

WINNER LIST 2025

STRATEGY AND EFFECTIVENESS

BEST STRATEGY

GOLD: THE ROAD TO JOY IS SIMPLE, BY SEZNAM BRAND STUDIO & OMD CZECH FOR DACIA

SILVER: LINKED BY LOVE, BY T BRAND STUDIO,
THE CONTENT STUDIO OF NEW YORK TIMES ADVERTISING FOR CARTIER

BRONZE: FOR PUSSIES ONLY, BY &C THE BRANDSTUDIO
IN COOPERATION WITH STUDIOM & WAVEMAKER FOR CHILLY

MOST EFFECTIVE CAMPAIGN

GOLD: FOR PUSSIES ONLY, BY &C THE BRANDSTUDIO
IN COOPERATION WITH STUDIOM & WAVEMAKER FOR CHILLY

SILVER: ZEN IN EVERY RIPPLE: THE ART OF GARDEN PONDS,
BY SEZNAM BRAND STUDIO FOR JEZÍRKA BANAT

BRONZE: FROM UNKNOWN TO UNSTOPPABLE,
BY AXEL SPRINGER BRAND STUDIOS FOR MANUKA DOCTOR

BEST DATA-DRIVEN CAMPAIGN

GOLD: ANOTHER BALL GAME, BY SCHIBSTED PARTNERSTUDIO NO
FOR NORWEGIAN DIRECTORATE OF HEALTH

SILVER: ANOTHER BALL GAME, BY SCHIBSTED PARTNERSTUDIO NO
FOR NORWEGIAN DIRECTORATE OF HEALTH

BRONZE: ALBERT JUNIOR, BY N365 FOR ALBERT

BEST CROSS-CHANNEL PROGRAM

GOLD: THIS IS NOT A BEAUTY STORY, BY T BRAND STUDIO,
THE CONTENT STUDIO OF NEW YORK TIMES ADVERTISING FOR L'ORÉAL GROUPE

SILVER: FEAST BY THE GUARDIAN & ESSENCEMEDIACOM FOR TESCO FINEST

BRONZE: BROUW MET MIJ, BY ADS & DATA - ADS & DATA BRAND STUDIO
FOR GRIMBERGEN (BREWERY ALKEN MAES)

WINNER LIST 2025

STRATEGY AND EFFECTIVENESS

BEST SMALL BUDGET CAMPAIGN

GOLD: SWEDEN'S WORST WARDROBE, BY BRAND STUDIO, A PART OF BONNIER NEWS FOR IKEA

SILVER: THE ROAD TO JOY IS SIMPLE, BY SEZNAM BRAND STUDIO & OMD CZECH FOR DACIA

BRONZE: THE GIFT OF LIV, BY SCHIBSTED PARTNERSTUDIO NO FOR THE SALVATION ARMY

BEST B2B CAMPAIGN

GOLD: REINVENTING THE FORTUNE 500, BY FORTUNE BRAND STUDIO, FOR FORTUNE & ACCENTURE

SILVER: THIS COULD'VE BEEN AN EMAIL, BY RACONTEUR FOR MAILCHIMP

BRONZE: THE ART OF ENTREPRENEURSHIP, BY 24SATA FOR UMFO

BEST B2C CAMPAIGN

GOLD: BREAKING THE SILENCE ON MENOPAUSE,
BY AXEL SPRINGER BRAND STUDIOS (MEDIA IMPACT) FOR BESINS HEALTHCARE

SILVER: DEAR MENOPAUSE..., BY STORY LAB -
AN EGMONT AGENCY FOR VICHY (L'ORÉAL GROUP)

BRONZE: FOR PUSSIES ONLY, BY &C THE BRANDSTUDIO
IN COOPERATION WITH STUDIOM & WAVEMAKER FOR CHILLY

BEST CROSS-CHANNEL PROGRAM

GOLD: THIS IS NOT A BEAUTY STORY, BY T BRAND STUDIO,
THE CONTENT STUDIO OF NEW YORK TIMES ADVERTISING FOR L'ORÉAL GROUPE

SILVER: FEAST BY THE GUARDIAN & ESSENCEDIACOM FOR TESCO FINEST

BRONZE: BROUW MET MIJ, BY ADS & DATA - ADS & DATA BRAND STUDIO
FOR GRIMBERGEN (BREWERY ALKEN MAES)

