

DUTCH
CREATIVITY
AWARDS
WINNERS

2019



DUTCH CREATIVITY AWARDS 2019 WINNERS



GRAND PRIX

CATEGORY AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
GRAND PRIX	A REPORT OF CONNECTED EVENTS	POSTPANIC PICTURES	POSTPANIC PICTURES	LIBERTY GLOBAL
<p><i>'A cinematic celebration of storytelling that makes you want to go home and stay on your couch bingeing series and films until the end of the year, a piece everyone wants to make. The art direction combines brilliantly chosen locations with ditto cast and divine special effects, resulting in a stunning film about the power of storytelling. It's an epic, suspenseful yet playful story that shows you a completely new world with clever film references reflecting the love for cinema and film. The transitions between the scenes are very pretty and seamless as an audience you felt like being inside the world of games yourself.'</i></p>				

ADVERTISING

CATEGORY AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
ACTIVATION / SILVER	LITTLE BIG SPEAKERS	ACHTUNG! MCGARRYBOWEN	ACHTUNG! MCGARRYBOWEN	STICHTING OPKIKKER
<p><i>'Whilst being disruptive in the speaker industry, this idea turns weakness into strength and is an innovative way of raising funds.'</i></p>				
ACTIVATION / BRONZE	DUTCH MASTER JUICES	ROSS FOWLER & JACQUES MASSARDO / OGILVY AMSTERDAM	OGILVY AMSTERDAM	ROYAL PHILIPS
<p><i>'We finally know what a still life painting taste like and the case manages to turn a strong insight into a smart idea.'</i></p>				
ACTIVATION / BRONZE	KNALPLANGA	ROORDA RECLAMEBUREAU	ROORDA RECLAMEBUREAU / TOP NOTCH	MINISTERIE VAN INFRASTRUCTUUR EN WATERSTAAT
<p><i>'Tapping into an existing cultural movement by turning the reluctance of wearing protective glasses into something cool.'</i></p>				
ACTIVATION / BRONZE	THE FIRST SHOE MADE FROM RECYCLED GUM	RAMON STALENHOEF, MISCHA SCHREUDER & JONATHAN VAN LOON / PUBLICIS GROUPE	DANIEL ASHKOL, DAVE FRANSEN & GARA SEPTARA	AMSTERDAM METROPOLITAN AREA / I AMSTERDAM
<p><i>'Using litter to drive negative and polluting behaviour into a must have product. Outstanding campaign execution.'</i></p>				
DIGITAL / BRONZE	CAR COMMERCIAL TO GO	ED VAN BENNEKOM, JASPER DIKS, LEO VAN OSS & NICK MAAS / DDB UNLIMITED	DDB UNLIMITED & CIRCUS FAMILY	CENTRAAL BEHEER
<p><i>'A fun and clever way of actually adding value to people selling their cars and activating them to use their own social outlets to promote your product.'</i></p>				
DIRECT / SILVER	CAR COMMERCIAL TO GO	ED VAN BENNEKOM, JASPER DIKS, LEO VAN OSS & NICK MAAS / DDB UNLIMITED	DDB UNLIMITED & CIRCUS FAMILY	CENTRAAL BEHEER
<p><i>'Channel agnostic thinking, surprising and entertaining use of media.'</i></p>				



