CÂŞTIGĂTORII INTERNETICS 2014

CULTURE

Section: Viral Video

Winner:

Work: Who are Sergiu and Andrei?
Author: Kiss FM
Client: Kiss FM
Brand: Kiss FM

Nominees:

Work: Who are Sergiu and Andrei?
Author: Kiss FM
Client: Kiss FM
Brand: Kiss FM

Work: A Godess Diary
Author: iLeo
Client: P&G
Brand: Gillette Venus

Section: Viral Non Video

Winner:

Work: Mircea merge mai departe
Author: WEBSTYLER
Client: Mircea Câmpeanu
Brand: Mircea Câmpeanu

Nominee:

Work: **Mircea merge mai departe**
Author: WEBSTYLER
Client: Mircea Câmpeanu
Brand: Mircea Câmpeanu

Section: Online Branded Content

Winner:

Work: **The Creativity Manifesto for Galaxy Note 3**
Author: Digital Star & Starcom
Client: Samsung România
Brand: Galaxy Note 3

Nominees:

Work: **The Creativity Manifesto for Galaxy Note 3**
Author: Digital Star & Starcom
Client: Samsung România
Brand: Galaxy Note 3

Work: **Amar y Comer**
Author: MRM Worldwide România
Client: LIDL
Brand: LIDL

Work: **Grolsch - Guerrilive Radio Session**
Author: Kubis Interactive
Client: Ursus Breweries
Brand: Grolsch

Work: **The Indygen Vlog Show**
Author: Digital Star
Client: Indygen
Brand: Indygen

Work: **The Internet of the People**
Author: Publicis Bucharest
Client: Atelierele Pegas
Brand: Pegas

Section: Online Advertising Games

Winners:

Work: Real Men Camp
Author: iLeo
Client: P&G
Brand: Gillette

Work: Bucharest Manhunt
Author: Headverting & Bitstation
Client: Discovery Networks
Brand: Discovery Channel

Nominees:

Work: Real Men Camp
Author: iLeo
Client: P&G
Brand: Gillette

Work: Bucharest Manhunt
Author: Headverting & Bitstation
Client: Discovery Networks
Brand: Discovery Channel

Work: Full-Passion Job
Author: Full-Passion Job & Atelierul.ro
Client: Mondelez
Brand: Jacobs 3în1

COMMUNITIES

Section: Brand Associated Communities

Winner:

Work: The Indygen Vlog Show
Author: Digital Star
Client: Indygen
Brand: Indygen

Nominees:

Work: The Indygen Vlog Show
Author: Digital Star
Client: Indygen
Brand: Indygen

Work: Mircea merge mai departe
Author: Webstyler
Client: Mircea Câmpeanu
Brand: Mircea Câmpeanu

Section: Brand Built Communities

Winner:

Work: Water Purity Community
Author: Cohn and Jansen JWT
Client: Valvis Holding
Brand: Aqua Carpatica

Nominees:

Work: Water Purity Community
Author: Cohn and Jansen JWT
Client: Valvis Holding
Brand: Aqua Carpatica

Work: Friends Cup
Author: iLeo
Client: Bergenbier SA
Brand: Bergenbier

WEB

WEB PLATFORMS

Section: Websites

NO WINNER

Nominees:

Work: Dinamo
Author: WEBSTYLER
Client: FC Dinamo București
Brand: Dinamo

Work: Carrefour Online
Author: CarnationGroup part of POSSIBLE
Client: Carrefour
Brand: Carrefour Online

Section: Microsites

Winners:

Work: The Internet of the People
Author: Publicis Bucharest
Client: Atelierele Pegas
Brand: Pegas

Work: Purity Test
Author: Cohn and Jansen JWT
Client: Valvis Holding
Brand: Aqua Carpatica

Nominees:

Work: The Internet of the People
Author: Publicis Bucharest

Client: Atelierele Pegas
Brand: Pegas

Work: Purity Test
Author: Cohn and Jansen JWT
Client: Valvis Holding
Brand: Aqua Carpatica

Work: www.cupaprieteniei.ro
Author: iLeo
Client: Bergenbier SA
Brand: Bergenbier

Work: SEAT - The ST Challenge
Author: Interactions
Client: Porsche România
Brand: SEAT

Section: Brand Blogs

Winner:

Work: LOVE Ro
Author: Cohn and Jansen JWT
Client: OMV Petrom
Brand: Petrom

Nominees:

Work: LOVE Ro
Author: Cohn and Jansen JWT
Client: OMV Petrom
Brand: Petrom

Work: Andrei's country blog
Author: WEBSTYLER
Client: Petrom
Brand: Țara lui Andrei

WEB PLATFORMS - Craft

Section: Best Website Design

Winner:

Work: The Internet of the People
Author: Publicis Bucharest
Client: Atelierele Pegas
Brand: Pegas

Nominees:

Work: The Internet of the People
Author: Publicis Bucharest
Client: Atelierele Pegas
Brand: Pegas

Work: Lidl Recipes - Appetite for Cooking
Author: BrandUp Interactive
Client: Lidl România
Brand: Lidl România

