

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS BUSINESS



### Business

#### Category

#### Project

#### Created by

#### Created with

#### Created for

Medium, Large Business

IKEA - Bring Back Friday

Buutvrij for life, IKEA

Big Shots

IKEA

Lucht

Persuade

Ganbaroo, Art Box, Feli Hansen

Zeeman

Sweet Solution

Tony's Chocolonely x HERC,  
an Ace Agency

Tony's Chocolonely

Small Business

No finalists

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS COMMUNICATIONS



### Communications

Category	Project	Created by	Created with	Created for
Activations & Promotions	A Piece of Ajax	AFC Ajax, One:Nil, Falsum, Ampersand	Het PR Bureau, Green Tree, Major Fifth, Gijs Spierings	AFC Ajax
	IKEA - Bring Back Friday	Buutvrij for life, IKEA	Big Shots	IKEA
	Safe Distance Ballet	The G-Star RAW Family		G-Star RAW
	The Dark Side of Money	N=5	Tebber Nekkel	ABN AMRO
	The Helping Plate	DDB Unlimited	Waarmakers Studio, Royal Goedewaagen, Creative Venue, HappyLife PR	HAK
	The Lockdown Zoo	Accenture Interactive	JCDecaux , I-Serve	Diergaarde Blijdorp - Rotterdam Zoo
	Unox - Nieuwjaarsduik Uit Blik	Being There	Banka Media, Zaanlandia Blik, Sportvibes, Fast Forward Amsterdam	Unox
Digital Campaigns	Lay's non-existing Restaurant	Fitzroy	Bruut Amsterdam	PepsiCo
	Messi Messages	180 Amsterdam	Unit 9	Lay's
	The Dark Side of Money	N=5	Tebber Nekkel	ABN AMRO
Direct	The Dark Side of Money	N=5	Tebber Nekkel	ABN AMRO

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS COMMUNICATIONS



### Communications

Category	Project	Created by	Created with	Created for
Entertainment	Safe Distance Ballet	The G-Star RAW Family		G-Star RAW
	The Dark Side of Money	N=5	Tebber Nekkel	ABN AMRO
	The Heart Foundation - You & Your Heart	N=5	DPPLR	The Heart Foundation
Experiential	FRAMED	FCB Amsterdam	Media.Monks	Politie
Film & Video	Be an Engineer	Joe Public Take-Away Advertising	Joe Public Shoot, Zigt	Amsterdam University of Applied Sciences
	Chicken Tonight - 'A Jarful of Nostalgia'	ALFRED International	freddy.	Zwanenberg Group - Chicken Tonight
	Christmas 2020	Wunderman Thompson Amsterdam	Pink Rabbit, MRTN, Captcha!, Amp.Amsterdam, Alfred Klaassen	PLUS Supermarket
	KFC - United by the Bucket	Cloudfactory	Pink Rabbit	KFC Netherlands
	Ladri di Patta	Victor D. Ponten	C41 Creative Production Company, De Grot, Sauvage Sound	Patta
	96%	HALAL IDEAS, Caroline Koning/HALAL	HALAL, MRTN, Ambassadors, De Grot, Audentity, Ambassadors, Dept	Lynk & Co

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS COMMUNICATIONS



### Communications

Category	Project	Created by	Created with	Created for
Film & Video	PUUR	Roorda Reclamebureau	Bonkers	Ministerie van Volksgezondheid, Welzijn en Sport
	Staatsloterij - Frummel	TBWANEBOKO	Czar, Mindshare.Greenhouse, BlauwGras, Brompton, Men in Green, HPB	Staatsloterij - Nederlandse Loterij
	TOTO - Koning TOTO - Wesley Sneijder	TBWANEBOKO	Studio Studio x Framez, Cloud 9 Music	TOTO
	Vote for the future	Wefilm		Milieudefensie
Influencer & Brand Partnership	Adobe - Adobe x Keith Haring	dentsuACHTUNG!	Bakehouse Moscow	ADOBE INC.
	5G CoPilot Project	Glasnost	FROLIC studio, MateMade	Vodafone
	Omroep ZWART	Akwasi, Gianni Grot, Buutvrij for life, Hammerfest, WeFilm, Media.Monks	HAVAS, PRSSKD, Maak, Baas, 50+ freelancers	Omroep ZWART
	Malaria No More - Draw The Line Against Malaria	dentsuACHTUNG!	dentsu International, Isobar	Malaria No More
	Next Level Raw	Hammerfest	Vigics	G-Star RAW