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ENTERTAINMENT / BRONZE	KNALPLANGA	JOERI JANSEN, STEFAN APSWOUDE, WILLEM DROOG, TOM VAN DER VELDT & DYON RUITER / ROORDA RECLAMEBUREAU	ROORDA RECLAMEBUREAU / TOP NOTCH	MINISTERIE VAN INFRASTRUCTUUR EN WATERSTAAT
<i>'Great use of a music video format used throughout different kinds of media, addressing an unsexy topic.'</i>				
FILM / GOLD	A REPORT OF CONNECTED EVENTS	MISCHA ROZEMA / POSTPANIC PICTURES	POSTPANIC PICTURES	LIBERTY GLOBAL
<i>'A cinematic celebration of storytelling that makes you want to go home and stay on your couch bingeing series and films until the end of the year, a piece everyone wants to make.'</i>				
FILM / SILVER	KONING TOTO	DARRE VAN DIJK, SANDER VOLLEMAN & BILLY WITBRAAD / TBWA\NEBOKO	GRYGIERCZYK & BOITELLE	NEDERLANDSE LOTERIJ / TOTO
<i>'You can feel the creators had fun creating this campaign, something that's much needed in the modern day advertising landscape. It's just great advertising.'</i>				
INTEGRATED / BRONZE	CAR COMMERCIAL TO GO	ED VAN BENNEKOM, JASPER DIKS, LEO VAN OSS & NICK MAAS / DDB UNLIMITED & CIRCUS FAMILY	DDB UNLIMITED & CIRCUS FAMILY	CENTRAAL BEHEER
<i>'The insight led to a very playful and smart execution in the tradition of the brand that uses different touchpoints like experiential, video content and car sellers owned media channels.'</i>				
INTEGRATED / BRONZE	KONING TOTO	DARRE VAN DIJK, SANDER VOLLEMAN & BILLY WITBRAAD / TBWA\NEBOKO	GRYGIERCZYK & BOITELLE	NEDERLANDSE LOTERIJ / TOTO
<i>'The level of fun and boldness innovates the lottery-market and touches culture on many levels to a stage that the theme was even chanted in football stadiums.'</i>				
MEDIA / BRONZE	GET FIT FOR SUMMER	PAUL VAN UDEN, ANNE-MARO HUBERTS, JOHN DE VRIES & RENÉ VERBONG / XXS AMSTERDAM	MADE.FOR.DIGITAL / GOED!BEZIG PRODUCTIES / MATISE / WE ARE FIRST	BASIC-FIT
<i>'This entry showed how simple a good idea can be. We almost felt our own muscles tense. Simply funny, clever, and on brief.'</i>				
MEDIA / BRONZE	KFC - GET THE ORIGINAL	GIJS SLUIJTERS & JORIS TOL / OGILVY AMSTERDAM	ROBOT KITTENS / ZIGT / LAB 3	KFC NETHERLANDS
<i>'We loved this digital idea: it was smart, it was relevant and the coupons were tasty.'</i>				



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PR/INFLUENCER / BRONZE	OPEL - JADE	RUBEN SONNEVELD, DANIEL SNELDERS, FRISO LUDENHOFF, MAARTEN VROUWES & BAS KORSTEN / J. WALTER THOMPSON	J. WALTER THOMPSON AMSTERDAM	OPEL NEDERLAND
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'Great use of a surprise element, and a very creative solution for not just reaching a new target group and creating goodwill but also being an effective and creative medium to tackle an internal HR challenge.'

RADIO / SILVER	SNELWEG SPROOKJES	MERVYN TEN DAM, DANIEL SYTSMA, SAMYR SOUEN, KIKA DOUGLAS, WILMAR VERSPRILLE, MATTHIJS GROOS, LUKE VINK, JOOST HUVER / ACHTUNG! MCGARRYBOWEN & STUDIO KRAFTWERK LINKED BY ISOBAR	BIG ORANGE / MARIO NIVEO / ROBOT KITTENS	VOLKSWAGEN
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'Innovative use of an audio experience that feels right for the brand, has a genuine positive message for children and their parents and is something that our target audience genuinely could use.'

RADIO / BRONZE	MURDER IN THE ZOO	DAWN	SOUNDCIRCUS / NEXT EMPIRE	ARTIS
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'It is a brave and well crafted version of the all known audio tour that is filled with love and must have required a great deal of persistence and passion to get it through.'

DESIGN

CATEGORY AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
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BRAND / SILVER	AMSTERDAM SINFONIETTA IDENTITY	STUDIO DUMBAR (PART OF DEPT)	STUDIO DUMBAR (PART OF DEBT)	AMSTERDAM SINFONIETTA
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'Beautiful use of typography appropriate for the case as it enhances for what it is whilst being iconic, classic Dutch and simply beautiful.'

BRAND / SILVER	BIGMILE IDENTITY	STUDIO DUMBAR (PART OF DEPT)	STUDIO DUMBAR (PART OF DEBT)	CONNEKT
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'We admired the bold and confident use of typography, the effortless functionality of the concept, as well as the beautiful use of photography.'

