

2013 PROMAXBDA EUROPE AWARDS WINNERS LIST

2013 PROMAXBDA EUROPE GRAND PRIX WINNERS

In-House Marketing Team of the Year

Presented to

Discovery Networks Nordic

In-House Design Team of the Year

Presented to

DISCOVERY UK CREATIVE

Out-of-House Agency of the Year

Presented to

Red Bee Media

BEST PROGRAMME BRANDING/IMAGE CAMPAIGN

GOLD

LONDON CALLING

BBC WORLDWIDE / BBC GLOBAL NEWS

SILVER

THE APPRENTICE ITALIA CAMPAIGN

CIELO

BEST GENERAL BRANDING/IMAGE PROMOTION

GOLD

CANAL+ : FUELFORFANS ADVERTISING
CANAL+ FRANCE

SILVER

LONDON CALLING
BBC WORLDWIDE / BBC GLOBAL NEWS

BEST GENERAL BRANDING/IMAGE CAMPAIGN

GOLD

2012 CHRISTMAS CAMPAIGN
LA SEXTA

SILVER

KABEL EINS: SUPERLOGO CAMPAIGN
CREATIVE SOLUTIONS - P7S1 TV DEUTSCHLAND GMBH

BEST THEMED PROMOTION OR CAMPAIGN

GOLD

END OF THE WORLD STUNT
DISCOVERY UK CREATIVE

SILVER

WEEKEND BURNOUT
DISCOVERY NETWORKS NORDIC

BEST SPECIAL EVENT PROMOTION

GOLD

SIMONA GOES TO HOLLYWOOD

SKY ITALIA

SILVER

END OF THE WORLD STUNT
DISCOVERY UK CREATIVE

BEST NEWS OR CURRENT AFFAIRS PROMOTION OR CAMPAIGN

GOLD

BBC WEATHER
RED BEE MEDIA

SILVER

NATURAL_CATASTROPHES
RAI

BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMOTION

GOLD

BEAR GRYLLS - THE CHILD WHO SURVIVED
DISCOVERY NETWORKS NORDIC

SILVER

BBC ONE - WHEN I'M 65 SEASON
RED BEE MEDIA

BEST ENTERTAINMENT/MUSIC/VARIETY/COMEDY PROMOTION

GOLD

QI
BBC WORLDWIDE

SILVER

KABOUL KITCHEN ADVERTISING

CANAL+ FRANCE

BEST INTEGRATED MARKETING CAMPAIGN

GOLD

BEST INTEGRATED MARKETING CAMPAIGN_CALLE13_MICRO THEATRE
FOR CALLE 13
NBC UNIVERSAL GLOBAL NETWORKS ESPAÑA S.L.U

SILVER

VTM / THE NEW IDENTITY
GÉDÉON & VTM

BEST LEISURE & LIFESTYLE PROMOTION

GOLD

MASTERCHEF LAUNCH
SKY ITALIA

SILVER

TORTE IN CORSO PROMO
DISCOVERY ITALIA