Work: A coin for a life
Author: Kaleidoscope Proximity
Client: Mihai Neșu Foundation
Brand: Mihai Neșu Foundation

Section: Best Website Content

Winner:

Work: The Internet of the People
Author: Publicis Bucharest
Client: Atelierele Pegas
Brand: Pegas

Nominees:

Work: The Internet of the People
Author: Publicis Bucharest
Client: Atelierele Pegas
Brand: Pegas

Work: Invitation to see the beautiful Romania
Author: The Geeks
Client: OMV Petrom
Brand: Petrom

SOCIAL MEDIA

Section: Social Media Pages

Winner:

Work: KFC Facebook Page
Author: Golin România
Client: YUM România
Brand: KFC România

Nominee:

Work: KFC Facebook Page
Author: Golin România
Client: YUM România
Brand: KFC România

Section: Social Media Apps

Winners:

Work: The Billa Social Catalogue
Author: Digital Star
Client: Billa România
Brand: Billa

Work: Loveville 2014
Author: Frank Group
Client: Reckitt Benckiser
Brand: Durex

Nominees:

Work: The Billa Social Catalogue
Author: Digital Star
Client: Billa România
Brand: Billa

Work: Loveville 2014
Author: Loveville 2014
Client: Reckitt Benckiser
Brand: Durex

Work: Purity Test
Author: Purity Test
Client: Valvis Holding
Brand: Aqua Carpatica

Work: Real Men Camp
Author: iLeo
Client: P&G
Brand: Gillette

Section: Social Media Special Mechanics

Winner:

Work: LerBlock
Author: BrandUP Interactive
Client: Radio Guerrilla
Brand: Radio Guerrilla

Nominees:

Work: LerBlock
Author: BrandUP Interactive
Client: Radio Guerrilla

Brand: Radio Guerrilla

Work: Santa Swapp
Author: WEBSTYLER
Client: Cosmote România
Brand: Cosmote

Work: #MissingRomania
Author: Starcom & The Practice
Client: Samsung Electronics România
Brand: Samsung

Work: The Journal Of A Goddess
Author: iLeo
Client: P&G
Brand: Gillette Venus

Work: Dă-o pe Whatsapp
Author: WEBSTYLER
Client: Cosmote România
Brand: Cosmote

Work: Mondos Undercover
Author: MRM Worldwide România
Client: LIDL
Brand: LIDL

Section: Online PR Special Projects

Winners:

Work: A coin for a life
Author: Kaleidoscope Proximity
Client: Mihai Neșu Foundation
Brand: Mihai Neșu Foundation

Work: LOVE Ro
Author: Cohn and Jansen JWT
Client: OMV Petrom
Brand: Petrom

Nominees:

Work: **A coin for a life**
Author: Kaleidoscope Proximity
Client: Mihai Neșu Foundation
Brand: Mihai Neșu Foundation

Work: **LOVE Ro**
Author: Cohn and Jansen JWT
Client: OMV Petrom
Brand: Petrom

MOBILE

Section: Mobile Apps

 Winners:

Work: **Radar for Good**
Author: MRM Worldwide România
Client: The Coca-Cola Company
Brand: Coca-Cola

Work: **Hai!**
Author: WEBSTYLER & GMP
Client: Telekom România
Brand: Telekom

Nominees:

Work: **Radar for Good**
Author: MRM Worldwide România
Client: The Coca-Cola Company
Brand: Coca-Cola

Work: **Hai!**
Author: WEBSTYLER & GMP
Client: Telekom România
Brand: Telekom

Work: Pepsi Pulse
Author: Tribal WorldWide România & OMD
Client: Quadrant Amroq Beverages
Brand: Pepsi

Work: I want KFC!
Author: MRM Worldwide România
Client: US FOOD NETWORK S.A.
Brand: KFC

Work: LIDL's Valentine Kiss
Author: MRM Worldwide România
Client: LIDL
Brand: LIDL

Section: Mobile Campaigns

Winner:

Work: **Experiențe împreună**
Author: WEBSTYLER & GMP
Client: Telekom România
Brand: Telekom

Nominee:

Work: **Experiențe împreună**
Author: WEBSTYLER & GMP
Client: Telekom România
Brand: Telekom

Section: Mobile Websites

NO WINNER

Nominee:

Work: **Carrefour Online**
Author: CarnationGroup part of POSSIBLE
Client: Carrefour
Brand: Carrefour Online

DIGITAL BRAND EXPERIENCE

Winners:

Work: MEM-NON | The Great Mormon Temple
Author: HIPPOS
Client: MNAC, AMNAC, Fundația Orange
Brand: SenzArt

Work: Experiențe împreună
Author: WEBSTYLER & GMP
Client: Telekom România
Brand: Telekom

Nominees:

Work: MEM-NON | The Great Mormon Temple
Author: HIPPOS
Client: MNAC, AMNAC, Fundația Orange
Brand: SenzArt

Work: Experiențe împreună
Author: WEBSTYLER & GMP
Client: Telekom România
Brand: Telekom

Work: Bucharest Manhunt
Author: Bucharest Manhunt
Client: Discovery Networks
Brand: Discovery Channel

