart use of brand ambassadors.'</i>				
<b>BRANDED CONTENT &amp; ENTERTAINMENT / SILVER</b>	<b>SIX MINUTE STORIES</b>	<b>DAWN</b>	<b>DAWN, HAGENS</b>	<b>ZORG EN ZEKERHEID</b>
<i>'This is what branded content is about. Strong insight. Which is executed really well. We like the fact that it's not a video but a book. It solves a topic that their audience is struggling with. This case has longevity. And we encourage an international lens on the case video. And can't wait for the international version of the idea.'</i>				
<b>DIRECT / SILVER</b>	<b>ROBOBOY</b>	<b>FLORIAN HOLLANDER, VINCENT VERSLUIS / ACHTUNG! MCGARRYBOWEN</b>	<b>PINK RABBIT</b>	<b>VOLKSWAGEN PERSONENWAGEN</b>
<i>'It's wannahave all daddy's want. For their kids. And, secretly, for themselves. The design being copied by kids all around the nation, is not only a compliment for the creators but also an affirmation that Roboboy hit the target audience where you want to hit them: right in the heart.'</i>				
<b>FILM &amp; VIDEO / SILVER</b>	<b>CENTER PARCS: SAY YES</b>	<b>EJACQUES MASSARDO, MARTIJN VAN MARLE, MICHAEL JANSEN, PETER VAN RIJ / OGILVY &amp; MATHER AMSTERDAM</b>	<b>PINK RABBIT</b>	<b>CENTER PARCS</b>
<i>'We loved how they executed this idea with humor, and how they resisted the need to make it a conventional product montage. Most importantly, the judges have started saying yes to their children as well.'</i>				
<b>FILM &amp; VIDEO / SILVER</b>	<b>FORD MOTORCRAFT - WELCOME HOME</b>	<b>JURRIAAN NOIJ, MARCO DE JONG, MARTIJN VAN MARLE, PETER VAN RIJ / OGILVY &amp; MATHER AMSTERDAM</b>	<b>PINK RABBIT</b>	<b>FORD NEDERLAND BV</b>
<i>'This is a smart, beautifully told story for Ford dealerships that also does a wonderful job elevating the brand. We loved the execution, the pitch perfect music, and the bravery of the client to show their product in such a down and dirty way.'</i>				



# ADCN AWARDS 2018 WINNERS



## ADVERTISING

CATEGORY   AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
FILM & VIDEO / SILVER	PLUS CHRISTMAS	CHRIS SANT, DIEUWER BULHUIS / J. WALTER THOMPSON AMSTERDAM	PINK RABBIT	PLUS
<i>'It's quite common these days to see Christmas ads designed to pull at your heart strings, but hitting the perfect note is far from easy. We were moved by this modern family story that is incredibly well told and undeniably emotional.'</i>				
FILM & VIDEO / SILVER	ZWEMMER	DENNIS BAARS, ERIK FALKE / TBWA\NEBOKO	BONKERS	FONDS GEHANDICAPTEN SPORT
<i>'There is such a dignity to this film, that it really stood out for us amongst all the CSR-style films we saw. You never feel manipulated, and you're never made to feel pity as a viewer, while the twist at the end is a very powerful way to convey the message.'</i>				
INTEGRATED / SILVER	GET THE FLOW	ED VAN BENNEKOM, JASPER DIKS / DDB & TRIBAL AMSTERDAM	ROBOT KITTENS, WEFILM	VODAFONE NETHERLANDS
<i>'The ultimate example of how technology contributes to better communication and making an actual difference. Not a quick fix but a relevant solution with longevity.'</i>				
BRAND ACTIVATION & EXPERIENCE / BRONZE	GET THE FLOW	ED VAN BENNEKOM, JASPER DIKS / DDB & TRIBAL AMSTERDAM	ROBOT KITTENS, WEFILM	VODAFONE NETHERLANDS
<i>'Touching story of how technology can be a of great help overcoming speech disorder. It boils down to the essence of what mobile technology is about; communication. The app, the music and even the celebrities work seamlessly together in a story that flows naturally, doesn't brag or gets overly sentimental.'</i>				
BRAND ACTIVATION & EXPERIENCE / BRONZE	PAY WITH VIEWS	FRISO LUDENHOFF, MAARTEN VROUWES, MICHAEL JANSEN / J. WALTER THOMPSON AMSTERDAM	DOOGLE PRODUCTIONS	OPEL
<i>'The introduction of most cars goes by unnoticed. By flipping things around something that could have turned out boring or costly (or both), became successful and exciting.'</i>				
BRANDED CONTENT & ENTERTAINMENT / BRONZE	EVERT_45	DANIEL TE LINDERT, THIJS BONTJE / N=5	PUPKIN, SUPERHERO CHEESECAKE	KPN
<i>'Making something as intangible as history so relevant and tangible in the lives of young people is admirable. History comes alive through his cultural relevant stories for modern times.'</i>				