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS COMMUNICATIONS



### Communications

Category	Project	Created by	Created with	Created for
Influencer & Brand Partnership	Voice for Justice	Joe Public Take-Away Advertising	MacLoud, McGyver, The Humblebrag, Interattractive, Burst, Woosa	Free a Girl
	Zwitsal x Concertgebouworkest - Ssst... lekker slapen-concertreeks	Boomerang Agency	BoP inc., Weber Shandwick, Polycast	Zwitsal, Het Koninklijk Concertgebouworkest
Integrated	A Piece of Ajax	AFC Ajax, One:Nil, Falsum, Ampersand	Het PR Bureau, Green Tree, Major Fifth, Gijs Spierings	AFC Ajax
	Lucht	Persuade	Ganbaroo, Artbox Amsterdam,	Zeeman
Media	Lay's non-existing Restaurant	Fitzroy	Bruut Amsterdam	PepsiCo
	The Lockdown Zoo	Accenture Interactive	JCDecaux , I-Serve	Diergaarde Blijdorp - Rotterdam Zoo
	Lifesaving stories	180 Amsterdam	Massive Music	The Red Cross Netherlands
	Malaria No More - Draw The Line Against Malaria	dentsuACHTUNG!	dentsu International, Isobar	Malaria No More
	Messi Messages	180 Amsterdam	Unit 9	Lay's
	THE MILLBOARD	Publicis Groupe Benelux	Publicis Emil Germany	Mercedes-Benz

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS COMMUNICATIONS



### Communications

Category	Project	Created by	Created with	Created for
Media	Voice for Justice	Joe Public Take-Away Advertising	MacLoud, McGyver, The Humblebrag, Interattractive, Burst, Woosa	Free a Girl
Out-of-Home	The Lockdown Zoo	Accenture Interactive	JCDecaux , I-Serve	Diergaarde Blijdorp - Rotterdam Zoo
PR	A Piece of Ajax	AFC Ajax, One:Nil, Falsum, Ampersand	Het PR Bureau, Green Tree, Major Fifth, Gijs Spierings	AFC Ajax
	Flip to yog, skip the hurt	Abbot Kinney's	Blyde Benelux	Abbot Kinney's
	KiKa - Teddy Bear Crowd	Joe Public Take-Away Advertising	Orangeview	KiKa i.c.w. MSD Netherlands, sc Heerenveen
	Malaria No More - Draw The Line Against Malaria	dentsuACHTUNG!	dentsu International, Isobar	Malaria No More
	The Helping Plate	DDB Unlimited	Waarmakers Studio, Royal Goedewaagen, Creative Venue, HappyLifePR	HAK
	Unox - Nieuwjaarsduik Uit Blik	Being There	Banka Media, Zaanlandia Blik, Sportvibes, Fast Forward Amsterdam	Unox

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS COMMUNICATIONS



### Communications

Category	Project	Created by	Created with	Created for
PR	Voice for Justice	Joe Public Take-Away Advertising	MacLoud, McGyver, The Humblebrag, Interattractive, Burst, Woosa	Free a Girl
Print	No finalists			
Radio	ASN Bank - The Snooze-ster	Selmore Creative Agency	Ambassadors	ASN Bank
Social Content	KPN - Rare Tijden	dentsuACHTUNG!	CCCP	KPN
	Lifesaving stories	180 Amsterdam	Massive Music	The Red Cross Netherlands
	Omroep ZWART	Akwasi, Gianni Grot, Buutvrij for life, Hammerfest, WeFilm, Media.Monks	HAVAS, PRSSKD, Maak, Baas, 50+ freelancers	Omroep ZWART
Strategic Brand Ideas	bol.com - The Store of Delivering Smiles	Dept Agency	DPPLR, AMP, Earforce, Post Office, Holy Fools	bol.com
	Sweet Solution	Tony's Chocolonely x HERC, an Ace Agency		Tony's Chocolonely
	The Dark Side of Money	N=5	Tebber Nekkel	ABN AMRO