WINNER LIST 2025

STRATEGY AND EFFECTIVENESS

BEST BRAND AWARENESS CAMPAIGN

GOLD: AMEDIA BUILDING BRAND AWARENESS THROUGH NORWAY'S GREATEST MYSTERY TRIP WITH SKODA, BY AMEDIA INNHOLDSBYRÅ FOR SKODA

SILVER: THIS IS NOT A BEAUTY STORY, BY T BRAND STUDIO, THE CONTENT STUDIO OF NEW YORK TIMES ADVERTISING FOR L'ORÉAL GROUPE

BRONZE: ZEN IN EVERY RIPPLE: THE ART OF GARDEN PONDS, BY SEZNAM BRAND STUDIO FOR JEZÍRKA BANAT

BEST LOCAL CAMPAIGN

GOLD: ILLY. THE HIGHEST STANDARD. BUT AT HOME, BY STORYLAB – AN EGMONT AGENCY FOR ILLY

SILVER: NORWAY'S BEST LOCAL SKI EXPERIENCES, BY AMEDIA INNHOLDSBYRÅ FOR INTERSPORT

BRONZE: LET'S LEAVE SOMETHING BEHIND, SEZNAM BRAND STUDIO & OGILVY CZ FOR KRUŠOVICE

CONTENT & CREATIVITY

BEST USE OF STORYTELLING

GOLD: BROUW MET MIJ, BY ADS & DATA – ADS & DATA BRAND STUDIO FOR GRIMBERGEN (BREWERY ALKEN MAES)

SILVER: LIBELLE WALKS THE 4DAYS MARCHES WITH OPTIMEL PROTEIN, BY BRANDSTUDIO VAN DPG MEDIA & WAVEMAKER/STUDIOM FOR FRIESLANDCAMPINA

BRONZE: THIS IS NOT A BEAUTY PODCAST HOSTED BY ISABELLA ROSSELLINI, BY T BRAND STUDIO, THE CONTENT STUDIO OF NEW YORK TIMES ADVERTISING FOR L'ORÉAL GROUPE

WINNER LIST 2025

CONTENT & CREATIVITY

BEST DESIGN

GOLD: LINKED BY LOVE, BY T BRAND STUDIO,
THE CONTENT STUDIO OF NEW YORK TIMES ADVERTISING FOR CARTIER

SILVER: SINFUL – THE SWEDISH SIN, BY SCHIBSTED BRAND STUDIO SE FOR SINFUL

BRONZE: THE ART & SCIENCE OF WEATHER-WISE MARKETING,
BY ADWEEK BRANDED CONTENT STUDIO, FOR THE WEATHER COMPANY

MOST CREATIVE CAMPAIGN

GOLD: SUERTE! SHOT ON IPHONE, BY TBWA \ MEDIA ARTS LAB, FOR APPLE

SILVER: AN ADVERTISING TAIL, BY INSIDER STUDIOS, FOR AMAZON ADS

BRONZE: THE SWEDISH HEART-LUNG FOUNDATION 120 YEARS,
BY BRAND STUDIO, PART OF BONNIER NEWS FOR THE SWEDISH HEART-LUNG FOUNDATION

