



Guests from the worlds of advertising and journalism mingled at the Epica Awards London Showcase on Thursday evening (January 26). The event was hosted by the sound & music production company GCRS at its headquarters in Great Marlborough Street.

2016 saw the 30th anniversary of the Epica Awards, the only global creative competition judged by journalists who write about advertising, marketing and design. The London Showcase was held to screen the winning entries for those who were unable to attend the ceremony in Amsterdam in November.

The event also saw the competition's very first film winner from 1987, director Paul Weiland, pick up a special prize. His film "[Points of View](#)" for *The Guardian* has since become iconic.



Mark and Paul Weiland

Opening the event, Epica's editorial director Mark Tungate said: "*For 30 years, Epica has been the only opportunity for agencies to have their work judged by an objective panel of journalists who are passionate about advertising and creativity*".

In 2016 Epica's jury partners in the UK were *Creative Review*, *The Drum* and *Shots*. In total more than 60 editors and senior journalists serve on the Epica jury, from *Adweek* in the US to *Werben & Verkaufen* in Germany and everywhere in between.



Emma Wilkie (Gunn Report), Alex Watson of Creative Awards Consultancy, Mark Tungate, Amanda Benfell (Gunn Report) and Therasa Jazowy (Cheil Worldwide)

The Grand Prix winners in 2016 were “Simplified stories” by DDB Brussels for Alzheimerliga (Design); “The Next Rembrandt” by J. Walter Thompson Amsterdam for ING (Digital); “Kenzo World” for Kenzo World Eau de Parfum by Kenzo Parfums (Film); “Brad is Single” by TRY for Norwegian Airlines (Print); and “Doors of Thrones” by Publicis London for Tourism Ireland (Outdoor).

Leo Burnett was the Network of the Year, BBDO New York Agency of the Year and TRY from Norway was the Independent Agency of the Year.

Mark Tungate thanked GCRS and Epica’s sponsors: Time Inc., ScreenVision, Euronews, RadiumOne, Sizzer Amsterdam, Lürzer’s Archive, Energy Floors and ACT Responsible. For full details of the 2016 winners see: <http://winners.epica-awards.com/2016>



**EPICA
AWARDS**

THE CREATIVE PRIZE JUDGED BY JOURNALISTS

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