

BOCA Shortlist

AGENCY	CLIENT NAME	CAMPAIGN NAME
The Content Strategy/Creative Award - Best Content Award B2B		
com&co	Grant Thornton Belgium	Don't choose for a job at Grant Thornton
Hotel Bonka	Voka	De Weetstraat
The Content Strategy/Creative Award - Best Content Award B2C		
FamousGrey	Proximus	TechLab
Happiness	Albert heijn	De Wereld In het Kleijn
HeadOffice	Zespri	BetterBreakfastBetterYou
Het Geluidshuis	museum M Leuven	Dieric Dinges Bouts
Indiandribble	Brik	Brussel is zijn wie je bent, worden wie je wil.
Lucy Agency	DELA	Heaven & Earth
Mortierbrigade	Mooimakers	Binfluencers
OnlyHumans	STIHL	Sterke Werkers
OnlyHumans	Visit Flanders	Get a taste of GOESTING
OnlyHumans	Xtra, the loyalty platform of the Colruyt Group	Xtra: fans of the easy life
Publicis Groupe	BNP Paribas Fortis	It's just finance
RBFA	Royal Belgian FA	The EURO 2024 selection supported by Lotto
RCA	BelOrta	Rijp
Tiense Suikerraffinaderij	Tiense Suikerraffinaderij	Fresh look, Future Focus: Rebranding for all Generations
The Content Strategy/Creative Award - Best Content Award B2E		
Boondoggle	Beobank	Yes AI Can
d-artagnan	Burger Brands - Burger King	Work It Your Way
d-artagnan	ALDI Belgium	#vandenALDI
Fantastic	Lidl	Lidl stories
Fantastic	Telenet	Work Happy Coach
HeadOffice	Brouwerij Haacht	Nondegin
The Content Strategy/Creative Award - Best Content Award Non-Profit		
At the table	FOD Economie, K.M.O., Middenstand en Energie	Shit! Opgelicht
Happiness	OVK / Streamz	The Road
Het Geluidshuis	NieuwsWijsNeuzen	HoeZoo
Hotel Bonka	Vlaamse Overheid	WE ZIEN U
OnlyHumans	The Institute of Tropical Medicine in Antwerp	Transmission, an international podcast
The Fat Lady	DNS Belgium	Safe Not Sorry
The Content Craftsmanship Awards – Best Content Design		
Bold and Pepper	Horeca Forma	Horeca Forma

com&co	Teamleader	Agency Life magazine: our love letter to agencies, now on paper
HeadOffice	Brouwerij Haacht	Nondegin
OnlyHumans	Visit Flanders	Get a taste of GOESTING
WAD	De Vlaamse Overheid	de Vijf T's
The Content Craftsmanship Awards – Best Print Publication		
Bold and Pepper	Horeca Forma	Horeca Forma
com&co	Teamleader	Agency Life magazine: our love letter to agencies, now on paper
WAD	De Vlaamse Overheid	de Vijf T's
The Content Craftsmanship Awards – Best Stand-alone or special topic publication		
com&co	Agoria	En Route: a roadmap to sustainable prosperity
Jaja	KBC	Test Your Management Speak
The Fat Lady	Quick-Step & Soudal Quick-Step Pro Cycling Team	25 years of ❤️
The Content Craftsmanship Awards – Best podcast/audio series		
OnlyHumans	The Institute of Tropical Medicine in Antwerp	Transmission, an international podcast
The Content Craftsmanship Awards – Best Video Stand-alone/series		
AKA De Mensen	AXA Insurance	Surviving In Belgium
d-artagnan	Burger Brands - Burger King	Work It Your Way
FamousGrey	Proximus	TechLab
Happiness	Albert heijn	De Wereld In het Kleijn
Happiness	OVK / Streamz	The Road
Het Peloton	Volvo Car Belgium	Volvo Stories
Hotel Bonka	Febelgra	De Indrukmakers
Mutant	Keytrade Bank	The Molfather
Native Nation	Telenet	#FIBERCHECK
OnlyHumans	Visit Flanders	Get a taste of GOESTING
Schwung	Xerius	Starten als zelfstandige
The Other Agency	Defensie / La Defence	#Uncensored
The Content Craftsmanship Awards – Best blog/content platform		
Happiness	Albert heijn	De Wereld In het Kleijn
WAD	De Vlaamse Overheid	de Vijf T's
The Content Craftsmanship Awards – Best illustration or infographic		
HeadOffice	Brouwerij Haacht	Nondegin
The Content Craftsmanship Awards – Best use of social media: Facebook, LinkedIn, Instagram and TikTok...		
FamousGrey	Proximus	TechLab
Hotel Bonka	Vlaamse Overheid	WE ZIEN U
Lucy Agency	Police Zone Antwerp	Sludge Content

MMBSY	Mayerline Brussels	National Wise Women's Day
Schwung	Xerius	Starten als zelfstandige
The Fat Lady	DNS Belgium	Safe Not Sorry
Tiense Suikeraffinaderij	Tiense Suikeraffinaderij	Fresh look, Future Focus: Rebranding for all Generations

The Content Craftsmanship Awards – Best use of Ambassadors or Influencers in a content Program

Boondoggle	Danone HiPRO	Feed your journey
d-artagnan	Burger Brands - Burger King	Work It Your Way
d-artagnan	ALDI Belgium	#vandenALDI
EssenceMediacom	adidas	adidas Club Originals
Happiness	BEBAT	Detection Dog
HeadOffice	Zespri	BetterBreakfastBetterYou
Hotel Bonka	Vlaamse Overheid	WE ZIEN U
Hotel Bonka	Vlaams Instituut voor Gezond Leven	EXPEDITIE GELUK
Mortierbrigade	Mooimakers	Binfluencers
OnlyHumans	STIHL	Sterke Werkers
Publicis Groupe	AXA	Nafi
RCA	Accountants van Morgen	Accountants van Morgen
RCA	BelOrta	Rijp
The Fat Lady	DNS Belgium	Safe Not Sorry

The Content Craftsmanship Awards – Best use of PR in a Content Program

AKA De Mensen	AXA Insurance	Surviving In Belgium
Fantastic	Wit-Gele Kruis	Unique employees, unique cars
HeadOffice	A.S.Adventure	Daily Dose of Nature
MMBSY	Mayerline Brussels	National Wise Women's Day
RBFA	Royal Belgian FA	The EURO 2024 selection supported by Lotto

The Content Craftsmanship Awards – Best use of Native Advertising in a Content Program

Happiness	Verisure	The Ad Break-IN
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The Content Craftsmanship Awards – Best use of AI

Boondoggle	Beobank	Yes AI Can
Happiness	Quick	The legend of Quick