BEST SERIES OF SPONSORED ARTICLES

GOLD: NORWAY'S BEST LOCAL SKI EXPERIENCES,
BY AMEDIA INNHOLDSBYRÅ FOR INTERSPORT

SILVER: SINFUL – THE SWEDISH SIN, BY SCHIBSTED BRAND STUDIO SE FOR SINFUL

BRONZE: DEBUNKING MYTHS, BUILDING TRUST, BY NEWS CORP AUSTRALIA FOR MARS PETCARE

BEST SERIES OF SPONSORED VIDEOS

GOLD: SEATTLE BOOKMARKED: BANNED, BY ATLANTIC RE:THINK FOR VISIT SEATTLE

SILVER: TAKEOFF, BY SCHIBSTED PARTNERSTUDIO NO FOR NORWEGIAN

BRONZE: PERCEPTION BOX: BIGTHINK + UNLIKELY COLLABORATORS,
BY FREETHINK CREATIVE STUDIO, FOR UNLIKELY COLLABORATORS

WINNER LIST 2025

CONTENT & CREATIVITY

BEST USE OF TEXT

GOLD: IT'S A MIU MIU WORLD, WE'RE JUST LIVING IN IT, BY VOX CREATIVE FOR MIU MIU

SILVER: ASK THE DOCTOR, BY TPORTAL FOR CROATIA POLIKLINIKA

BRONZE: THE GIFT OF LIV, BY SCHIBSTED PARTNERSTUDIO NO FOR THE SALVATION ARMY

BEST USE OF VIDEO

GOLD: AN ADVERTISING TAIL, BY INSIDER STUDIOS, FOR AMAZON ADS

SILVER: DONATELIFE, BY NEWS CORP AUSTRALIA
FOR THE AUSTRALIAN GOVERNMENT ORGAN AND TISSUE AUTHORITY

BRONZE: REINVENTING THE FORTUNE 500,
BY FORTUNE BRAND STUDIO, FOR FORTUNE & ACCENTURE

BEST USE OF INFOGRAPHIC

GOLD: THE STORM EFFECT, BY WP CREATIVE GROUP FOR AT&T BUSINESS

SILVER: NETTBIL WRAPPED, BY SCHIBSTED PARTNERSTUDIO NO FOR NETTBIL

BRONZE: ONE CLICK, ONE FIX, BY BRAND STORIES, FOR JEM & FIX

BEST PODCAST

GOLD: THIS IS NOT A BEAUTY PODCAST HOSTED BY ISABELLA ROSSELLINI,
BY T BRAND STUDIO, THE CONTENT STUDIO OF NEW YORK TIMES ADVERTISING
FOR L'ORÉAL GROUPE

SILVER: ANIMAL LIFE, A PODCAST FOR THOSE WHO HAVE OR WANT TO GET A PET,
BY SCHIBSTED BRAND STUDIO SE FOR FIRSTVET AB

BRONZE: NICKEL & CRIME, BY LOWER STREET FOR EARLY WARNING

WINNER LIST 2025

CONTENT & CREATIVITY

BEST PRINT PUBLICATION

GOLD: HAKU-ANKKA: DONALD DUCK AS RECRUITER,
BY SANOMA MEDIA FINLAND FOR LUT UNIVERSITIES

SILVER: LINKED BY LOVE, BY T BRAND STUDIO,
THE CONTENT STUDIO OF NEW YORK TIMES ADVERTISING FOR CARTIER

BRONZE: GET AMONGST IT, BY STUFF LTD. FOR TRITON HEARING NZ

CHANNELS

BEST USE OF SOCIAL MEDIA

GOLD: THROUGH A NEW LENS, BY CONDÉ NAST CREATIVE COMMERCIAL TEAM,
FOR W HOTELS / MARRIOTT

SILVER: MEAL CULTURE ENGINE: TRANSLATING TRENDS BEFORE THEY PEAK,
BY DDM STUDIOS (DOTDASH MEREDITH), FOR THE CAMPBELL'S COMPANY
(FEATURING CAMPBELL'S CONDENSED, PACE, PACIFIC FOODS, PREGO, AND V8 BRANDS)

BRONZE: INDULGE WITH BAILEYS CHOCOLATE - BAILEYS & GOOD FOOD,
BY IMMEDIA MEDIA A BURDA COMPANY FOR DIAGEO - BAILEYS - PHD

BEST USE OF ONLINE MEDIA

GOLD: ZEN IN EVERY RIPPLE: THE ART OF GARDEN PONDS,
BY SEZNAM BRAND STUDIO FOR JEZÍRKA BANAT

SILVER: A CHRISTMAS FUCK STORY,
BY SCHIBSTED PARTNERSTUDIO NO FOR KONDOMERIET

BRONZE: BLIV OFFICER, BY CONCEPT X,
ESSENCEMEDIACOM & PODADS FOR FORSVARET (ARMED FORCES DENMARK)

