

## BORAs SHORTLISTED CASES OVERVIEW

#	Agency	Brand	Campaign Name
<b>1 Integrated PR (earned, influencer and/or corporate): Best multi-platform campaign</b>			
1.1	Akkanto	IKEA	Welcome Home
1.2	MMBSY	JBC	Breaking stereotypes
1.3	TBWA	McDonald's	The most beautiful bins
1.4	Walkie Talkie	VLAM - Vlaams Centrum voor Agro- en Visserijmarketing	Week van de Friet
1.5	Whyte	Basic Fit	#OpenMijnFitness #OuvreMaSalle
<b>2 Integrated PR (earned, influencer and/or corporate): Best small budget campaign</b>			
2.1	Accenture Song	Solidarité Grands Froids	House wine against homelessness
2.2	TBWA	Growfunding VZW	ZUUR
<b>3 Earned media (earned press + unpaid influencers): Best mono-brand campaign</b>			
3.1	Bepublic	Koninklijke Belgische Voetbalbond	Recruitment RBFA Belgian Referee Department
3.2	LVTPR	Hasbro	Monopoly The Community Chest Challenge
3.3	Walkie Talkie	ELVIE	All boobs welcome here
3.4	Walkie Talkie	VLAM - Vlaams Centrum voor Agro- en Visserijmarketing	Week van de Friet
<b>4 Earned media (earned press + unpaid influencers): Best collab (brand, Key Opinion Leader or personality)</b>			
4.1	Famous Relations	Garmin	Combat Warm-Up
4.2	Ogilvy Social Lab	NRJ & Pink Ribbon	Mix4Boobs
<b>5 Influencer campaigns (paid + unpaid): Best influencer campaign</b>			
5.1	Ketchum	Always - P&G	End Period Poverty
5.2	Ketchum	PANTENE - Procter & Gamble	Hair Has No Gender
<b>6 Influencer campaigns (paid + unpaid): Best content created with influencers</b>			
6.1	Famous Relations	Fanta	Colorful People
6.2	Whyte	Basic Fit	#OpenMijnFitness #OuvreMaSalle
<b>7 Corporate campaigns: Environmental Social Engagement</b>			
7.1	Accenture Song	Albert Heijn	RamAhdan
7.2	Akkanto	IKEA	Welcome Home
7.3	Ketchum	PANTENE - Procter & Gamble	Hair Has No Gender
7.4	Ketchum	Always - P&G	End Period Poverty
7.5	MMBSY	JBC	Breaking stereotypes
7.6	MMBSY	River Cleanup	World Cleanup Day
<b>8 Corporate campaigns: Stakeholder relations</b>			
8.1	Bepublic	Telenet	Uniform TV advertising model
8.2	Whyte	Basic Fit	#OpenMijnFitness #OuvreMaSalle
8.3	Whyte	Keep The Lights On	Keep The Lights On
<b>9 Corporate campaigns: Internal and change communication</b>			
<b>10 Corporate campaigns: Issue management and crisis communication</b>			
10.1	Bepublic	Telenet	Uniform TV advertising model
10.2	LVTPR	The Photography Industry	#StopLiveEnrollment
<b>11 Special campaigns: Best international campaign run from Belgium</b>			
11.1	MMBSY	River Cleanup	World Cleanup Day
<b>12 Special campaigns: Cause/charity/non profit</b>			
12.1	Accenture Song	Solidarité Grands Froids	House wine against homelessness
12.2	Famous Relations	Garmin	Combat Warm-Up
12.3	MMBSY	River Cleanup	World Cleanup Day
12.4	Ogilvy Social Lab	NRJ & Pink Ribbon	Mix4Boobs
12.5	TBWA	Growfunding VZW	ZUUR
12.6	Walkie Talkie	ELVIE	All boobs welcome here