

Best of Activation Awards 2025 - Shortlist Client Jury			
Categories	Agency name	Client name	Project name
Integrated Communication			
	Amphion 2.0 bv	MONDELEZ	The power of a small gesture
	BBDO	Lidl	Valentijn
	Cartel Agency	Wibra	Know your breasts
	Happiness Brussels	Albert Heijn	Swappen
	Hotel Bonka	FOST PLUS	ALL BY MYSELF
	Hotel Bonka	DE STANDAARD	WATERMONSTERS
	Hungry Minds	Walibi	IBILAW - Flip into terror
	Marcom Services Colruyt	Marcom Services Colruyt	The BBQ Alarm – How We Turned Rain into Revenue
	SERVICEPLAN BELGIUM	ALDI	Life is Getting Less Expensive
Experiential Engagement and Events			
	AKQA Brussels	Vlaamse Stichting Verkeerskunde	The Counter Notification
	BeInfluence Europe	Amazon	Amazon Money Can't Buy Experiences
	Cartel Agency	Wibra	Know your breasts
	Joe Public België (Springbok)	Netflix	Mont Netflix
	LDV United	GB Foods	DJ Devos & MC Lemmens
	LDV United	CM	CM Rekruté
	mortierbrigade	Recupel	The Masked Singer
	Publicis Groupe Belgium	1712	The Hopeline
	VML	OVAM	The Reverse Stand
	VML	MediaMarkt	MediaMarkt X
	VML	Child Focus	Little Lady Justice
	Wave Agency	Telenet	Dance Now. Scroll later.
Use of AI			
	AKQA Brussels	Helan	If I could talk to my younger self
	Happiness Brussels	Kodak Images Belgium	Memory Shots
Innovative Idea			
	AKQA Brussels	Just Eat Takeaway.com	Caf'etjes
	AKQA Brussels	Helan	If I could talk to my younger self
	Berlin Creative Studio	Belgische Cardilogische Liga	The Famous CPR Doll
	Happiness Brussels	Burger King BELUX	Burger to King
	LDV United	GB Foods	DJ Devos & MC Lemmens
	VML	Child Focus	Finding Juliette
Brand Building (Outbound marketing)			
	AKQA Brussels	Helan	If I could talk to my younger self
	AKQA Brussels	AKQA	AQUA by AKQA
	BBDO	Lidl	Valentijn
	BeInfluence Europe	Amazon	Amazon Money Can't Buy Experiences
	Happiness Brussels	Albert Heijn	Swappen
	Happiness Brussels	Burger King BELUX	Burger to King
	Happiness Brussels	Kodak Images Belgium	Memory Shots
	LDV United	GB Foods	DJ Devos & MC Lemmens
	mortierbrigade	bpost	The Remco Reflex
B2B Marketing			
	AKQA Brussels	Just Eat Takeaway.com	Caf'etjes
	AKQA Brussels	AKQA	AQUA by AKQA

(Online) Shopper Marketing			
	Marcom Services Colruyt	Marcom Services Colruyt	The BBQ Alarm – How We Turned Rain into Revenue
Product Launch/Relaunch/Trial campaigns			
	AKQA Brussels	Just Eat Takeaway.com	Caf'eeetjes
	Happiness Brussels	Albert Heijn	Swappen
	Joe Public België (Springbok)	Netflix	Mont Netflix
Digital Communications			
	AdSomeNoise	Telenet	Squid Game
	AKQA Brussels	Proximus	Generation Opera
	Happiness Brussels	Burger King BELUX	Burger to King
	Happiness Brussels	Burger King BELUX	Lost Password
	Happiness Brussels	Kodak Images Belgium	Memory Shots
	VML	Child Focus	Finding Juliette
	VML	Child Focus	The Unwearable Wardrobe
Cause or Charity/Non-Profit			
	Berlin Creative Studio	Belgische Cardilogische Liga	The Famous CPR Doll
	Cartel Agency	Wibra	Know your breasts
	Hotel Bonka	FOST PLUS	ALL BY MYSELF
	Hotel Bonka	DE STANDAARD	WATERMONSTERS
	LDV United	CM	CM het niet-zo geheime dagboek
	mortierbrigade	bpost	The Remco Reflex
	Propaganda Group	Cera	Notenkrakken - Nutcrackers
	SERVICEPLAN BELGIUM	ALS Liga – Ligue SLA	Killing Me Softly
	VML	Child Focus	Finding Juliette
	VML	Child Focus	Little Lady Justice
	VML	Child Focus	The Unwearable Wardrobe
Small Budget Campaign			
	Amphion 2.0	Stop it Now!	1 op 100
	mortierbrigade	bpost	The Remco Reflex
	Publicis Groupe Belgium	1712	The Hopeline
	VML	Child Focus	The Unwearable Wardrobe
	VML	OVAM	The Reverse Stand
Media			
	Joe Public België (Springbok)	Netflix	Mont Netflix

Best of Activation Awards 2025 - Shortlist Creative Jury			
Category	Agency name	Client name	Project name
Creative BOA Shortlists			
	AKQA Brussels	Just Eat Takeaway.com	Caf'eeetjes
	AKQA Brussels	Helan	If I could talk to my younger self
	AKQA Brussels	AKQA	AQUA by AKQA
	AKQA Brussels	Vlaamse Stichting Verkeerskunde	The Counter Notification
	Berlin Creative Studio	Belgische Cardilogische Liga	The Famous CPR Doll
	Bridgeneers	Sexual Assault Centres	Club No Abuse
	Happiness Brussels	Burger King BELUX	Burger to King
	Happiness Brussels	Kodak Images Belgium	Memory Shots
	Happiness Brussels	Burger King BELUX	Lost Password
	Happiness Brussels	Albert Heijn	Swappen
	Joe Public België (Springbok)	Netflix	Mont Netflix

mortierbrigade
mortierbrigade

VML
VML
VML

bpost
Recupel
Child Focus
Child Focus
MediaMarkt

The Remco Reflex
The Masked Singer
Finding Juliette
The Unwearable Wardrobe
MediaMarkt X