BRAND / BRONZE	NEDERLANDS THEATER FESTIVAL	EKHINE DOMÍNGUEZ & SARA LANDEIRA / WHAT THE STUDIO	WHAT THE STUDIO	NEDERLANDS THEATER FESTIVAL
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'Bold, fresh, surprising, different touchpoints, communitactive, accessible.'



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DESIGN

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EXPERIENCE / SILVER	SNELWEG SPROOKJES	MERVYN TEN DAM, DANIEL SYTSMA, SAMYR SOUEN, KIKA DOUGLAS, WILMAR VERSPRILLE, MATTHIJS GROOS, LUKE VINK, JOOST HUVER / ACHTUNG! MCGARRYBOWEN & STUDIO KRAFTWERK LINKED BY ISOBAR	BIG ORANGE / MARIO NIVEO / ROBOT KITTENS	VOLKSWAGEN
<i>'It's a deceptively simple solution that is powered by some heavy lifting logic, craft and technology to make this work seamlessly and hits on some true moments of magic.'</i>				
EXPERIENCE / BRONZE	THE LOCKDOWN	CODE D'AZUR	CODE D'AZUR	ABN AMRO
<i>'A broad and well crafted experience, with high production values, utilizing new technologies to talk to a specific target group.'</i>				
GRAPHIC / SILVER	AMSTERDAM SINFONIETTA POSTER SERIES	STUDIO DUMBAR (PART OF DEPT) / STAN HAANAPPEL	STUDIO DUMBAR (PART OF DEPT)	AMSTERDAM SINFONIETTA
<i>'Besides the fact that the posters are aesthetically pleasing to see and outstandingly well executed, the used technique is very special that grabs your attention from a distance.'</i>				
GRAPHIC / SILVER	IABR-2018+2020-THE MISSING LINK	STUDIO DE RONNERS	STUDIO DE RONNERS	INTERNATIONAL ARCHITECTURE BIENNALE ROTTERDAM
<i>'It is nice to sometimes see this kind of creative craftsmanship without the usage of images in graphic design that makes great use of diverse media forms.'</i>				
MOBILE / BRONZE	PACK	DANIEL SYTSMA, ROY VAN DIJK, FLORIAN HOLLANDER, VINCENT VERSLUIS, SASHA IRLA & JORIS FEITZ / ACHTUNG! MCGARRYBOWEN & STUDIO KRAFTWERK LINKED BY ISOBAR	LABEL A / ROBIN DAVEY	BRUNEL
<i>'Beyond the craft of the execution, this idea truly lives on and around the mobile app, and the quality of design and execution aligns well with the international standard set by the start-ups and tech companies in the bay area.'</i>				
MOBILE / BRONZE	SNELWEG SPROOKJES	MERVYN TEN DAM, DANIEL SYTSMA, SAMYR SOUEN, KIKA DOUGLAS, WILMAR VERSPRILLE, MATTHIJS GROOS, LUKE VINK, JOOST HUVER / ACHTUNG! MCGARRYBOWEN & STUDIO KRAFTWERK LINKED BY ISOBAR	BIG ORANGE / MARIO NIVEO / ROBOT KITTENS	VOLKSWAGEN
<i>'A lovely and whimsical solution that replaces the tablets and phones that kids are now glued to in cars, and replaces them with a GPS based story.'</i>				



