



# EPICA AWARDS

A DIFFERENT ANGLE ON CREATIVITY

## PRESS RELEASE

## EPICA 2015 RESULTS ANNOUNCED

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In the 2015 Epica Awards there were Grand Prix winners from Japan, the Netherlands, the United Kingdom and Austria.

- Network of the Year: BBDO with 43 awards including 11 golds.
- Agency of the Year: AdamandevDDB topped the ranking for the second year running, with 14 awards including a Grand Prix and 4 golds.
- The UK topped the country rankings, obtaining 51 awards, including a Grand Prix and 16 golds.

### GRAND PRIX

- DIGITAL: “Taste the Translation” by J. Walter Thompson Amsterdam for ElaN
- FILM: “High School Girl?” by Watts of Tokyo for Shiseido
- PRESS: The “John Lewis Southampton” campaign by AdamandevDDB, UK
- OUTDOOR: “Mini Traffic Lights” by Demner, Merlicek & Bergman, Austria, for Mini

The Digital Grand Prix cunningly pitched a lesser-known online translation engine, ElaN, against the might of Google Translate. A chef translated a Japanese recipe using both tools and served the results to diners, proving that ElaN delivers a more accurate translation. The test was the basis for an entertaining online film.

Bas Korsten, ECD at J. Walter Thompson Amsterdam, said: “It’s hard for a small online translation company to fight the Goliath of the category: Google Translate. The only way we thought we could beat them was by making the quality difference tangible. Or in this case, edible. The online movie of the experiment convinced a lot of people to have a taste of ElaN Languages. And that was what we set out to achieve.”

Jury president Olivier de Montchenu, Managing Director Sales of Euronews, added: “Google is not challenged in this way very often, so the film is refreshing as well as entertaining. It also makes you want to try the alternative translation tool, so it perfectly attains its goal, as well as reaching out from the digital world to touch our everyday lives.”

The Film Grand Prix for Japanese cosmetics brand Shiseido proves that anyone can be pretty with the right make-up (watch out – spoilers ahead!). It opens with a classroom full of pretty girls and then spools back in time to reveal that they are actually boys, magically transformed by the power of Shiseido products. The film’s twist delivers a surprise the first time around, and repays repeated viewing with its layers of detail and superb direction.

Masato Kosukegawa, Creative Director, Shiseido Company Ltd said: “It is a great honor for all of our team to have been selected as the Film Grand Prix for Epica 2015 and we are sincerely grateful for the recognition from the jury. We especially appreciate the director, Show Yanagisawa and the director of photography, Jin Ohashi, and also the school ‘girls’ who showed their great patience to strike a pose and stand-still while we were shooting for 7 hours. Thanks also to our make-up artists who showed their special

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abilities. We hope that many who watched will feel the happiness through the basic concept of the film : the power of make-up.”

Jury president Olivier de Montchenu commented: “This is an incredibly powerful idea, extremely well executed – it’s almost a short feature film. The way it plays with notions of gender is both topical and striking.”

The Press Grand Prix went to an elegant campaign for John Lewis in Southampton, a major UK port, in which lipstick, cheese and lamps are depicted as seagoing vessels.

AdamandevDDB ECD Ben Tollett said: “This started as a small brief for a store launch in Southampton. It’s ended up giving us all big heads.”

Oliver de Montchenu commented: “It’s an extremely aesthetic campaign, with a strong and relevant creative idea.”

The Outdoor Grand Prix went to a simple yet effective idea for Mini: a scrolling billboard perfectly synchronised with the traffic lights. As the lights changed, so did the colour of the Mini, from red, to orange, to green – and back again. Waiting at the lights became less boring for motorists.

Francesco Bestagno, Creative Director and Executive Board Member at Demner, Merlicek & Bergman said: “We are thrilled to win such a big award with a small car, advertised in a small country. On behalf of the team I would like to thank our client Mini and Gewista Urban Media for putting the idea into practice. The work shows that it is always possible to engage with your customers, even with a traditional, well-known medium.”

Olivier de Montchenu commented: “This idea no doubt lived on for some time in the minds of those who saw it, which is usual for something you pass on the street. Not only is it amusing, but it also fits perfectly with the playful image of Mini.”

## **Entrants & Entries by Country**

A total of 585 agencies from 75 countries participated in this year’s Epica Awards. Germany, Canada, Turkey and the USA were well represented, along with Lebanon, Romania, Spain and Japan. New countries included Azerbaijan, Ecuador, Iran, Ivory Coast and Senegal.

## **Results by Country**

The UK was top in the country rankings with 51 awards, followed by France, the USA, Turkey, Sweden and then Germany. Other top non-European performers were Canada, Japan and Australia.

You will find full details of all the winners on our website at [www.epica-awards.com](http://www.epica-awards.com)

Founded 29 years ago, Epica is the only worldwide creative award judged by journalists from the marketing and communications press.

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