

# DUTCH CREATIVITY AWARDS 2021

## WINNERS



### Grand Prix

Category   Awards	Project	Created by	Created with	Created for
Grand Prix	Sweet Solution	Tony's Chocolonely x HERC, an Ace Agency	Tony's Chocolonely x HERC, an Ace Agency	Tony's Chocolonely

### Members Award

Category   Awards	Project	Created by	Created with	Created for
Society / Diversity, Equity and Inclusion	adidas - Watch Us Move	TBWANEBOKO		adidas

### Business

Category   Awards	Project	Created by	Created with	Created for
Medium, Large Business / Silver Lamp	IKEA - Bring Back Friday	Buutvrij for life, IKEA	Big Shots	IKEA
Medium, Large Business / Gold Lamp	Sweet Solution	Tony's Chocolonely x HERC, an Ace Agency		Tony's Chocolonely

### Communications

Category   Awards	Project	Created by	Created with	Created for
Activations & Promotions / Silver Lamp	A Piece of Ajax	AFC Ajax, One:Nil	FALSUM, Ampersand, Green Tree, Major Fifth, Gijs Spierings	AFC Ajax
Activations & Promotions / Bronze Lamp	IKEA - Bring Back Friday	Buutvrij for life, IKEA	Big Shots	IKEA

# DUTCH CREATIVITY AWARDS 2021

## WINNERS



### Communications

Category   Awards	Project	Created by	Created with	Created for
Activations & Promotions / Bronze Lamp	The Dark Side of Money	N=5	Tebber Nekkel	ABN AMRO
Digital Campaigns / Bronze Spin	The Dark Side of Money	N=5	Tebber Nekkel	ABN AMRO
Entertainment / Bronze Lamp	Safe Distance Ballet	The G-Star RAW Family		G-Star RAW
Entertainment / Silver Lamp	The Dark Side of Money	N=5	Tebber Nekkel	ABN AMRO
Film & Video / Bronze Lamp	Chicken Tonight - 'A Jarful of Nostalgia'	ALFRED International	freddy.	Zwanenberg Group - Chicken Tonight
Film & Video / Gold Lamp	Ladri di Patta	Victor D. Ponten	C41 Creative Production Company, De Grot, Sauvage Sound	Patta
Film & Video / Silver Lamp	Frummel	TBWANEBOKO	CZAR Amsterdam, Mindshare.Greenhouse, BlauwGras, Prompton, Men in Green, HPB	Nederlandse Loterij – Staatsloterij
Film & Video / Bronze Lamp	Koning TOTO	TBWANEBOKO	Studio Studio x Framez, Cloud 9 Music	Nederlandse Loterij – TOTO
Film & Video / Bronze Lamp	Vote for the future	Wefilm		Milieudefensie
Influencer & Brand Partnership / Silver Spin	5G CoPilot Project	Glasnost, an ACE agency	FROLIC studio, MateMade	Vodafone

# DUTCH CREATIVITY AWARDS 2021

## WINNERS



### Communications

Category   Awards	Project	Created by	Created with	Created for
Influencer & Brand Partnership / Gold Spin	Omroep ZWART	Akwasi, Gianni Grot, Buutvrij for life, Hammerfest, WeFilm, Media.Monks	HAVAS, PRSSKD, Maak, Baas, 50+ freelancers	Omroep ZWART
Influencer & Brand Partnership / Bronze Spin	Zwitsal x Concertgebouworkest - Ssst... lekker slapen, concertreeks	Boomerang Agency	BoP inc., Weber Shandwick, Polycast	Zwitsal, Het Koninklijk Concertgebouworkest
Integrated / Silver Lamp	A Piece of Ajax	AFC Ajax, One:Nil	FALSUM, Ampersand, Green Tree, Major Fifth, Gijs Spierings	AFC Ajax
Integrated / Gold Lamp	Lucht	Persuade	Ganbaroo, Artbox Amsterdam, Feli Hansen	Zeeman
Media / Bronze Lamp	Messi Messages	180 Amsterdam	Unit 9	Lay's
Media / Bronze Lamp	Voice for Justice	Joe Public Take-Away Advertising	MacLoud, McGyver, The Humblebrag, Interattractive, Burst, Woosa	Free a Girl
PR / Gold Lamp	A Piece of Ajax	AFC Ajax, One:Nil	FALSUM, Ampersand, Green Tree, Major Fifth, Gijs Spierings	AFC Ajax
Social Content / Bronze Spin	Lifesaving stories	180 Amsterdam	Massive Music	The Red Cross Netherlands
Strategic Brand Ideas / Bronze Lamp	bol.com - The Store of Delivering Smiles	Dept Agency	DPPLR, AMP, Earforce, Post Office, Holy Fools	bol.com