## ADVERTISING

CATEGORY   AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
DIGITAL & SOCIAL & MOBILE / BRONZE <i>'Great way of using youth culture and tech. It's very relevant to the band and feels fresh and innovative.'</i>	GET THE FLOW	ED VAN BENNEKOM, JASPER DIKS / DDB & TRIBAL AMSTERDAM	ROBOT KITTENS, WEFILM	VODAFONE NETHERLANDS
DIGITAL & SOCIAL & MOBILE / BRONZE <i>'One of the first ideas that made AR really, really, really, really relevant! A tool that you come back to.'</i>	IKEA PLACE	BAS VAN DE POEL, BRYAN WOLFF, DANIEL FRIIS, KAAVE POUR / INTER IKEA SYSTEMS, SPACE10	INTER IKEA SYSTEMS, SPACE10	IKEA
DIRECT / BRONZE <i>'As direct as Direct Marketing gets. A well executed concept that grabbed the attention of many working in the field of advertising and design, while explaining how to easily use the product along the way.'</i>	HOVERING ART DIRECTOR	ALEXIS JABBOUR, BERT MARISSSEN, DANIEL SYTSMA, JASPER JANSSEN, MICHAEL JAMES PHILLIPS, NIKLAS KRISTENSEN / ACHTUNG! MCGRARRYBOWEN	AMBASSADORS, HOBBYFILM, YUM YUM LONDON	ADOBE
FILM & VIDEO / BRONZE <i>'As a counterpoint to the many long form pieces of content we saw, this bite-sized campaign felt so fun, fresh and playful. It works incredibly hard for the brand and gives the viewer a little bit of joy in exchange for their time.'</i>	HOLIDAY CLICHÉ	HUGO VAN WOERDEN, PHILIP BRINK / THIS THAT + THE OTHER	THIS THAT + THE OTHER	DE VAKANTIEDISCOUNTER
FILM & VIDEO / BRONZE <i>'The positioning is based on a smart strategic insight. Adding to that the judges enjoyed the mainstream appeal of the work. It's a feel good family film that plays it straight down the middle. A classic well told ad that everybody can enjoy.'</i>	ŠKODA - KODIAQ	JAKKO ACHTERBERG, NIELS WESTRA / SELMORE CREATIVE AGENCY	CZAR	ŠKODA
MEDIA / BRONZE <i>'Using modern media channels and a vlogger for stories that shouldn't be forgotten by youngsters is really smart. The tonality is right and really outspoken.'</i>	EVERT_45	DANIEL TE LINDERT, THIJS BONTJE / N=5	PUPKIN, SUPERHERO CHEESECAKE	KPN



# ADCN AWARDS 2018 WINNERS



## ADVERTISING

CATEGORY   AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
OUTDOOR / BRONZE	THE BEAUTY IN MOTION	BART MOL, POL HOENDERBOOM / DDB & TRIBAL AMSTERDAM	FICTION FACTORY ROYAL DUTCH AIRLINES	KLM

*'A great way to communicate very dry brand messages. This object let's you feel it instead of telling you. The quality and execution fit well with the royal allure of the brand.'*