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS CRAFT



### Craft

Category	Project	Created by	Created with	Created for
Animation & Motion Design	adidas - FUTURECRAFT	The Panics		adidas
	Adobe - Adobe x Keith Haring	Bakehouse Moscow	dentsuACHTUNG!	ADOBE INC.
	ASN Bank - The Scapegoat	Ambassadors	Selmore	ASN Bank
	Auping - The story of 1.5 million mattresses	Shop Around	Buutvrij for life	Auping
	Playgrounds 2020 - Main Titles	The Panics		Playgrounds Festival
	PlusOne - Manifesto	PlusOne		PlusOne
	The Bloodcurdling Story	Rogier Wieland Studio	Mindwize	De Trombosestichting Nederland
Art Direction	adidas - Faster Than	TBWA\Neboko, Golden Wolf, Ambassadors	TBWA\Neboko, Golden Wolf, Ambassadors	adidas Running
	ASN Bank - The Scapegoat	Selmore Creative Agency	Ambassadors	ASN Bank
	Fair & Unfair	Tony's Chocolonely x HERC, Ace Agency		Tony's Chocolonely
	Malaria No More - Draw The Line Against Malaria	dentsuACHTUNG!	dentsu International, Isobar	Malaria No More



# DUTCH CREATIVITY AWARDS 2021

## FINALISTS CRAFT



### Craft

Category	Project	Created by	Created with	Created for
Art Direction	Make Future	Dawn	HALAL	Greenpeace & Friends
	Tele2 - Funsta Vibe	INDIE Amsterdam, BlinkInk	code d'azur, GroupM, iProspect	Tele2
	The Ace & Tate Guide to Using Contacts	From Form/HALAL		Ace & Tate
Cinematography	adidas - Watch Us Move	TBWANEBOKO	TBWANEBOKO	adidas
	Appelsientje – Enjoy the sun	Martijn van Broekhuizen/Pink Rabbit	DDB Unlimited	Appelsientje
	Greenpeace - Make Future	Daniel Bouquet	Dawn, Paul Geusebroek/HALAL, ZIGT& Jalt, Daylight, De Grot, Mathematic Paris, Amp.Amsterdam	Greenpeace The Netherlands, The Turing Foundation
	Lead Balloons	Stephan Polman	Hazazah Film & Photography	Hazazah Film & Photography
	MERCEDES AND THE WIND	Publicis Groupe Benelux	Publicis Emil Germany	Mercedes-Benz
	The Knuckle Princess	Robbie van Brussel	Hazazah Film & Photography	Hazazah Film & Photography

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS CRAFT



### Craft

Category	Project	Created by	Created with	Created for
Digital Craft (UI/UX)	FRAMED	Media.Monks	FCB Amsterdam	Politie
	HackYourFuture - Behind the Source	72andSunny Amsterdam	Stainless Sound	HackYourFuture
	Netflix - The Queen and The Crown	Media.Monks		Netflix
Editing	Centraal Beheer - Freedom	Marc Bechtold	DDB Unlimited, Bonkers United	Centraal Beheer
	KFC - United by the Bucket	MRTN	Cloudfactory, Pink Rabbit	KFC
	The game is on	Govert Janse	The G-Star RAW Family	G-Star RAW x BVB
Film Direction	Bitter Parts	Michael Middelkoop/CZAR Amsterdam		Joya Mooi
	Black is King	Emmanuel Adjei/HALAL	Ibra Ake, Blitz Bazawule, Beyoncé Knowles-Carter, Yrsa Daley-Ward, Clover Hope	Beyoncé Knowles-Carter, Walt Disney Pictures
	Centraal Beheer - Freedom	Matthijs van Heiningen jr./ Bonkers United	DDB Umlimited, Bonkers United	Centraal Beheer
	Haevn	Bram van Alphen/Hazazah Film & Photography,	Asus	Haevn