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DESIGN

CATEGORY AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
PACKAGING / BRONZE	RAIJMAKERS HEETMAKERS	JEROEN DE KOK & SOFIE MANUPUTTY / OD DESIGNSTUDIO	OD DESIGNSTUDIO	RAIJMAKERS HEETMAKERS
<i>'The combination of bottle design and packaging is innovative as well as the use of copy is clever and on point.'</i>				
PLATFORM / SILVER	BELOW THE SURFACE	Q42 & FABRIQUE	Q42 & FABRIQUE	GEMEENTE AMSTERDAM
<i>'This is a truly fun idea, combining actual archaeology with some decidedly interactive executions.'</i>				
PRODUCT / BRONZE	THE FIRST SHOE MADE FROM RECYCLED GUM	JONATHAN VAN LOON & DANIEL ASHKO, / PUBLICIS GROUPE	PUBLICIS GROUPE	AMSTERDAM METROPOLITAN AREA / I AMSTERDAM
<i>'A brilliant idea with an inspiring, social and responsible approach.'</i>				
SPATIAL / BRONZE	BRASSERIE 2050	REINDER BAKKER & HESTER VAN DIJK / OVERTREDERS W	OVERTREDERS W	MOJO / RABOBANK
<i>'A lovely initiative that integrates the concept and the form in a very holistic and sustainable and environmentally friendly way.'</i>				

CRAFT

CATEGORY AWARD	PROJECT	CRAFT	CREATIVE	CLIENT
ANIMATION / SILVER	CHRISTMAS DOESN'T NEED MUCH ONLY LOVE.	HUGO RODRIQUEZ, DARREN MACPHERSON RÜDIGER KALTENÄUSER, KYLE OBLEY, ARIELLE AMRAMI / GLASSWORKS AMSTERDAM	SERVICEPLAN CAMPAIGN / NEVEREST GROUP	PENNY MARKT
<i>'The character design, animation and the visual details in the storytelling are heart warming, a beautiful short story that really touches you.'</i>				
ANIMATION / BRONZE	PVC-PAARDJE	AMBASSADORS	SELMORE CREATIVE AGENCY	ASN BANK
<i>'The combination of beautiful art-direction and absolutely flawless craft, makes this a wonderful piece. We loved the endearing character design.'</i>				
ART / SILVER	INTO THE GREAT WIDE OPEN 2018	BAS KOOPMANS & ROGIER VAN DER ZWAAG / STUDIO BAS KOOPMANS	BAS KOOPMANS & ROGIER VAN DER ZWAAG	INTO THE GREAT WIDE OPEN
<i>'This campaign stood out through simple but strong art-directional choices, an idea stripped down to the essence and tingling our taste buds for a unique festival experience to come.'</i>				



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ART / BRONZE	A REPORT OF CONNECTED EVENTS	MISCHA ROZEMA / POSTPANIC PICTURES	POSTPANIC PICTURES	LIBERTY GLOBAL
<i>'The art direction combines brilliantly chosen locations with ditto cast and divine special effects, resulting in a stunning film about the power of storytelling.'</i>				
CINEMATOGRAPHY / SILVER	#KEEPDREAMSALIVE	ROBBIE VAN BRUSSEL	EPIDEMIE	WERELDOUDERS
<i>'Everything is very aligned and works together holistically - music, cinematography, editing, casting, acting, grading - to tell a powerful story that resonates with the viewer.'</i>				
DIGITAL / SILVER	DIME TRAP	SUPERHERO CHEESECAKE	SUPERHERO CHEESECAKE	GRAND HUSTLE RECORDS
<i>'Lovely addition to an album launch, using sounds and the cover art to tell a deeper and deeply personal narrative, it's one of those rare pieces you'll easily spend 15-20 minutes exploring.'</i>				
DIGITAL / BRONZE	PACK	LABEL A / ROBIN DAVEY	ACHTUNG! MCGARRYBOWEN / STUDIO KRAFTWERK LINKED BY ISOBAR	BRUNEL
<i>'Every part of this is a digital delight, with an immense eye for craft and creativity, and it's a joy to see true craftsmanship across a full brand, product and user experience.'</i>				
DIRECTION / SILVER	#KEEPDREAMSALIVE	BRAM VAN ALPHEN	EPIDEMIE	WERELDOUDERS
<i>'Everything is very aligned and works together holistically - music, cinematography, editing, casting, acting, grading - to tell a powerful story that resonates with the viewer.'</i>				
DIRECTION / BRONZE	A REPORT OF CONNECTED EVENTS	MISCHA ROZEMA / POSTPANIC PICTURES	POSTPANIC PICTURES	LIBERTY GLOBAL
<i>'It's an epic, suspenseful yet playful story that shows you a completely new world with clever film references reflecting the love for cinema and film.'</i>				
EDITING / BRONZE	JUPILER - WE ARE BELGIUM	GOVERT JANSE	THE COMMUNICATION COMPANY	AB/INBEV
<i>'The editing added greatly to the storytelling and elevated the film to a higher level in addition to the choice and combination of eclectic shots is very associative.'</i>				
MUSIC / BRONZE	FEAST FOR THE EYES	SJAM SJAMSOEDIN	KHANNA\REIDINGA\ FARRALEY\LEBON	FOAM AMSTERDAM
<i>'It brings to life the small but interesting journey with a very strong reveal that is artistic and cinematic that speaks to the imagination.'</i>				
MUSIC / BRONZE	G-STAR - UNIFORM OF THE FREE	THE BLAZE, RAPSODY & ROGIER DE BRUIN / HERC THE AGENCY	HERC THE AGENCY	G-STAR
<i>'The strategy and the process has been very well executed whilst the writing is original and excellent. There is a perfect match with the picture and intent/message.'</i>				