PR & INFLUENCER / BRONZE	A COMEDIAN'S WORST NIGHTMARE.	BJORN VAN DEN HOUT, RENS QUIRIJNEN / GREY AMSTERDAM	CHAPTER FILM & MOTION DESIGN	FSHD FOUNDATION
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*'An admirable and smart idea to create awareness about a disease nobody knows. Greatly executed PR campaign that reached audiences online and offline. Low budget with a big impact.'*

PR & INFLUENCER / BRONZE	SIX MINUTE STORIES	DAWN	DAWN, HAGENS	ZORG EN ZEKERHEID
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*'Using and analogue medium to reach a young target audience is very brave. The product makes people aware of a problem and offers the solution at the same time.'*

## DESIGN

CATEGORY   AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
EDITORIAL / SILVER	VOLKSKRANT MAGAZINE	PCORINNE VAN DUIN, JAAP BIEMANS / DE PERSGROEP	JAAP BIEMANS	DE VOLKSKRANT

*'They give themselves the room to try things. It makes the product different from all other offerings in the category.'*

GRAPHIC / SILVER	WILDLIFE FILM FESTIVAL ROTTERDAM	ARWEN RONNER, MATTHIJS RONNER, , WILFRED VAN DER WEIDE / STUDIO DE RONNERS	STUDIO DE RONNERS	WILDLIFE FILM FESTIVAL ROTTERDAM
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*'It spoke to all target groups in a sympathetic, Rotterdam style no-nonsense way. It feels accessible and looks easy, one of the hardest things to do.'*

BRAND / BRONZE	AMSTERDAM LIGHT FESTIVAL	CYRIL VAN STERKENBURG, NINA COUVERT, ROOS HAASJES / VANDEJONG CREATIVE AGENCY	VANDEJONG CREATIVE AGENCY	AMSTERDAM LIGHT FESTIVAL
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*'Interesting concept, beautiful execution and daringly simple. Very daring to use only color in a city, without communicating with text or messages. The identity for he festival becomes an installation in itself, without overdoing it.'*



# ADCN AWARDS 2018 WINNERS



## DESIGN

CATEGORY   AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
DIGITAL / BRONZE	GET THE FLOW	ED VAN BENNEKOM, JASPER DIKS / DDB & TRIBAL AMSTERDAM	ROBOT KITTENS, WEFILM	VODAFONE NETHERLANDS
<i>'Beautiful example of a real design-solution based on a strong insight. Idea, style, interface, content with celebrities; everything is right.'</i>				
EDITORIAL / BRONZE	BITTER CHOCOLATE STORIES	BAS VROEGE, JEROEN KUMMER / PARADOX, KUMMER & HERRMAN	KUMMER & HERRMAN	TONY'S CHOCOLONELY
<i>'Everything feels well adjusted. The book is very well made and the added campaign works really well. The posters pull you in to the story in the book.'</i>				
EXPERIENCE / BRONZE	MIELE POWERWASH AT LOWLANDS	BOUDEWIJN BOSMAN, GLENN VAN DE DOOD, MAARTEN BOER, REUBEN ALEXANDER / BUUTVRIJ FOR LIFE	SCHAALWERK, SINCE ,88	MIELE
<i>'It's a very clever way to get a regular household brand to a younger audience, a really round concept.'</i>				
EXPERIENCE / BRONZE	THE MOST REFRESHING BAKERY	DARRE VAN DIJK, DENNIS BAARS, ERIK FALKE, Robert Slot / TBWA\NEBOKO	FONO	HEINEKEN NEDERLAND
<i>'It's smart use of reframing. Making a new attractive and appealing product and linking it to your brand. Nice and simple.'</i>				
PACKAGING / BRONZE	DELICATA - CHOCOLATE HAPPINESS	...,STAAT	...,STAAT	ALBERT HEIJN
<i>'Breaking the category code. Fresh and consistently well executed in terms of graphic design and materials, highly creative without becoming a trick. Its articulating happiness like an explosion of Confetti.'</i>				
PRODUCT / BRONZE	KPN SAFE LOCK	CARSTEN VAN BERKEL, STEFAN LEENDERTSE / N=5	HOLY FOOLS, CODE&CODING, MAKE 'EM SAY	KPN
<i>'It innovates and inspires the industry by developing an open source solution. We feel this is a way of applying creativity to make a meaningful difference in society.'</i>				



