

# ADCE

## Press Release

Wednesday 2 March 2016

### ADCE releases the 24<sup>th</sup> edition of the Annual of Annuals, celebrating the best advertising & design from 2015

- All 180 awarded works from the 24<sup>th</sup> ADCE Best of European Design & Advertising Awards feature, including Leo Burnett London's Grand Prix-winning 'Like a Girl' for Procter & Gamble.
- In total, 431 works from 21 countries showcased in the Annual of Annuals, including all gold & silver awarded work from Europe's top local competitions.
- View the new digital publication [here](#).

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The Art Directors Club of Europe (ADCE) has launched the 24<sup>th</sup> edition of its [Annual of Annuals](#) (the 5<sup>th</sup> in digital format), highlighting the very best in European advertising and design in 2015.

The judging session for the 2015 edition was held at the 2<sup>nd</sup> European Creativity Festival in Barcelona. For the occasion, 51 international jurors met to consider over 667 European works representing 21 European countries.



The ADCE Annual 2015 is a testimony of the quality and diversity in European creativity. It gathers all ADCE winners, as well as Gold and Silver awards winners from ADCE member associations. A total of 431 works are showcased in this year's online Annual, producing an inspiring archive of European creativity and an essential reference tool.

### The Champions League of Creativity

The ADCE Awards are unique in that only creative work that has been awarded at a local European show can qualify, ensuring an elite selection in which every single entry that a judge sees has already been nominated as a standout piece of creative.

In total, there were 180 creative works from 20 different European nations awarded at the 24<sup>th</sup> edition of the Best of European Design and Advertising ADCE Awards.

## The 25 winning works awarded “Gold” in the different categories were:

### Film & Radio:

- 1.1. TV Commercials: “**Goth Girl**” by Heimat, Berlin (Germany) for Hornbach
- 1.2. Sound Design: “**Goth Girl**” by Heimat, Berlin (Germany) for Hornbach
- 1.3. Film & Radio/Other: “**37 Days**” by La Cavalerie (France) for ATLANTIC GROUPE
- 1.4. Film & Radio/Other: “**#LikeAGirl**” by Leo Burnett London (UK) for Procter & Gamble

### Print & Outdoor:

- 2.1. Poster Advertising: “**Instaposters**” by Instinct (BBDO Group) (Russia) for Nike
- 2.2. Magazine & Trade Advertising: “**Suffocation**” by Leo Burnett London (UK) for Karma Nirvana
- 2.3. Mailings: “**Suffocation**” by Leo Burnett London (UK) for Karma Nirvana

### Interactive:

- 3.1. Websites: “**#Project 360**” by Heye GmbH (Germany) for Mammut Sports Group AG
- 3.2. Online Advertising: “**#happytohelp**” by DDB & Tribal Worldwide, Amsterdam (Netherlands) for KLM Royal Dutch Airlines
- 3.3. Mobile Applications: “**Adventures of Poco Eco**” by Possible CEE (Hungary) for iamyank
- 3.4. Digital Content: “**#LikeAGirl**” by Leo Burnett London (UK) for Procter & Gamble

### Design:

- 4.1. Editorial: “**Strange Plants**” by Folch (Spain) for Zioxla
- 4.2. Packaging: “**Magic Tape**” by Kolle-Rebbe GmbH (Germany) for 3M Deutschland GmbH
- 4.3. Motion Graphics: “**X Road Explainer**” by Tolm (Estonia) for Cybernetica
- 4.4. Environmental Design: “**Grafting Architecture**” by Bildi Grafiks (Spain) for Institut Ramon Llull
- 4.5. Design/Other: “**The Lampedusa Door Stopper. Open Doors for Refugees.**” by Scholz & Friends (Germany) for CUCULA

### Promotions & New Media:

- 5.1. Promotions: “**Rechts gegen Rechts- Der unfreiwilligste Spendenlauf Deutschlands**” by Grabarz & Partner/GGH Lowe (Germany) for ZDK Gesellschaft Demokratische Kultur gGmbH
- 5.2. Ambient Use of Media: “**Departure Board**” by Leo Burnett London (United Kingdom) for Amnesty International
- 5.3. New Use of Media: “**IKEA PS 2014**” by Instinct (BBDO Group) (Russia) for IKEA

### Innovation & Integration:

- 6.1 Integrated Campaigns: “**There is No Bigger Prize than Sharing**” by Leo Burnett Madrid (Spain) for Loterias y Apuestas del Estado
- 6.2. Content Ideas: “**#LikeAGirl**” by Leo Burnett London (UK) for Procter & Gamble
- 6.3. Best Use of Technology: “**The Banner That Makes You Like Banners**” by BBDO Russia Group / Proximity Russia (Russia) for 3M
- 6.4. Creative Strategy: “**#LikeAGirl**” by Leo Burnett London (UK) for Procter & Gamble

7.1 **European Student of the Year: Tom Watkins** (UK), University of Lincoln for “When I’m a Dad”.

7.2 **European Young Creative of the Year: Daniel Strugariu & Ruxandra Papuc** (Romania), McCann Erickson Bucharest for “Sunday Grannies”.

## The Grand Prix 2015

Leo Burnett London was awarded the Grand Prix at the 24<sup>th</sup> Best of European Design and Advertising ADCE Awards for its campaign “#LikeAGirl” for Procter & Gamble brand Always.

#LikeAGirl is a social experiment that recruited real women, men, boys and pre-pubescent girls and asked them to show what it physically meant to run like a girl, throw like a girl and do other similar actions.

The campaign quickly became a worldwide hit success, scooping a remarkable nine Pencils at the 2015 D&AD Awards, including a coveted Black Pencil, before adding the prestigious accolade to add to its incredible honours list: the 24<sup>th</sup> ADCE Grand Prix.

### Notes to Editors

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### **About the Art Directors Club of Europe**

The Art Directors Club of Europe (ADCE) is a not-for-profit association headquartered in Barcelona comprised of professional clubs and associations of graphic design and advertising from 18 European countries: Austria, Cyprus, Croatia, Czech Republic, Estonia, Finland, Germany, Iceland, Italy, Portugal, Russia, Romania, Slovakia, Slovenia, Spain, Switzerland, United Kingdom and Ukraine.

Founded in 1990, the ADCE strives to foster excellence in graphic design and advertising creativity at a European scale. The association represents more than 4,500 professionals from the field and internationally spotlights the best works accomplished at a local scale through its annual European awards. The association's current president is Amir Kassaei, Chief Creative Officer at DDB Worldwide, and one of the most recognised advertising creatives in the world.

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