BEST REALITY/DOCU-DRAMA PROMOTION

GOLD

KABEL EINS - THE STRICTEST PARENTS IN THE WORLD
CREATIVE SOLUTIONS - P7S1 TV DEUTSCHLAND GMBH

SILVER

AT HOME WITH THE NOONANS
A+E NETWORKS UK

BEST CHILDREN'S PROMOTION

GOLD

SPONGEBOB TOP 100
NICKELODEON UK

SILVER

CBEEBIES GET SET GO
RED BEE MEDIA

BEST DRAMA PROMOTION

GOLD

BREAKING BAD - SEASON 3
FILM1 ON AIR

SILVER

BBC ONE - EASTENDERS
RED BEE MEDIA

BEST LIVE SPORTS EVENT/GAME PROMOTION OR CAMPAIGN

GOLD

ENGLAND'S TOUR OF INDIA
SKY CREATIVE

SILVER

BBC SPORT - WIMBLEDON
RED BEE MEDIA

BEST SPORTS SHOW PROMOTION OR CAMPAIGN

GOLD

BBC SPORT - END TO END FOOTBALL

RED BEE MEDIA

SILVER
PRIME HEADPHONES
PRIME

BEST MOVIE ON TV PROMOTION

GOLD
FILM1 & JAMES BOND - SHAKEN & STIRRED
FILM1 ON AIR

SILVER
LIMITLESS
FILM1 ON AIR

BEST CROSS-PLATFORM PROMOTION

GOLD
BEST CROSS PLATFORM PROMOTION_CALLE13_MICRO THEATRE FOR
CALLE13
NBC UNIVERSAL GLOBAL NETWORKS ESPAÑA S.L.U

SILVER
BEST CROSS PLATFORM PROMOTION_SYFY_THE BEST END OF THE
WORLD
NBC UNIVERSAL GLOBAL NETWORKS ESPAÑA S.L.U

BEST SPONSOR INTEGRATION

SILVER
DIET COKE STYLED TO ROCK ON SKY LIVING
SKY CREATIVE

BEST PUBLIC SERVICE ANNOUNCEMENT

GOLD

LOVE GREEN SPOT - BIKE
UNITEDSENSES

SILVER

ZERO RACISM TV4 SWEDEN
CHIMNEY / FIREPLACE

BEST PROMO NOT USING PROGRAMME FOOTAGE

GOLD

BBC ONE - EASTENDERS
RED BEE MEDIA

SILVER

VTM / TITANIC PROMO
VTM & GÉDÉON

BEST SOUND DESIGN

GOLD

WEEKEND BURNOUT
DISCOVERY NETWORKS NORDIC

SILVER

QI
BBC WORLDWIDE

BEST USE OF MUSIC IN A PROMO

GOLD

END OF THE WORLD STUNT

DISCOVERY UK CREATIVE

SILVER

BEYOND SCARED STRAIGHT
A+E NETWORKS UK

BEST USE OF AN ORIGINAL MUSIC COMPOSITION IN A PROMO

GOLD

AMERICAN GANGS
DISCOVERY ITALIA

SILVER

MTV CAGED
MTV WDSBA (WORLD DESIGN STUDIO BUENOS AIRES)