# ADCN AWARDS 2018 WINNERS



## CRAFT

CATEGORY   AWARD	PROJECT	CRAFT	CREATIVE	CLIENT
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<b>MUSIC / GOLD</b>	<b>THE A-Z OF MUSIC</b>	<b>DAVE HARRINGTON &amp; CHARLOTTE VON KOTZE / VICE &amp; SAM DE JONG / HALAL</b>	<b>I-D</b>	<b>MARC JACOBS</b>
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*'As if someone dropped some acid in your morning coffee. It is like a doorway to that place we call creativity, where raw passion, escapism and tribalism spark the fire of our collective mojo. If craft can make you feel this, it must be golden. Deep bow from jury and no doubt the audience.'*

<b>ART DIRECTION / SILVER</b>	<b>APPELSAP - ONE LOVE</b>	<b>ROGIER SMALHOUT / HONG KONG AMSTERDAM</b>	<b>HONG KONG AMSTERDAM</b>	<b>APPELSAP FRESH MUSIC FESTIVAL</b>
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*'A small scale, local festival comes out with a campaign with global appeal. Raw and impactful, yet accessible images keep coming like a pulsing heartbeat'*

<b>CINEMATOGRAPHY / SILVER</b>	<b>PLUS - CHRISTMAS 2017</b>	<b>MARTIJN BROEKHUIZEN</b>	<b>J. WALTER THOMPSON AMSTERDAM</b>	<b>PLUS</b>
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*'The judges were impressed by the well-executed and subtle camera work. An outstanding combination of a classic story with a modern feel while staying away from clichés.'*

<b>FILM DIRECTION / SILVER</b>	<b>ALBERT HEIJN - CHRISTMAS 2017</b>	<b>ISMAEL TEN HEUVEL / PINK RABBIT</b>	<b>TBWA\NEBOKO</b>	<b>ALBERT HEIJN</b>
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*'An emotional and honest film. To show a sensitive and emotional story in such short time shows the power of the director. The small details are done to perfection and that's what makes this film unique.'*

<b>PHOTOGRAPHY / SILVER</b>	<b>'VENUS' EP</b>	<b>PEGGY KUIPER / CAKE FILM &amp; PHOTOGRAPHY</b>	<b>CAKE FILM &amp; PHOTOGRAPHY</b>	<b>DIO BRAAF</b>
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*'A very idiosyncratic way of photographing. It uses the power of simplicity and leaving things out, focusing only on the shape..'*

<b>ANIMATION / BRONZE</b>	<b>PASSING BY - 100+ YEARS OF DAMRAK</b>	<b>JORIS OPRINS, MARIEKE BLAAUW / JOB, JORIS &amp; MARIEKE</b>	<b>JOB, JORIS &amp; MARIEKE</b>	<b>DE BIJENKORF</b>
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*'An attractive, likeable animated film that displays inventiveness and original storytelling within the strict parameters of the brief.'*

<b>ART DIRECTION / BRONZE</b>	<b>SIX MINUTE STORIES</b>	<b>WARD GRAUMANS, SHARON DE GRAAF, REZA HAREK / DAWN</b>	<b>DAWN</b>	<b>ZORG EN ZEKERHEID</b>
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*'A modern, made-for- millenials take on the classic Havank silhouette. Executed in a subdued style and with a keen eye for detail, lovingly crafted and very collectible. A campaign you want to own.'*