Work: LIDL's Valentine Kiss
Author: MRM Worldwide România
Client: LIDL
Brand: LIDL

INTERACTIVE CAMPAIGNS
DIGITAL COMPONENT OF AN INTEGRATED CAMPAIGN

Section: FMCG- Drinks

Winners:

Work: **Purity Test**
Author: Cohn and Jansen JWT
Client: Valvis Holding
Brand: Aqua Carpatica

Work: **Radar for Good**
Author: MRM Worldwide România
Client: The Coca-Cola Company
Brand: Coca- Cola

Nominees:

Work: **Purity Test**
Author: Cohn and Jansen JWT
Client: Valvis Holding
Brand: Aqua Carpatica

Work: **Radar for Good**
Author: MRM Worldwide România
Client: The Coca-Cola Company
Brand: Coca- Cola

Work: **Full-Passion Job**
Author: Cohn and Jansen JWT & Atelierul.ro
Client: Mondelez
Brand: Jacobs 3în1

Work: Windows of hope
Author: MRM Worldwide România
Client: The Coca-Cola Company
Brand: Dorna

Work: Red Bull Soapbox Race Romania 2014
Author: Media Investment
Client: Red Bull
Brand: Red Bull - Soapbox Event

Section: Services

Winner:

Work: Experiențe împreună
Author: WEBSTYLER & GMP
Client: Telekom România
Brand: Telekom

Nominees:

Work: Experiențe împreună
Author: WEBSTYLER & GMP
Client: Telekom România
Brand: Telekom

Work: The Indygen Vlog Show
Author: Digital Star
Client: Indygen
Brand: Indygen

Section: Durables

Winner:

Work: The Creativity Manifesto for Galaxy Note 3
Author: Digital Star & Starcom
Client: Samsung România
Brand: Galaxy Note 3

Nominees:

Work: The Creativity Manifesto for Galaxy Note 3
Author: Digital Star & Starcom
Client: Samsung România
Brand: Galaxy Note 3

Work: Live SMART
Author: Starcom & iLeo
Client: Samsung Electronics România
Brand: Samsung

Section: Others

Winners:

Work: The Billa Social Catalogue
Author: Digital Star
Client: Billa România
Brand: Billa

Work: Amar y Comer
Author: MRM Worldwide România
Client: LIDL
Brand: LIDL

Nominees:

Work: The Billa Social Catalogue
Author: Digital Star
Client: Billa România
Brand: Billa

Work: Amar y Comer
Author: MRM Worldwide România
Client: LIDL
Brand: LIDL

Work: LIDL's Valentine Kiss
Author: MRM Worldwide România
Client: LIDL
Brand: LIDL

INTERACTIVE CAMPAIGNS
FULL DIGITAL CAMPAIGN

Section: FMCG- Drinks

Winner:

Work: Friendship Cup
Author: iLeo
Client: Bergenbier SA
Brand: Bergenbier

Nominee:

Work: Friendship Cup
Author: iLeo
Client: Bergenbier SA
Brand: Bergenbier

Section: FMCG –Non food

Winner:

Work: The Journal Of A Goddess
Author: iLeo
Client: P&G
Brand: Gillette Venus

Nominee:

Work: The Journal Of A Goddess
Author: iLeo
Client: P&G
Brand: Gillette Venus

Section: Services

Winner:

Work: The ProviDentists and dental clinics
Author: Jazz Communication
Client: Provident
Brand: Provident

Nominee:

Work: The ProviDentists and dental clinics
Author: Jazz Communication
Client: Provident
Brand: Provident

Section: Durables

Winner:

Work: The Internet of the People
Author: Publicis Bucharest
Client: Atelierele Pegas
Brand: Pegas

Nominees:

Work: The Internet of the People
Author: Publicis Bucharest
Client: Atelierele Pegas
Brand: Pegas

Work: SEAT - The ST Challenge
Author: Interactions
Client: Porsche România
Brand: SEAT

Section: Social campaigns, political and awareness messages

Winner:

Work: A coin for a life
Author: Kaleidoscope Proximity
Client: Mihai Neșu Foundation
Brand: Mihai Neșu Foundation

Nominees:

Work: A coin for a life
Author: Kaleidoscope Proximity
Client: Mihai Neșu Foundation
Brand: Mihai Neșu Foundation

Work: Mircea merge mai departe
Author: WEBSTYLER
Client: Mircea Câmpeanu
Brand: Mircea Câmpeanu

Section: Others

Winner:

Work: The first Video Selling Ads Generator
Author: The Geeks
Client: Allegro Online Services
Brand: Mercador.ro

Nominee:

Work: The first Video Selling Ads Generator
Author: The Geeks
Client: Allegro Online Services
Brand: Mercador.ro

SPECIAL AWARDS

BEST USE OF TECHNOLOGY

Work: **MEM-NON | The Great Mormon Temple**
Author: HIPPOS
Client: MNAC, AMNAC, Fundația Orange
Brand: SenzArt

MOST CREATIVE CLIENT OF THE YEAR: Pegas

BEST NEWCOMER: Kiss FM

AGENCY OF THE YEAR: DIGITAL STAR