WINNER LIST 2025

CHANNELS

BEST AFP

GOLD: DRIVING REAL-WORLD IMPACT: THE MONEY TOUR,
BY SANOMA MEDIA FINLAND FOR SÄÄSTÖPANKKI

SILVER: FESTIS <3 HÄNT.SE, BY ALLER MEDIA CREATIVE STUDIO SE
FOR FESTIS/CARLSBERG SVERIGE & DENTSU

BRONZE: STRIJD OM GOUD (BATTLE FOR GOLD),
BY INTEGREATE BY DPG MEDIA BE FOR SPORT VLAANDEREN

BEST INFLUENCER PARTNERSHIP

GOLD: TAKEOFF, BY SCHIBSTED PARTNERSTUDIO NO FOR NORWEGIAN

SILVER: DONATELIFE, BY NEWS CORP AUSTRALIA
FOR THE AUSTRALIAN GOVERNMENT ORGAN AND TISSUE AUTHORITY

BRONZE: BANKING IS OUR CRAFT, BY MORNING STUDIO, SCMP FOR UBS

BEST EVENT (IN-PERSON & VIRTUAL)

GOLD: NEXT IN VOGUE, BY VOGUE SINGAPORE FOR VOGUE SINGAPORE

SILVER: THE ATLANTIC FESTIVAL, BY ATLANTICLIVE FOR THE ATLANTIC

BRONZE: THE DENMARK PAVILION – THE LAND OF EVERYDAY WONDER,
BY BRIQ, LENDAGER & STORY LAB – AN EGMONT AGENCY FOR VISITDENMARK

WINNER LIST 2025

INNOVATION & EMERGING TRENDS

BEST INTERACTIVE CAMPAIGN

GOLD: THE MOVEMENT OF DESIGN, BY CONDÉ NAST, FOR SAMSUNG GALAXY

SILVER: AN ADVERTISING TAIL, BY INSIDER STUDIOS, FOR AMAZON ADS

BRONZE: GET AMONGST IT, BY STUFF LTD. FOR TRITON HEARING NZ

BEST USE OF AI

GOLD: THE HOME DEPOT'S AI PERSONALIZED MOOD BOARD GENERATOR, BY APARTMENT THERAPY MEDIA FOR THE HOME DEPOT

SILVER: A LOOK TOWARDS THE OLYMPIC GAMES, BY TPORTAL FOR SAMSUNG

BRONZE: CAMPBELL'S DINNER INSPIRATION: AI-FUELED CONTENT CREATION, BY DDM STUDIOS (DOTDASH MEREDITH) IN PARTNERSHIP WITH SPARK FOUNDRY (PUBLICIS GROUP), FOR THE CAMPBELL'S COMPANY (FEATURING CAMPBELL'S CONDENSED, PACE, AND PACIFIC FOODS BRANDS)

BEST INDUSTRY RESEARCH

GOLD: THE POWER OF PODCAST' STUDY, BY CONTENT REPUBLIC | TRUSTMEDIA FOR CONTENT REPUBLIC | TRUSTMEDIA

SILVER: THE STATE OF HOME BUYING, BY APARTMENT THERAPY MEDIA FOR [HOMES.COM](https://www.homes.com)

BRONZE: THE BETTER WORK PROJECT, BY BUSINESS INSIDER AND INSIDER STUDIOS FOR INDEED

BEST SUSTAINABILITY PROGRAM

GOLD: ESG DISTRICT BY CONTENT REPUBLIC | TRUSTMEDIA FOR KPMG & BNP PARIBAS FORTIS

SILVER: YRKESFAG I NORD, BY AMEDIA FOR MULTIPLE NATIONAL AND REGIONAL PARTNERS INCL. EQUINOR, STATKRAFT, BANE NOR & REMA 1000