# ADCN AWARDS 2018 WINNERS



## CRAFT

CATEGORY   AWARD	PROJECT	CRAFT	CREATIVE	CLIENT
<b>CINEMATOGRAPHY / BRONZE</b>	<b>I-D &amp; LOEWE: LOVE IS ENOUGH</b>	<b>SERGE TEULON</b>	<b>I-D</b>	<b>LOEWE</b>
<i>'A beautiful film in which the cinematography is there to support the poetry. Impressive use of abstraction, light and composition. The sum of all parts equal magic in the end.'</i>				
<b>COPYWRITING / BRONZE</b>	<b>ASN BANK - FABELS</b>	<b>DIEDERICK HILLENIUS, POPPE VAN PELT / SELMORE CREATIVE AGENCY</b>	<b>SELMORE CREATIVE AGENCY</b>	<b>ASN BANK</b>
<i>'The many possibilities of this copy driven idea have been lovingly explored, without resorting to cliché's and all the fables have some hidden gems that make you want to read, hear and see them again.'</i>				
<b>DIGITAL PRODUCTION / BRONZE</b>	<b>EVERT_45</b>	<b>SUPERHERO CHEESECAKE</b>	<b>N=5</b>	<b>KPN</b>
<i>'The story is important and deserves it's own platform. The layers of execution give the story depth and offers the visitor a chance of discovering things on their own.'</i>				
<b>EDITING / BRONZE</b>	<b>ALBERT HEIJN - CHRISTMAS 2017</b>	<b>MARTIN HEIJGELAAR / MRTN.</b>	<b>TBWA\NEBOKO</b>	<b>ALBERT HEIJN</b>
<i>'Craftsmanship in it's purest form. It shows a seamless buildup from scene to scene and has infallible rhythm. Perfectly balanced images and music, an ode to craftsmanship.'</i>				
<b>FILM DIRECTION / BRONZE</b>	<b>APPELSAP - ONE LOVE</b>	<b>BASHA DE BRUIJN / PINK RABBIT</b>	<b>HONG KONG AMSTERDAM</b>	<b>APPELSAP FRESH MUSIC FESTIVAL</b>
<i>'In contrast with more classical types of commercials this year, the judges were very impressed by it's refreshing style. The love for film shows every second you watch it.'</i>				
<b>FILM DIRECTION / BRONZE</b>	<b>PLUS - CHRISTMAS 2017</b>	<b>ISMAEL, BASHA / PINK RABBIT</b>	<b>J. WALTER THOMPSON AMSTERDAM</b>	<b>PLUS</b>
<i>'It's a challenging film to make, in subject and storytelling. It can only be a success when the director pours their soul into it. And it shows.'</i>				
<b>ILLUSTRATION / BRONZE</b>	<b>SAMEN DEMENTIEVRIENDELIJK</b>	<b>KATE PUGSLEY, WOODWORK AMSTERDAM</b>	<b>HAVAS LEMZ</b>	<b>STICHTING ALZHEIMER NEDERLAND, PPGM, DELTAPLAN DEMENTIE, MIN. VAN VOLKSGEZONDHEID, WELZIJN EN SPORT</b>
<i>'It has a very friendly tone-of-voice that makes it very accessible to a wide audience.'</i>				





# ADCN AWARDS 2018 WINNERS



## CRAFT

CATEGORY   AWARD	PROJECT	CRAFT	CREATIVE	CLIENT
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**MUSIC / BRONZE**

**INFO SUPPORT:  
THE CORPORATE MOVIE**

**STAN KOCH, MAARTEN BUNING /  
KOCH BUNING**

**WEFILM**

**INFO SUPPORT**

*'Mission impossible accomplished. The brief is a recipe for disaster. Final execution is a marvel of comedy, copy and craftsmanship. Brilliantly balancing musical spoof and actual tech talk. Musical is no longer a bad word and IT just became the IT-word.'*

**PHOTOGRAPHY / BRONZE**

**APPELSAP: ONE LOVE**

**LOTTE VAN RAALTE / HALAL**

**HONG KONG AMSTERDAM**

**APPELSAP  
FRESH MUSIC FESTIVAL**

*'A very upbeat and positive style. It makes you want to go to the festival. They don't take themselves too seriously. It really feels like playing around, they leave things up to circumstance.'*