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS CRAFT



### Craft

Category	Project	Created by	Created with	Created for
Film Direction	KFC - United by the Bucket	Ismael ten Heuvel, Teddy Cherim/Pink Rabbit	Cloudfactory	KFC
	Ladri di Patta	Victor D. Ponten	C41 Creative Production Company, De Grot, Sauvage Sound	Patta
	Nike - New Girl	Caroline Koning/HALAL	Wieden + Kennedy Tokyo, BWGTBLD GmbH, NAKAMA, Trim Editing, SWISS	Nike
	Staatsloterij - Frummel	Bart Timmer, CZAR Amsterdam	TBWANEBOKO	Staatsloterij - Nederlandse Loterij
	The Knuckle Princess	Jacobine van Hellemond/Hazazah Film & Photography	Hazazah Film & Photography	Hazazah Film & Photography
	Union Jake	Luuk Walschot	Abel van Dijk, Bandit.Amsterdam, Soundsright	
Illustration	Tele2 - Funsta Vibe	BlinkInk, Greg Barth	INDIE Amsterdam, code d'azur, GroupM, iProspect	
	Wake Up	Hedy Tjin	The Social Club	Canon van Nederland
Music	Camera Dream	Sjam Sjamsoedin, Super Awesome Studios	Johan Kramer/HALAL, Western Productions, Barcelona	GUP Magazine

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS CRAFT



### Craft

Category	Project	Created by	Created with	Created for
Music	Diesel Francesca	Sizzer	Publicis Milan, Division Paris	Diesel
	Good Vibes	Fama Volat	Bente Fokkens, Top Notch, Amp.Amsterdam, Studio BENG BENG, WeConnect	Jumbo Supermarkten
	KFC - United by the Bucket	Teun de Kruif, Tantu Beats	Cloud Factory, Pink Rabbit	KFC Netherlands
	The Story Of 'The Speech Of A Generation'	WRONG B.V.	SECRETWEAPON	ARMEDANGELS, UNTILFREEDOM
	THE SOUND OF UEFA WOMEN'S CHAMPIONS LEAGUE	Erik Jan Grob, MassiveMusic Amsterdam	UEFA	UEFA WOMEN'S CHAMPIONS LEAGUE
	The Voice of Katla	Adventure Club, Reaktor Creative	Boutique Animation, Högni Egilsson	Netflix
Photography	Bereft City	Jeroen Hofman	Micha Bruinvels	4 en 5 mei Amsterdam, Joods Cultureel Kwartier
	Daily Paper - Alien Love	Lois Cohen/Cake Film & Photography	Indiana Roma Voss/ Cake Film & Photography	Daily Paper
	Harper's Bazaar - Leadership Special	Philippe Vogelenzang		Harper's Bazaar
Production Design	Klangstof - New Congress New Father	Boris Acket, Jerom Fischer, Eyeforce	Klangstof, Doornroosje	Klangstof

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS CRAFT



### Craft

Category	Project	Created by	Created with	Created for
Sound Design	Heyleys	Audentity BV	Fitzroy, Andreas Wannerstedt,	Heyleys
	IDFA - "Real Emotions. Real Film."	Antfood	We Are Pi	IDFA
	T-Mobile - Unknown Caller	code d'azur	Big Orange, The Audio Agency	T-Mobile
	Walking in Steve's Dreams	Big Orange	215 McCann	Microsoft, Xbox
Strategy	Omroep ZWART	Akwasi, Gianni Grot, Buutvrij for life, Hammerfest, Media.Monks	HAVAS, PRSSKD, Maak, Baas, WeFilm, 50+ freelancers	Omroep ZWART
	Sweet Solution	HERC, an Ace Agency		Tony's Chocolonely
Typography	No Finalists			
Visual Effects	96%	Ambassadors	HALAL	Lynk & Co
Writing	An ode to technicians	Steam Advertising, Bonkers United	Initiative Media, Radancy	Ministerie van Defensie
	ASN Bank - The Scapegoat	Selmore Creative Agency	Ambassadors	ASN Bank
	Omroep ZWART	Akwasi, Gianni Grot, Buutvrij for life, Hammerfest, Media.Monks	HAVAS, PRSSKD, Maak, Baas, WeFilm, 50+ freelancers	Omroep ZWART

