



The latest in our series of global showcases was hosted by the Danish School of Media and Journalism in Copenhagen on Thursday April 6.

As with previous events in London, New York, Milan and Buenos Aires, the Copenhagen Showcase was held to screen the winning film entries for those who were unable to attend the ceremony in Amsterdam in November. Last year saw the 30th anniversary of the Epica Awards, the only global creative competition judged by journalists who write about advertising, marketing and design.



After the screening, Epica jury member and Markedsføring editorial director Christian Larsen was joined on stage by local winners Kenneth Kaadtman of Mindshare Denmark and Rune Hørslev of Liquidminds, who told the behind-the-scenes story of their winning entries.

Christian Larsen commented: *"It's great to see the interest for the Epica reel here in Copenhagen, even though we competed with two far bigger events for people to attend."* Subjects that intrigued attendees included the judging procedure and *"how we tackle the art of creativity in a digital world"*, he added.



Christian Larsen, Markedsføring Editorial Director



Rune Hørslev from Liquid Minds

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.



Kenneth Kaadtman from Mindshare



Joe, Christian and Jesper Hanson

Special thanks to Markedsføring and the Danish School of Media and Journalism for hosting the event. Thanks also to our global sponsors ScreenVision, Euronews, RadiumOne, Sizzer Amsterdam, Lürzer's Archive, Adobe Stock and ACT Responsible.

For full details of the 2016 winners see:
<http://winners.epica-awards.com/2016>



Open for entries on July 31st 2017