BEST WORK NEVER SEEN

GOLD

MOVIES&SOCCER
SONY PICTURES TELEVISION NETWORKS IBERIA- WHITE

SILVER

WILLIAM TELL OVERTURE
PARAMOUNT CHANNEL ESPAÑA S.L.U

SOMETHING FOR NOTHING

GOLD

TEASER : BLACK SWAN
CANAL+ FRANCE

SILVER

NICKELODEON NORTH EUROPE MIGHTY B PROMO

NICKELODEON NORTH EUROPE

BEST SALES/MARKETING/PRESENTATION TAPE

GOLD

AXN WHITE & SMASH LAUNCHING PRESENTATION
SONY PICTURES TELEVISION NETWORKS IBERIA - AXN WHITE

SILVER

SKY VIDEO ON DEMAND
SKY ITALIA

BEST USE OF HUMOUR IN PROMOTION

GOLD

WEEKEND BURNOUT
DISCOVERY NETWORKS NORDIC

SILVER

CANAL +: FUELFORFANS ADVERTISING
CANAL+ FRANCE

BEST COPY/SCRIPT WRITING

GOLD

ACTORS (BEST COPY)
PARAMOUNT CHANNEL ESPAÑA S.L.U

SILVER

AXN STAR NIGHT JEAN RENO
SPT NETWORKS GERMANY AXN

BEST EDITING

GOLD

CMORE IMAGE SPOT
BOND STREET FILM STOCKHOLM

SILVER

CANAL+ SUMMER HITS 2012
BOND STREET FILM STOCKHOLM

BEST CABLE, SATELLITE OR ONLINE CONTENT PLATFORM PROMOTION

GOLD

HBO GO ADDICTED
HBO POLAND

SILVER

HARRY POTTER
SKY CREATIVE

BEST PROMO FOR CHANNEL WEBSITE OR INTERACTIVE SERVICE

GOLD

BELGACOM TV - OLD TELEVISIONS
STUDIO LLOU FOR BELGACOM TV

SILVER

VIAPLAY ON VIASAT...WHENEVER WHERE EVER.
VIASAT CREATIVE UK

BEST ON DEMAND/CATCH-UP PROMOTION

GOLD

KANAL 5 PLAY

SBS TV

SILVER
THE OLYMPICS
CHELLO CREATIVE

BEST WEBSITE EXPERIENCE

GOLD
MILLION DOLLAR SHOOTING STAR
CREATIVE SOLUTIONS - P7S1 TV DEUTSCHLAND

SILVER
UNIVERSERIES WEBSITE
OCS ORANGE CINEMA SERIES

BEST INTERACTIVE APP

GOLD
FX - THE WALKING DEAD KILL COUNT
RED BEE MEDIA

SILVER
WIPE OUT WINTER
SBS TV

BEST USE OF SOCIAL MEDIA

GOLD
AXN - DEXTER "CELLOPHANE WHATEVER COMES INTO YOUR MIND"
BDA CREATIVE

SILVER
"YOUR FACEBOOK PROFILE WITHOUT SECRETS"

HBO POLAND

ROCKET AWARD

GOLD

CASSIE EARL
RED BEE MEDIA

BEST DESIGN IN PROMOTION

GOLD

DISCOVERED BY SYFY
SYFY UK, NBCUNIVERSAL

SILVER

UKTV EDEN: DAVID ATTENBOROUGH'S NATURAL CURIOSITIES
RED BEE MEDIA

BEST NETWORK, CHANNEL, PLATFORM BRANDING DESIGN

GOLD

MINIMINI+ CHANNEL IDENTITY
CANAL+ CYFROWY S.A.

SILVER

FRANCE 5
LES TELECREATEURS

BEST PROGRAMME BRANDING DESIGN

GOLD

WORLD SNOWBOARDING CHAMPIONSHIPS
NRK DESIGN

SILVER
EDF
CANAL+SPAIN

BEST STING/INTERSTITIAL

GOLD
ANIMAL PLANET CLUB
DISCOVERY; EMERGING NETWORKS

SILVER
SYFY SHOW BUMPERS
UNIVERSAL NETWORKS INTERNATIONAL SPAIN

BEST ON-AIR IDENT CAMPAIGN (IN-HOUSE)

SILVER
SYFY SHOW BUMPERS
UNIVERSAL NETWORKS INTERNATIONAL SPAIN

BEST ON-AIR IDENT CAMPAIGN (OUT-OF-HOUSE)

GOLD
ANIMAL PLANET
DOUBLE G STUDIOS FOR DISCOVERY UK CREATIVE

SILVER
TRYING TO SAY "+" / WHISPERING "+" / TELETOON TIMES
CANAL+ FRANCE

BEST ORIGINAL LOGO DESIGN

GOLD

KUNSKAPSKANALEN LOGO REDESIGN
TROLLBACK + CO.

SILVER

180° LOGO

*VIVA GERMANY, VIACOM INTERNATIONAL MEDIA NETWORKS,
NORTHERN EUROPE/ STICKYTAPE*

BEST ANIMATION

GOLD

WATCH WHATEVER YOU WISH
CHELLO CREATIVE

SILVER

UKTV EDEN: DAVID ATTENBOROUGH'S NATURAL CURIOSITIES
RED BEE MEDIA

BEST USE OF TYPOGRAPHY

GOLD

BURNING QUESTIONS
DISCOVERY UK CREATIVE

SILVER

THE INSTIGATOR
ICTV

BEST SET DESIGN

GOLD

THE NIGHT OF THE TELEVISION STARS
DEMENSEN

SILVER

VILLA VANTHILT
DEMENSEN

BEST POSTER OR OUTDOOR AD

SILVER

DISCOVERY DREAM TEAM
DISCOVERY NETWORKS CEEMEA

BEST PRINT AD FOR TRADE OR CONSUMER

GOLD

BESTPRINTAD_KEYART1_CALLE13HD
NBC UNIVERSAL GLOBAL NETWORKS ESPAÑA S.L.U

SILVER

TEAM ZULU
TV 2 NETWORKS PROMOTION