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS CRAFT



Craft

Category

Project

Created by

Created with

Created for

Writing

There are two sides to every story

Open Now

Ministerie van Volksgezondheid,  
Welzijn en Sport

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS CULTURE



### Culture

Category	Project	Created by	Created with	Created for
Culture	HIIPPOWER	Het Zuidelijk Toneel, De Herman Brood Academie & WOO HAH!		Young, hybrid & gifted youngsters with a passion for hiphop-culture
	KABRA	XHOSA		XHOSA
	Nxt Museum	Nxt Museum		Everyone
	Studio Thonik	Thomas Widdershoven, Arjan van Ruyven, MMX-architecten		Thonik OG bv
	The Falconeer	Tomas Sala		Autonomous project
	Vote for a Woman 2021	Vote for a Woman foundation	Sarafina Jozefzoon, Kirpunt, Nieuw Bestand, Zeppa, designers	Vote for a Woman foundation
	WOMXNHOOD STORIES	Mahi Khalesi, Shiwa Safari, Team Womxnhood		Women in the creative industry

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS DESIGN



### Design

Category	Project	Created by	Created with	Created for
Branding	DOPA, The Department of Pro-Activeness	Alex Normanton & Co.		The Global Creative Community
	Heyleys	Fitzroy		Heyleys
	Holland Festival 2021	Thonik		Holland Festival
	Let's Get Physical, but don't get to close...	studio de Ronners	St.Droom en Daad, Urban Guides, Rotterdam Partners, M4H Rotterdam	AVL Mundo, Atelier Van Lieshout
	Make Future	Dawn	HALAL	Greenpeace & Friends
	Rebranding Club Brugge, Club YLA and Club NXT	Studio Dumbar		Club Brugge
Editorial	Cover design Volkskrant Magazine	Jaap Biemans		DPG Media
	Mozilla Festival publication	HeyHeydeHaas	Jeroen Braspenning	Mozilla Foundation
Graphic	Let's Get Physical, don't get to close...	studio de Ronners	St.Droom en Daad, Urban Guides, Rotterdam Partners, M4H Rotterdam	AVL Mundo, Atelier Van Lieshoutbut
	Mijn Stem is Groen	Lesley Moore	The MSiG Collective	Self initiated



# DUTCH CREATIVITY AWARDS 2021

## FINALISTS DESIGN



Design				
Category	Project	Created by	Created with	Created for
Packaging	LEKKER	Thonik		The Lekker Company
	Sweet Solution	Tony's Chokolonely	Tony's Chokolonely	Tony's Chokolonely
Product	Sweet Solution	Tony's Chokolonely	Tony's Chokolonely	Tony's Chokolonely
	Denim for the future	The G-Star RAW Family		G-Star RAW
	Oplettanol - The best cure for head- and neckcancers	Publicis Groupe BENELUX	...,Staat, MEO Filmt, Bart Oomes	Patiëntenvereniging HOOFD-HALS
Spatial	Beethoven Moves	Tom Postma Design	Polyform, Platform 78, Bruckschwaiger, Mark Niedermann	Kunsthistorisches Museum Vienna
	Space-age airport for cyclists	Silo	studiomarsman	Municipality of The Hague, Mobilis TBI
	The(Any)Thing - Play Anything. Anywhere. Anytime.	...,staat		TheAnyThing BV
	The Porcelain Room. Chinese Export Porcelain - Exhibition at Fondazione Prada	Tom Postma Design	Jorge Welsh and Luísa Vinhais, Mark Niedermann	Fondazione Prada

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS DESIGN



### Design

Category	Project	Created by	Created with	Created for
Spatial	Tomatoes on 5th.	Roorda Reclamebureau, Nethwork	Infinite Acres, 80 Acres Farms, Priva, AMO	Eat This
	Watchtower Krammer locks	Wallstories, Yvonne Kroese, René Gast	de Klerk Waterbouw, IM Brouwer, Dijkman Coating	Rijkswaterstaat, Zee en Delta
Website	Making Maisel Marvelous	Resn		Amazon Studios
	Netflix - The Queen and The Crown	Media.Monks		Netflix
	Wax Poetics	WONDERLAND		Wax Poetics