# DUTCH CREATIVITY AWARDS 2021

## WINNERS



### Craft

Category   Awards	Project	Created by	Created with	Created for
Animation & Motion Design / Silver Lamp	The Bloodcurdling Story	Rogier Wieland Studio	Mindwize	De Trombosestichting Nederland
Art Direction / Silver Lamp	Malaria No More - Draw The Line Against Malaria	dentsuACHTUNG!	dentsu International, Isobar	Malaria No More
Cinematography / Bronze Lamp	Greenpeace - Make Future	Daniel Bouquet	Dawn, Paul Geusebroek/HALAL, ZIGT& Jalt, Daylight, De Grot, Mathematic Paris, Amp.Amsterdam	Greenpeace The Netherlands, The Turing Foundation
Cinematography / Bronze Lamp	Lead Balloons	Stephan Polman	Hazazah Film & Photography	Hazazah Film & Photography
Cinematography / Gold Lamp	The Knuckle Princess	Robbie van Brussel	Hazazah Film & Photography	Hazazah Film & Photography
Digital Craft (UI/UX) / Bronze Spin	FRAMED	Media.Monks	FCB Amsterdam	Politie
Editing / Bronze Lamp	Centraal Beheer - Freedom	Marc Bechtold	DDB Unlimited, Bonkers United	Centraal Beheer
Editing / Bronze Lamp	KFC - United by the Bucket	MRTN	Cloudfactory, Pink Rabbit	KFC
Film Direction / Gold Lamp	Black is King	Emmanuel Adjei/HALAL	Ibra Ake, Blitz Bazawule, Beyoncé Knowles-Carter, Yrsa Daley-Ward, Clover Hope	Beyoncé Knowles-Carter, Walt Disney Pictures
Film Direction / Bronze Lamp	Centraal Beheer - Freedom	Matthijs van Heiningen jr./ Bonkers United	DDB Umlimited, Bonkers United	Centraal Beheer

# DUTCH CREATIVITY AWARDS 2021

## WINNERS



### Craft

Category   Awards	Project	Created by	Created with	Created for
Film Direction / Silver Lamp	Haevn	Bram van Alphen/Hazazah Film & Photography	Asus	Haevn
Film Direction / Bronze Lamp	KFC - United by the Bucket	Ismael ten Heuvel, Teddy Cherim/Pink Rabbit	Cloudfactory	KFC
Film Direction / Gold Lamp	Nike - New Girl	Caroline Koning/HALAL	Wieden + Kennedy Tokyo, BWGTBLD GmbH, NAKAMA, Trim Editing, SWISS	Nike
Film Direction / Bronze Lamp	Frummel	Bart Timmer, CZAR Amsterdam	TBWA\NEBOKO	Nederlandse Loterij – Staatsloterij
Film Direction / Bronze Lamp	The Knuckle Princess	Jacobine van Hellemond/Hazazah Film & Photography	Hazazah Film & Photography	Hazazah Film & Photography
Illustration / Bronze Lamp	Wake Up	Hedy Tjin	The Social Club	Canon van Nederland
Music / Bronze Lamp	Diesel Francesca	Sizzer	Publicis Milan, Division Paris	Diesel
Music / Bronze Lamp	KFC - United by the Bucket	Teun de Kruij, Tantu Beats	Cloud Factory, Pink Rabbit	KFC Netherlands
Music / Bronze Lamp	The Story Of 'The Speech Of A Generation'	WRONG B.V.	SECRETWEAPON	ARMEDANGELS, UNTILFREEDOM

# DUTCH CREATIVITY AWARDS 2021 WINNERS



## Craft

Category   Awards	Project	Created by	Created with	Created for
Photography / Silver Lamp	Bereft City	Jeroen Hofman	Micha Bruinvels	4 en 5 mei Amsterdam, Joods Cultureel Kwartier
Photography / Silver Lamp	Daily Paper - Alien Love	Lois Cohen/Cake Film & Photography	Indiana Roma Voss/ Cake Film & Photography	Daily Paper
Photography / Bronze Lamp	Harper's Bazaar - Leadership Special	Philippe Vogelenzang/HALAL		Harper's Bazaar
Sound Design / Bronze Lamp	Heyleys	Audentity BV	Fitzroy, Andreas Wannerstedt	Heyleys
Strategy / Bronze Lamp	Omroep ZWART	Akwasi, Gianni Grot, Buutvrij for life, Hammerfest, Media.Monks	HAVAS, PRSSKD, Maak, Baas, WeFilm, 50+ freelancers	Omroep ZWART
Strategy / Silver Lamp	Sweet Solution	Tony's Chocolonely x HERC, an Ace Agency		Tony's Chocolonely