**SOUND DESIGN / BRONZE**

**#ENTERTHEZONE**

**SIZZER AMSTERDAM**

**WE ARE SOCIAL, FRANCE**

**RENAULT SPORT**

*'The sound design created the zone beyond edit and picture. Tapping into realms deeply ingrained in human experience beyond driving fast cars. Transcending the story to a more universal appeal. One can sense the love for detail and the true understanding of the craft.'*

**STRATEGY / BRONZE**

**SIX MINUTE STORIES**

**MAARTEN NEFKENS / DAWN**

**DAWN**

**ZORG EN ZEKERHEID**

*'It feels like the first positive step in a bigger platform that could change millennials view of health and insurance. We look forward to see what else this campaign will do next to play a role in their lives.'*

**TYPOGRAPHY / BRONZE**

**NOVO TYPO COLOR BOOK**

**NOVO TYPO**

**NOVO TYPO**

**DE BUITENKANT PUBLISHER**

*'Totally redefines what a font can be. Novo Typo changes the game and makes fonts more expressive.'*

**VISUAL EFFECTS / BRONZE**

**HEINEKEN, THE TRAILBLAZERS**

**MPC AMSTERDAM**

**PUBLICIS ITALY**

**HEINEKEN**

*'There is good attention to detail in design, transitions and compositing. It holds it own in the company of other epic movie experiences which is admirable when you realize this is a commercial.'*



# ADCN AWARDS 2018 WINNERS



## NEXT

CATEGORY   AWARD	PROJECT	CREATIVE	AGENCY	CLIENT
IMPACT / SILVER	KPN SAFE LOCK	CARSTEN VAN BERKEL, STEFAN LEENDERTSE / N=5	CODE&CODING, HOLY FOOLS, MAKE 'EM SAY	KPN
<i>'This idea is brilliant by its obviousness. It also has the biggest impact because it is a big group of people that would use it. It is so good it should be a law, it's should be obliged for people to use this.'</i>				
INNOVATION / SILVER	CARE TAG	ED VAN BENNEKOM, JASPER DIKS / DDB & TRIBAL AMSTERDAM	CZAR, FROLIC STUDIO	KLM ROYAL DUTCH AIRLINES
<i>'Creative and innovative extension of the brand into a broader context. It inspires other brands to think about how they can extend their brand presence to new contexts, through the invention of useful product and service offerings that are true to brand values.'</i>				
BUSINESS / BRONZE	PON CONNECTED CAR	BORIS NIHOM, DANIEL SYTSMA, JOOST HUVER, ROY VAN DIJK / ACHTUNG! MCGARRYBOWEN	SIoux	PON
<i>'Showed clear sustainable impact on business, that enhanced consumer, fleet management and dealership experience. It harnesses a widely unappreciated new dataset and transforms it into added value.'</i>				
EXPERIMENTAL / BRONZE	LIVING ALEPPO	SASKIA STOLZ / POWER OF ART HOUSE	POWER OF ART HOUSE	-
EXPERIMENTAL / BRONZE	ONE SHOT X HALAL	DAAN VAN DAM, ZACK MCDONALD	HALAL	-
TALENT / BRONZE	RE:WEAR ADIDAS	ESTHER VAN BRAKEL, JORAN BACKX	-	-
<i>'Adidas x RE:WEAR is one of those ideas that makes the creative stomach rumble with envy. It's a statement that is as bold as those who dare to wear it and those who dare to present it for this talent jury. This is a bottom up solution that could be a gamechanger for the fashion industry. definitely deserves an award for courage, originality and creativity: Bronze.'</i>				
TALENT / BRONZE	STELLA'S RERUN	ROBIN PLAISIER, RUBEN VAN DE GROEP	-	-
<i>'Stella's RERUN is a perfect example of what might happen if dreams come true. What if indeed this massive PR stunt would occur and Stella McCartney would do a rerun of last years collection to make us aware of the sanity that is todays fashion industry? But as it is yet still a dream, we like to start with awarding it with a bronze lamp.'</i>				