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS DIGITAL



Digital				
Category	Project	Created by	Created with	Created for
AI	Messi Messages	180 Amsterdam	Unit 9	Lay's
AR & VR	Alles Is	International Silence	Spinvis	Spinvis
	L'Oréal - Signature Faces	VIRTUE, Adventure Club	Val Garland, Ariel Lu, Sylvain Gaussens	L'Oréal
	Nothing Beats the Human Touch	Abner Preis Studios	Kecia Benvenuto, Frank Bosma, Nina Boas	HP, Edelman
Creative Data	Environmental Footprint Insights	PwC Netherlands		PwC Netherlands
	Taxatie Truck	Fama Volat	Luuk Schipperheyn	Dealerdirect / ikwilvanmijnautoaf.nl
	The Voice of Katla	Adventure Club, Reaktor Creative	Boutique Animation, Högni Egilsson	Netflix
Digital Service	citizenM - A digital first hotel, every step of the user journey	Triple		citizenM
E-commerce	Bol.com - The Store of Delivering Smiles	Dept Agency	DPPLR, AMP, Earforce, Post Office, Holy Fools	bol.com
	Turning Athletes into designers with Nike Team Football	The Valley	Tag	Nike Team

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS DIGITAL



### Digital

Category	Project	Created by	Created with	Created for
Innovation	5G CoPilot Project	Glasnost	FROLIC studio, MateMade	Vodafone
	L'Oréal - Signature Faces	VIRTUE, Adventure Club	Val Garland, Ariel Lu, Sylvain Gaussens	L'Oréal
	Vesper the Firefly	Fama Volat	Martijn Kiela	ENGIE Energy Netherlands
Gaming	FRAMED	FCB Amsterdam	Media.Monks	Politie
Mobile & Wearable	citizenM - A digital first hotel, every step of the user journey	Triple		citizenM
	Messi Messages	180 Amsterdam	Unit 9	Lay's
Podcasting	Below the radar, Above yourself	Steam advertising, Dag en Nacht Media, Kloaq, Eyeforce	Initiative Media, Radancy	Ministerie van Defensie
	Topstukken	Audio agency Airborne	Earforce	VriendenLoterij
	Verborgen Verhalen	Audio agency Airborne	Born05, Jos Jansen	ANWB
Voice & Social Audio	Avondspits	Johnny Wonder		Nederlandse Spoorwegen

# DUTCH CREATIVITY AWARDS 2021 FINALISTS DIGITAL



Digital

Category

Project

Created by

Created with

Created for

Voice & Social Audio

Voice for Justice

Joe Public Take-Away Advertising

MacLoud, McGyver, The Humblebrag, Free a Girl  
Interattractive, Burst, Woosa

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS FUTURE



### Future

Category	Project	Created by	Created with	Created for
Side-Project	A Sign of Mourning	Gino Bodt		
	Dutch New Times	Dyon Kaleuwee, Ersem Ercil		
	Offside	Lotte Vos	Morrison Schiffmacher	
	Out Of Home Podcast	Kieran Kenlock, Kwame Wilson, Steven Apampa & Yaf Downes		
Student (Briefing)	GOTYA!	Jette Reffeltrath, Danny Rikkens, Thomas Wolff, Jeroen de Raef, Sjoerd Kuipers		HAN University of Applied Sciences Arnhem
	Happy Space	Jet van Sprundel, Nathalie Marijnissen, Romy de Ridder, Ymke de Ron, Bente Brouwers		Fontys University of Applied Sciences Tilburg
	OIY	Inga Weiner, Meghan Pos, Mimi Schulze-Oechtering, Niklas Reich		HU University of Applied Sciences Utrecht
	PLU-K	Meggie Wijnhoven, Anna Nwankwo, Johanna Nemes, Inez Paludanus		HU University of Applied Sciences Utrecht