## Culture

Category   Awards	Project	Created by	Created with	Created for
Culture / Bronze Lamp	HIIPPOWER	Het Zuidelijk Toneel, De Herman Brood Academie & WOO HAH!		Young, hybrid & gifted youngsters with a passion for hiphop-culture
Culture / Bronze Lamp	Vote for a Woman 2021	Vote for a Woman foundation	Sarafina Jozefzoon, Kirpunt, Nieuw Bestand, Zeppa, designers	Vote for a Woman foundation

# DUTCH CREATIVITY AWARDS 2021 WINNERS



## Design

Category   Awards	Project	Created by	Created with	Created for
Branding / Bronze Lamp	Heyleys	Fitzroy		Heyleys
Branding / Bronze Lamp	Holland Festival 2021	Thonik		Holland Festival
Branding / Silver Lamp	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
Branding / Bronze Lamp	Rebranding Club Brugge, Club YLA and Club NXT	Studio Dumbar		Club Brugge
Editorial / Bronze Lamp	Mozilla Festival publication	HeyHeydeHaas	Jeroen Braspenning	Mozilla Foundation
Graphic / Bronze Lamp	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
Graphic / Silver Lamp	Mijn Stem is Groen	Lesley Moore	The MSiG Collective	Self initiated
Packaging / Silver Lamp	Sweet Solution	Tony's Chocolonely	Tony's Chocolonely	Tony's Chocolonely
Product / Gold Lamp	Sweet Solution	Tony's Chocolonely	Tony's Chocolonely	Tony's Chocolonely
Product / Bronze Lamp	Denim for the future	The G-Star RAW Family		G-Star RAW

# DUTCH CREATIVITY AWARDS 2021 WINNERS



## Design

Category   Awards	Project	Created by	Created with	Created for
Spatial / Bronze Lamp	Beethoven Moves	Tom Postma Design	Polyform, Platform 78, Bruckschwaiger, Mark Niedermann	Kunsthistorisches Museum Vienna
Spatial / Gold Lamp	Space-age airport for cyclists	Silo	studiomarsman	Municipality of The Hague, Mobilis TBI
Spatial / Bronze Lamp	The(Any)Thing - Play Anything. Anywhere. Anytime.	...,staat		TheAnyThing BV
Spatial / Silver Lamp	The Porcelain Room. Chinese Export Porcelain - Exhibition at Fondazione Prada	Tom Postma Design		Fondazione Prada
Spatial / Silver Lamp	Tomatoes on 5th.	Roorda Reclamebureau, Nethwork	Infinite Acres, 80 Acres Farms, Priva, AMO	Eat This
Spatial / Bronze Lamp	Watchtower Krammer locks	Wallstories, Yvonne Kroese, René Gast	de Klerk Waterbouw, IM Brouwer, Dijkman Coating	Rijkswaterstaat, Zee en Delta
Website / Silver Spin	Making Maisel Marvelous	Resn		Amazon Studios
Website / Bronze Spin	Wax Poetics	WONDERLAND		Wax Poetics



# DUTCH CREATIVITY AWARDS 2021 WINNERS



## Digital

Category   Awards	Project	Created by	Created with	Created for
AR & VR / Silver Spin	L'Oréal - Signature Faces	VIRTUE, Adventure Club	Val Garland, Ariel Lu, Sylvain Gaussens	L'Oréal
Creative Data / Bronze Spin	Taxatie Truck	Fama Volat	Luuk Schipperheyn	Dealerdirect / ikwilvanmijnautoaf.nl
Creative Data / Bronze Spin	The Voice of Katla	Adventure Club, Reaktor Creative	Boutique Animation, Högni Egilsson	Netflix
Digital Service / Silver Spin	citizenM - A digital first hotel, every step of the user journey	Triple		citizenM
E-commerce / Silver Spin	Bol.com - The Store of Delivering Smiles	Dept Agency	DPPLR, AMP, Earforce, Post Office, Holy Fools	bol.com
E-commerce / Silver Spin	Turning Athletes into designers with Nike Team Football	The Valley	Tag	Nike Team
Innovation / Gold Spin	5G CoPilot Project	Glasnost, an ACE agency	FROLIC studio, MateMade	Vodafone
Innovation / Silver Spin	Vesper the Firefly	Fama Volat	Martijn Kiela	ENGIE Energy Netherlands
Gaming / Bronze Spin	FRAMED	FCB Amsterdam	Media.Monks	Politie
Mobile & Wearable / Silver Spin	citizenM - A digital first hotel, every step of the user journey	Triple		citizenM

