

BOA Shortlist - Creative Jury

AGENCY	CLIENT NAME	CAMPAIGN NAME
Boondoggle	Beobank	Yes AI Can
DVLR DDB	Cycling in Flanders	Ride the Flemish Classics, eat the Flemish Classics
FamousGrey	Proximus	The TMF Generation
FamousGrey	The Coca-Cola Company	The Social Sound
FamousGrey	Helan	Adult Playground
FamousGrey	Veolia	Pulse Of Nature
Joe Public	Burger King	#Happ
LDV United	Stop Darmkanker	Darmkanker is geen fabeltje
LDV United	Vanden Borre	De schroevendraaier als Best Product of the Year
Lucy Agency	Digitale Radio Vlaanderen	Artificial Icons
Mortierbrigade	Recupel	Frazy-E
VML	Child Focus	Bring them back
VML	Lunchgarden	Classic Dishcounts
VML	Child Focus	Call Glenn
VML	11.11.11	The Ecocheque Hack
VML	bpost	Saint Nicholocker

BOA Shortlist- Client Jury

AGENCY	CLIENT NAME	CAMPAIGN NAME
Integrated Communication		
Accenture Song	Belfius	Power of Love
AKQA	Proximus	The TMF Generation
Hotel Bonka	Vlaamse Overheid	WE ZIEN U
Joe Public	VTM GO	Stream BIG
Joe Public	Ethias	#Failbetter
LDV United	Vanden Borre	De schroevendraaier als Best Product of the Year
MortierBrigade	Recupel	Frazy-E
VML	Child Focus	Call Glenn
Experiential Engagement and Events		
AKQA	Helan	Adult Playground
AKQA	The Coca-Cola Company	The Social Sound
CityCubes	Carrefour	Carrefour x Tomorrowland 2023
Hotel Bonka	Vlaamse Overheid	WE ZIEN U
Hotel Bonka	VTM	DAAR DOEN WE 'T VOOR
Hungry Minds	EQLA ASBL	Sharing their point of view
Hungry Minds	CHU UCL Namur	BloC(H)Us
Lucy Agency	Politiezone Antwerpen	The Undercover Recruitment
Publicis Groupe Belgium	Mondelez Group	Oreo - PacMan Haze
RBFA	Royal Belgian FA	Wunderbar!
RCA	BelOrta	Rijp
The Oval Office	Brandweer Brussel en Safe Brussels	An emergency call for Respect
VML	bpost	Saint Nicholocker
VML	OVAM	The Bag Swap
Use of AI		
Boondoggle	Beobank	Yes AI Can
Lucy Agency	Digitale Radio Vlaanderen	Artificial Icons
Direct / 1:1 marketing		
AKQA	Helan	Adult Playground
VML	bpost	Saint Nicholocker
Innovative Idea		
AKQA	Veolia	Pulse Of Nature
AKQA	The Coca-Cola Company	The Social Sound
Amphion	What's Cooking	Casa Cameo
DVLR DDB	Cycling in Flanders	Ride the Flemish Classics, eat the Flemish Classics
Joe Public	Ethias	Fail like a pro
LDV United	Vanden Borre	De schroevendraaier als Best Product of the Year

VML	11.11.11	The Ecocheque Hack
Brand Building (Outbound marketing)		
AKQA	Helan	Adult Playground
Hungry Minds	CHU UCL Namur	BloC(H)Us
Joe Public	Ethias	#Failbetter
LDV United	Vanden Borre	De schroevendraaier als Best Product of the Year
LDV United	CM Vlaanderen (Christelijke mutualiteit)	Christian organization attracts new member through OnlyFans. Really?
B2B Marketing		
AKQA	Veolia	Pulse Of Nature
Het Geluidshuis	Het Geluidshuis	De Beste Collega's
Lucy Agency	Liantis	Motivational Mugs
(Online) Shopper Marketing		
Mutant	Carrefour	Scanmania
VML	11.11.11	The Ecocheque Hack
VML	OVAM	The Bag Swap
VML	Lunchgarden	Spaghetti d'Amore
Loyalty Marketing Campaigns		
VML	Lunchgarden	Classic Dishcounts
Product Launch/Relaunch/Trail campaigns		
AKQA	Proximus	The TMF Generation
Amphion	What's Cooking	Casa Cameo
EssenceMediacom	Royal Bliss	You owe it to yourself
Joe Public	VTM GO	Stream BIG
VML	Lunchgarden	Spaghetti d'Amore
Digital Communications		
AKQA	The Coca-Cola Company	The Social Sound
Happiness	Druglijn	Insta Alcoholtest
Joe Public	Ethias	Fail like a pro
LDV United	CM Vlaanderen (Christelijke mutualiteit)	Christian organization attracts new member through OnlyFans. Really?
VML	Lunchgarden	Classic Dishcounts
VML	11.11.11	The Ecocheque Hack
Cause or Charity/Non-Profit		
Done By Friday	PROLONG	Longkanker? Ja, dat was te verwachten
Hotel Bonka	Vlaamse Overheid	WE ZIEN U
Hungry Minds	EQLA ASBL	Sharing their point of view
LDV United	Stop Darmkanker	Darmkanker is geen fabeltje
MortierBrigade	Recupel	Frazy-E
The Oval Office	Brandweer Brussel en Safe Brussels	An emergency call for Respect
VML	Child Focus	Call Glenn

VML	Child Focus	Bring them back
Small Budget Campaign		
At the table	1712	THE UNWANTED SUMMER BREAK
Happiness	War Heritage Institute	The Wall of Terror
Hungry Minds	EQLA ASBL	Sharing their point of view
Hungry Minds	CHU UCL Namur	BloC(H)Us
LDV United	Stop Darmkanker	Darmkanker is geen fabeltje
VML	Child Focus	Call Glenn
Media		
AKQA	Proximus	The TMF Generation
Hotel Bonka	Febelgra	De Indrukmakers
Joe Public	VTM GO	Stream BIG
Mutant	Knack/Le Vif	Woke Sex