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS FUTURE



### Future

Category	Project	Created by	Created with	Created for
Student (Briefing)	Scenty	Morena Brouwers, Stef Hankel, Lise de Jong, Ingrid Peeters, Job Smeets		Fontys University of Applied Sciences Tilburg
	Wildr	Lora Jan Goudswaard, Jan-Willem Zandvoort, Janine Aalberts, Bram van Woerden, Josephine Li		HAN University of Applied Sciences Arnhem
Student (Portfolio)	Spotify Detour - Vans Skate Scouts	Thomas van Driel, Joppe Soons		
	Contact Productions - Patta x HvA hoodie	Benjamin Conteh		
Talent	No finalists			
Young Directors	The Klubu Spirit, IDFA - Real Emotions. Real Film	Richard Hu		
	Uitgelicht, Latanya Alberto – Royal (Recall)	Robbert Doelwijt Jr.		

# DUTCH CREATIVITY AWARDS 2021

## FINALISTS SOCIETY



### Society

Category	Project	Created by	Created with	Created for
Covid-19	A Piece of Ajax	AFC Ajax, One:Nil, Falsum, Ampersand	Het PR Bureau, Green Tree, Major Fifth, Gijs Spierings	AFC Ajax
	DE - #together	TBWAVNEBOKO	TBWAVIDIBOKO, Havas Media	Douwe Egberts
	GROLSCH - #helpdehoreca	Fitzroy	hpB, Wavemaker	GROLSCH
	Honig - Live Eet	Dept Agency	Chuck Studios, Headline Communications	Kraft Heinz - Honig and The Dutch Food Bank
	Houd Afstand	Boomerang Agency	JCDecaux, Ocean Outdoor	Multiple brands
	KiKa - Teddy Bear Crowd	Joe Public Take-Away Advertising	Orangeview	KiKa i.c.w. MSD Netherlands, sc Heerenveen
	Our heart for healthcare heroes	Wefilm		KNMG, KNOV, KNMT, KNGF, FBZ
	Safe Distance Ballet	The G-Star RAW Family		G-Star RAW
	The Class of 2020	And Now This	23G, Jungmin Studio, Umlaut	Groupsie
	Tomatoes on 5th.	Roorda Reclamebureau, Nethwork	Infinite Acres, 80 Acres Farms, Priva, AMO	Eat This



# DUTCH CREATIVITY AWARDS 2021 FINALISTS SOCIETY



Society				
Category	Project	Created by	Created with	Created for
Covid-19	Unox Nieuwjaarsduik Uit Blik	Being There	Banka Media, Zaanlandia Blik, Sportvibes, Fast Forward Amsterdam	Unox
Diversity, Equity & Inclusion	A Brand You Can Feel	Zero trillion	Makers, AlterEgo	Canadian National Institute for the Blind
	HackYourFuture - Behind the Source	72andSunny Amsterdam	Stainless Sound	HackYourFuture
	Omroep ZWART	Akwasi, Gianni Grot, Buutvrij for life, Hammerfest, Media.Monks	HAVAS, PRSSKD, Maak, Baas, WeFilm, 50+ freelancers	Omroep ZWART
	The Invisible Ones	Chee-Han Kartosen-Wong/Bongkar met Wongkar, Tieka Masfar	Created with diverse freelancers and 75 talents, funded by Stichting Democratie en Media	
	The Legal Burqa	Ersem Ercil		The Legal Burqa
Society	Auping - The story of 1.5 million mattresses	Buutvrij for life	Shop Around	Auping
	De Wereld van de Oost	New Amsterdam Film Company, Cultural Creative Agency	Hyper Epec	Stichting East West Foundation
	Dopper - Changemaker Challenge Junior	Dopper & Design-a-thon Works		Dopper, Design-a-thon Works

# DUTCH CREATIVITY AWARDS 2021 FINALISTS SOCIETY



Society

Category

Project

Created by

Created with

Created for

Society

Globalance World

CLEVER°FRANKE

Globalance Bank

Make Future

Dawn

HALAL

Greenpeace & Friends

Sweet Solution

Tony's Chocolonely x HERC,  
an Ace Agency

Tony's Chocolonely

The Helping Plate

DDB Unlimited

Waarmakers Studio,  
Royal Goedewaagen, Creative Venue,  
HappyLifePR

HAK