# DUTCH CREATIVITY AWARDS 2021

## WINNERS



### Digital

Category   Awards	Project	Created by	Created with	Created for
Mobile & Wearable / Silver Spin	Messi Messages	180 Amsterdam	Unit 9	Lay's
Podcasting / Gold Spin	Below the radar, Above yourself	Steam advertising, Dag en Nacht Media, Kloaq, Eyeforce	Initiative Media, Radancy	Ministerie van Defensie
Podcasting / Bronze Spin	Topstukken	Audio agency Airborne	Earforce	VriendenLoterij
Podcasting / Silver Spin	Verborgen Verhalen	Audio agency Airborne	Born05, Jos Jansen	ANWB

### Future

Category   Awards	Project	Created by	Created with	Created for
Side-Project / Bronze Lamp	Dutch New Times	Dyon Kaleuwee, Ersem Ercil		
Side-Project / Silver Lamp	Offside	Lotte Vos	Morrison Schiffmacher	
Student (Briefing) / Silver Lamp	Scenty	Morena Brouwers, Stef Hankel, Lise de Jong, Ingrid Peeters, Job Smeets		Fontys University of Applied Sciences Tilburg
Student (Briefing) / Silver Lamp	Wildr	Lora Jan Goudswaard, Jan-Willem Zandvoort, Janine Aalberts, Bram van Woerden, Josephine Li		HAN University of Applied Sciences Arnhem

# DUTCH CREATIVITY AWARDS 2021 WINNERS



## Future

Category   Awards	Project	Created by	Created with	Created for
-------------------	---------	------------	--------------	-------------

Young Directors / Bronze Lamp	Uitgelicht, Latanya Alberto – Royal (Recall)	Robbert Doelwijt Jr.		
-------------------------------	--	----------------------	--	--

## Society

Category   Awards	Project	Created by	Created with	Created for
-------------------	---------	------------	--------------	-------------

Covid-19 / Silver Lamp	A Piece of Ajax	AFC Ajax, One:Nil,	FALSUM, Ampersand, Green Tree, Major Fifth, Gijs Spierings	AFC Ajax
Covid-19 / Bronze Lamp	DE - #together	TBWANEBOKO	TBWAVIDIBOKO, Havas Media	Douwe Egberts
Covid-19 / Bronze Lamp	KiKa - Teddy Bear Crowd	Joe Public Take-Away Advertising	Orangeview	KiKa i.c.w. MSD Netherlands, sc Heerenveen
Covid-19 / Bronze Lamp	Safe Distance Ballet	The G-Star RAW Family		G-Star RAW
Covid-19 / Silver Lamp	Unox Nieuwjaarsduik Uit Blik	Being There	Banka Media, Zaanlandia Blik, Sportvibes, Fast Forward Amsterdam	Unox
Diversity, Equity & Inclusion / Bronze Lamp	A Brand You Can Feel	Zero trillion	Makers, AlterEgo	Canadian National Institute for the Blind
Diversity, Equity & Inclusion / Gold Lamp	HackYourFuture - Behind the Source	72andSunny Amsterdam	Stainless Sound	HackYourFuture
Diversity, Equity & Inclusion / Silver Lamp	Omroep ZWART	Akwasi, Gianni Grot, Buutvrij for life, Hammerfest, Media.Monks	HAVAS, PRSSKD, Maak, Baas, WeFilm, 50+ freelancers	Omroep ZWART

# DUTCH CREATIVITY AWARDS 2021

## WINNERS



### Society

Category   Awards	Project	Created by	Created with	Created for
Diversity, Equity & Inclusion / Silver Lamp	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	
Diversity, Equity & Inclusion / Bronze Lamp	The Legal Burqa	Ersem Ercil		The Legal Burqa
Society / Bronze Lamp	Auping - The story of 1.5 million mattresses	Buutvrij for life	Shop Around	Auping
Society / Gold Lamp	Sweet Solution	Tony's Chocolonely x HERC, an Ace Agency		Tony's Chocolonely

# DUTCH CREATIVITY AWARDS 2021



THANK YOU

media.monks



thonik



wacom®

Adformatie

AMAZE