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CRAFT

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PHOTOGRAPHY / SILVER	METAMORPHOSIS	LOIS COHEN & INDIANA ROMA VOSS	LOIS COHEN & INDIANA ROMA VOSS	CAKE FILM & PHOTOGRAPHY
<i>'It goes beyond creating a fashion series and comes across as effortless whilst expressing the artists own signature and style, which is timeless in this case.'</i>				
PHOTOGRAPHY / BRONZE	SATURDAY MORNING IN AMSTERDAM	MARIJN SCHEERES	MARIJN SCHEERES	MARIJN SCHEERES
<i>'It is a gift for Amsterdam and impressive to maintain a book of documentary style images that creates a warm and loving feeling.'</i>				
SOUND / SILVER	MAXON 'INFLUENCERS'	PEDRO BOTSARIS, WILSON BROWN & YUTA ENDO / ANTFOD	MAXON COMPUTER	MAXON COMPUTER
<i>'The craftsmanship is outstanding with unexpected twists in choices as they are disruptive and confusing. They are unheard of until now, making a bold statement.'</i>				
STRATEGY / BRONZE	KORDAAT	JEROEN VAN ECK & JORIEKE DE VRIES - GOOSEN / JOE PUBLIC TAKE-AWAY ADVERTISING & LIDL	JOE PUBLIC TAKE-AWAY ADVERTISING	LIDL
<i>'Sometimes the most obvious strategy deserves an award because when the whole category has abandoned its sweet spot, it takes courage to just go there.'</i>				
STRATEGY / BRONZE	OPEL - JADE	WANDA KINGMA / J. WALTER THOMPSON AMSTERDAM	J. WALTER THOMPSON AMSTERDAM	OPEL NEDERLAND
<i>'A smart strategic research-based approach, leading to a proper problem statement and a smart insight to help solve the problem.'</i>				
TYPOGRAPHY / BRONZE	CITY TYPOGRAPHY IN MOTION	STUDIO DUMBAR (PART OF DEPT)	STUDIO DUMBAR (PART OF DEPT)	EXTERION MEDIA NL
<i>'What made this case worth a bronze lamp is the fact that in essence it's only typography that is used, but in a way that it combines multiple disciplines such as font, coding and animation.'</i>				
VFX / GOLD	A REPORT OF CONNECTED EVENTS	MISCHA ROZEMA / POSTPANIC PICTURES	POSTPANIC PICTURES	LIBERTY GLOBAL
<i>'The transitions between the scenes are very pretty and seamless as an audience you felt like being inside the world of games yourself.'</i>				
VFX / BRONZE	THE END OF OIL	REIN JANSSEN & ERIK VOORS	REIN JANSSEN & ERIK VOORS	GREENPEACE
<i>'We were very impressed to see that this film wasn't made in cgi, but with special effects, which made beautiful iconic images to get attention for an important message.'</i>				
WRITING / BRONZE	KNALPLANGA	DONNIE, JOERI JANSEN, WILLEM DROOG, STEFAN APSWOUDE / TOP NOTCH & ROORDA RECLAMEBUREAU	ROORDA RECLAMEBUREAU	MINISTERIE VAN INFRASTRUCTUUR EN WATERSTAAT
<i>'This is a textbook example of how brands should use the power of influentials, to speak a language that is accepted and embraced by younger generations.'</i>				



