

BORA Shortlist

AGENCY	CLIENT NAME	CAMPAIGN NAME
Best Multi Platform campaign		
Bepublic Group	Vlaamse overheid, Departement Werk en Sociale Economie (DWSE)	"Individueel maatwerk – Pracht van een werkracht"
Famous Relations	Helan	Adult Playground
Famous Relations	Veolia	Pulse of Nature
MMBSY	A.S.Adventure	Daily Dose Of Nature
MMBSY	Veritas	Love Your Legs
RCA	Agentschap Landbouw en Zeevisserij	Oog voor Lekkers-quiz
Best Small Budget Campaign		
BeInfluence	SPF Chancellerie du Premier Ministre	#YOUR_VOTE_YOUR_CHOICE
Evoke	Le Concert Olympique	Call for Peace - Beethoven27
Famous Relations	WPP	Welcome Talent
Ketchum	Heartsafe	Heartsafe Pitch Innovation
RCA	SBB Accountants en Adviseurs	SBB fietst mee (voor een dag congé)
Team Lewis	Antwerp Management School	On Wheels
Walkie Talkie	Elvie	The Elvie Trainer
Cause/Charity/Non profit		
Bepublic Group	Algemene Unie van Verpleegkundigen van België (AUVB) / Union Générale des Infirmiers de Belgique (UGIB)	'Wie zorgt voor onze zorgverleners?'
Ketchum	Heartsafe	Heartsafe Pitch Innovation
Mortierbrigade	Recupel	Freazy-E
Ribbon	Be WaPP	Le Grand Nettoyage 2024
Best Brand campaign B2C		
AKA De Mensen	AXA Insurance	Surviving In Belgium
Bepublic Group	Algemene Unie van Verpleegkundigen van België (AUVB) / Union Générale des Infirmiers de Belgique (UGIB)	'Wie zorgt voor onze zorgverleners?'
Evoke	Leuven Mindgate	FTI and Leuven
Ketchum	adidas	Red Devils Meet Tintin
Team Lewis	HelloFresh	Transforming food waste in the kitchen into skincare
Walkie Talkie	Amazon	Delivering Joy
Best Brand campaign B2B		

Bepublic Group	Vlaamse overheid, Departement Werk en Sociale Economie (DWSE)	“Individueel maatwerk – Pracht van een werkkraacht”
Ketchum	Impact	Palais de Justice Hijack
Always on B2C & B2B		
MMBSY	A.S.Adventure	A.S.Adventure always-on retainer: combining Product, People & Planet
Team Lewis	Sunweb group	Sunweb's early booking campaign
Walkie Talkie	VLAM	Helden van onze velden
Walkie Talkie	Fruitz	Sowing the seeds of love in Belgium
Best Collab		
Ketchum	adidas	Red Devils Meet Tintin
MMBSY	Veritas	Love Your Legs
Whyte Corporate Affairs	Nespresso	Guy Leclef campaign
Whyte Corporate Affairs	BEBAT	Agenda setting of battery recycling theme through policy influencers
News Hacking		
Ketchum	Impact	Palais de Justice Hijack
Brand Development		
Walkie Talkie	MeDirect	Your money, your choices
Corporate Image		
Bepublic Group	DHL	Ban on night flights at Zaventem
MMBSY	A.S.Adventure	Daily Dose Of Nature
Ribbon	Eurostar Group	Eurostar-Thalys Brand Launch Events
(Re)launch		
Bepublic Group	Pluxee	Sodexo Benefits & Rewards Services (BRS) becomes Pluxee
Ketchum	adidas	Red Devils Meet Tintin
Special Event/activation		
Famous Relations	Helan	Adult Playground
Ketchum	Impact	Palais de Justice Hijack
MMBSY	Hunkemöller	Sheroism
MMBSY	Mazda	Curated By
Mutant	L'Oréal & Touche PAS à ma POTE/Blijf van mijn Lijf	Safer Streets
Ribbon	Eurostar Group	Eurostar-Thalys Brand Launch Events
Walkie Talkie	EventFlanders	Stories Unfold
Walkie Talkie	Vlaamse Overheid	Tien dagen Tech
Special Target Audience		

DVLR DDB	Cycling in Flanders	Ride the Flemish Classics, eat the Flemish Classics
Famous Relations	WPP	Welcome Talent
Famous Relations	Constructiv	Minecraft
Data & Insights		
Bepublic Group	DHL	Ban on night flights at Zaventem
Famous Relations	Veolia	Pulse of Nature
Social media & best influencer campaigns		
BelInfluence	D'leteren	Microlino : #This_Is_Not_A_Car
EssenceMediacom	adidas	adidas Club Originals
MMBSY	Mazda	Curated By
Native Nation	De Lijn	Seatrs
Publicis Groupe	Belfius	Become Cybersmart / Word Cyberslim / Devenez Cybersmart
RCA	Agentschap Landbouw en Zeevisserij	Oog voor Lekkers-quiz
RCA	Accountants van Morgen	Accountants van Morgen
Walkie Talkie	Elvie	The Elvie Trainer
Best ambassador program		
AKA De Mensen	AXA Insurance	Surviving In Belgium
EssenceMediacom	adidas	adidas Club Originals
RCA	Accountants van Morgen	Accountants van Morgen
Use of Talent or Celebrity or Influencer Partnership		
AKA De Mensen	AXA Insurance	Surviving In Belgium
EssenceMediacom	adidas	adidas Club Originals
MMBSY	Veritas	Love Your Legs
MMBSY	Mazda	Curated By
Publicis Groupe	Mondelez - Philadelphia	Bread Winners / Broodwinners / Récuppains
Publicis Groupe	European Parliament	#UseYourVote
Governance		
Famous Relations	Helan	Adult Playground
MMBSY	A.S.Adventure	A.S.Adventure always-on retainer: combining Product, People & Planet
MMBSY	A.S.Adventure	Daily Dose Of Nature
Walkie Talkie	VLAM	Helden van onze velden
Whyte Corporate Affairs	Holcim Belgique	Go4Zero
Whyte Corporate Affairs	Nespresso	Guy Leclef campaign
CEO positioning & Thought leaders		
Bepublic Group	Pluxee	Sodexo Benefits & Rewards Services (BRS) becomes Pluxee

Walkie Talkie	MeDirect	Your money, your choices
Stakeholder relations		
Whyte Corporate Affairs	Holcim Belgique	Go4Zero
Issue and crisis management		
Bepublic Group	DHL	Ban on night flights at Zaventem
Evoke	PPP (Press, Periodicals and Publicity)	SOS krantenconcessie