BRONZE: LET'S LEAVE SOMETHING BEHIND, SEZNAM BRAND STUDIO & OGILVY CZ FOR KRUŠOVICE

WINNER LIST 2025

INNOVATION & EMERGING TRENDS

BEST POLITICAL PROGRAM

GOLD: SHATTERING THE SHADOWS BY STUFF NZ FOR ABUSE IN CARE

SILVER: SMART YOUNG VOTER,
BY SREDNJA.HR & PAMETNA KUĆA D.O.O. FOR EUROPEAN PARLIAMENT

BRONZE: WHAT MAKES A CITY LIVABLE?, BY TAGESSPIEGEL BRAND STUDIO FOR AIRBNB

SECTOR-SPECIFIC EXCELLENCE

BEST FINANCIAL SERVICES PROGRAM

GOLD: THE ART OF ENTREPRENEURSHIP, BY 24SATA FOR UMFO

SILVER: PAYMENTS, EXPLAINED, BY VOX CREATIVE, FOR J.P. MORGAN PAYMENTS

BRONZE: DRIVING REAL-WORLD IMPACT: THE MONEY TOUR,
BY SANOMA MEDIA FINLAND FOR SÄÄSTÖPANKKI

BEST HEALTHCARE PROGRAM

GOLD: RECLAIMING SELF-ESTEEM, BY ALLER MEDIA CREATIVE STUDIO SE FOR DOVE

SILVER: ANOTHER BALL GAME, BY SCHIBSTED PARTNERSTUDIO NO
FOR NORWEGIAN DIRECTORATE OF HEALTH

BRONZE: TOGETHER THROUGH MENOPAUSE,
BY ROULARTA BRAND STUDIO FOR THERAMEX BELGIUM

BEST TRAVEL & TOURISM PROGRAM

GOLD: WELCOME TO THE WEST MIDLANDS,
BY BBC STORYWORKS EMEA FOR WEST MIDLANDS GROWTH COMPANY

SILVER: THROUGH A NEW LENS, BY CONDÉ NAST, FOR W HOTELS / MARRIOTT

BRONZE: BBC STORYWORKS: USA THROUGH FILM, BY BBC STORYWORKS & GOUSA TV

NATIVE ADVERTISING AWARDS

WINNER LIST 2025

SECTOR-SPECIFIC EXCELLENCE

BEST RETAIL PROGRAM

GOLD: ONE CLICK, ONE FIX, BY BRAND STORIES, FOR JEM & FIX

SILVER: DAG VAN DE UITGESTELDE ARBEID BY INTEGRATE BY DPG MEDIA FOR GAMMA

BRONZE: TEQUILA WITH A 'HART, BY FORBES CONTENT & DESIGN STUDIO, FOR GRAN CORAMINO

BEST AUTOMOTIVE PROGRAM

GOLD: THE ROAD TO JOY IS SIMPLE, BY SEZNAM BRAND STUDIO & OMD CZECH FOR DACIA

SILVER: THE FUTURE LANES PODCAST, BY CONTENT REPUBLIC | TRUSTMEDIA FOR BMW

BRONZE: RANGE ROVER SPORT, BY BBC STORYWORKS – NORTH AMERICA, FOR JAGUAR LAND ROVER

BEST IT & TECH PROGRAM

GOLD: IS GEMINI THE FUTURE OF TOURISM, BY SCHIBSTED BRAND STUDIO SE FOR GOOGLE

SILVER: GENERATIVE AI EXPLORER'S GUIDE, BY THE WASHINGTON POST, FOR AWS

BRONZE: REINVENTING THE FORTUNE 500, BY FORTUNE BRAND STUDIO, FOR FORTUNE & ACCENTURE

NATIVE ADVERTISING AWARDS

WINNER LIST 2025

INDUSTRY RECOGNITION

NATIVE ADVERTISING AGENCY/STUDIO OF THE YEAR (OVER 20 EMPLOYEES)

GOLD: INTEGRETE BY DPG MEDIA BELGIUM

SILVER: SCHIBSTED BRAND STUDIO SWEDEN

BRONZE: BBC STORYWORKS

NATIVE ADVERTISING AGENCY/STUDIO OF THE YEAR (UNDER 20 EMPLOYEES)

GOLD: ALLER MEDIA CREATIVE STUDIO

SILVER: FORTUNE BRAND STUDIO

BRONZE: APARTMENT THERAPY MEDIA

NATIVE ADVERTISING PLATFORM/NETWORK OF THE YEAR

GOLD: AVID COLLECTIVE

SILVER: DIANOMI

BRONZE: MEDIAGO

NATIVE ADVERTISING MARKETER OF THE YEAR

WINNER: RAQUEL BUBAR, MANAGING DIRECTOR, T BRAND STUDIO INTERNATIONAL,
THE NEW YORK TIMES