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NEXT

CATEGORY AWARD	PROJECT	CREATIVE	CRAFT	CLIENT
BUSINESS / BRONZE	THE CORRESPONDENT: UNBREAKING NEWS	HARALD DUNNINK, MARTIJN VAN DAM, FERDY PULLENS, JOEL WILLIAMS, RÚBEN NASCIMENTO, LEON POSTMA / MOMKAI, JESSICA BEST & ROB WIJNBERG / THE CORRESPONDENT, BRENNA FOSTER / BLUE STATE DIGITAL	MOMKAI	DE CORRESPONDENT
<i>'The platform itself is disrupting the business model and also going back to the roots of unbiased journalism, which looks promising after the overwhelming response during the crowd funding stage.'</i>				
CULTURE	LAM, A FUN AND INSPIRING ART MUSEUM FOR ALL AGES	VANDENBROEK FOUNDATION		
<i>'LAM is a breath of fresh air that emphasises its radicality by ignoring the rules of the museum of today.'</i>				
IMPACT / SILVER	THE CORRESPONDENT: UNBREAKING NEW	HARALD DUNNINK, MARTIJN VAN DAM, FERDY PULLENS, JOEL WILLIAMS, RÚBEN NASCIMENTO, LEON POSTMA / MOMKAI, JESSICA BEST & ROB WIJNBERG / THE CORRESPONDENT, RENNA FOSTER / BLUE STATE DIGITAL	MOMKAI	DE CORRESPONDENT
<i>'This is what people are now looking for, we want to know what the real problems are and how we can do something about them.'</i>				
IMPACT / BRONZE	MOM CALLING	NEW AMSTERDAM FILM COMPANY	HAGENS, NEW AMSTERDAM FILM COMPANY	NEW AMSTERDAM FILM COMPANY
<i>'Mom Calling isn't about technology, it's about people and their feelings and by watching this you will get more respect for people around you'</i>				
IMPACT / BRONZE	THE BIGGEST SECRET DIET	DARRE VAN DIJK, ERNST JAN VAN ROSSEN & MATTHIJS SLOT / TBWA\NEBOKO	\VIDIBOKO	ALBERT HEIJN
<i>'We like it when companies do stuff like this to show people that change isn't always hard: we don't always need what we think we need.'</i>				
INNOVATION / GOLD	SMARTIANS	ANDREW SPITZ & RUBEN VAN DER VLEUTEN / FROLIC STUDIO	FROLIC STUDIO	FROLIC STUDIO
<i>'It's a playful take on creating a smart home that inspires a retro punk creativity, putting the power of the home's interface into your own hands making it configurable and personal, we all want it!'</i>				



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CATEGORY AWARD	PROJECT	CREATIVE	AGENCY	CLIENT
SIDE-PROJECT / BRONZE	NEDERL-ANDERS - INTEGRATING INTO A COUNTRY THAT DOES NOT EXIST	ARIEKE VAN LIERE		
<i>'Nederl-anders managed to utilise creativity for a civic course, with limited means to address something absurd that otherwise the majority of the public would have never been aware of. It's admirable to see how the creator uses humor as a weapon for good.'</i>				
SIDE-PROJECT / BRONZE	WHAT REALLY HAPPENS IN AMSTERDAM	RUBEN CUSEL, BEER TEN KATE & ROEL WELLING		
<i>'It is an admirable and fun project that resonates well with the current zeitgeist of fake news. It's a beautifully executed idea, within a very limited timeframe.'</i>				
TALENT	NICK VAN WAGENBERG & NEVIL VAN OUTHEUSDEN			
<i>'Every piece grabbed a piece of emotion and the entrant manages to do so through the use of technology, which is a talent in itself.'</i>				
ADCN MEMBERS AWARD	FREKKEL	DARRE VAN DIJK, DENNIS BAARS, ERIK FALKE, KOEN JANSSEN & BAS JANSSEN / TBWA\NEBOKO		

