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2010 RESULTS

EPICA 2010 RESULTS

This summarises the results of the 2010 Epica awards. To view all the winners please visit www.epica-awards.com.

- The film Epica d'Or was won by Aardman Animations, Bristol for the Nokia N8 "Dot" commercial directed by Sumo Science using CellScope technology and produced for Wieden+Kennedy London.
- The press Epica d'Or was won by M&C Saatchi, London for the Dixons "The Last Place You Want to Go" campaign.
- The outdoor Epica d'Or went to Fred & Farid Group, Paris for their "Red" campaign for Wrangler.
- The interactive Epica d'Or was won by Brothers & Sisters, London for the "Streetmuseum" iPhone App produced for the Museum of London. This work also won Epica's special Mobile Award.
- JWT Italy won the Integrated category with Heineken's "Are You Still With Us?" campaign.
- France topped the country rankings with 69 awards including 21 winners (roughly one third of the total!).
- Forsman & Bodenfors, Gothenburg was the most successful entrant with 15 awards including 4 winners.
- Y&R was the most successful agency network with 8 winners from 4 countries.

The awards ceremony and conference will take place at the new Museum of Contemporary Art in Zagreb on January 21st, 2011.

ENTRANT & ENTRIES BY COUNTRY

3.155 entries were received from 530 companies representing 48 countries:

	Entrants	Entries		Entrants	Entries
France	42	488	Romania	6	24
Germany	60	442	South Africa	7	24
Sweden	56	390	Slovakia	5	22
United Kingdom	42	264	Belgium	7	21
Switzerland	11	171	Bulgaria	5	19
Turkey	23	149	Lebanon	2	18
Italy	33	146	Saudi Arabia	3	13
Netherlands	27	137	Ireland	4	10
Russian Federation	21	106	Serbia	5	9
Spain	16	93	Slovenia	6	8
Israel	9	81	United States	3	8
Finland	18	64	Macedonia	2	7
Ukraine	9	46	Iceland	3	6
Denmark	10	44	Kazakhstan	1	6
Czech Republic	13	43	Latvia	2	4
United Arab Emirates	8	39	Luxembourg	1	3
Austria	8	37	Oman	1	3
Poland	11	32	Belarus	1	2
Portugal	8	32	Lithuania	1	2
Greece	11	29	Qatar	1	2
Croatia	9	27	Armenia	1	1
Egypt	3	27	Bahrain	1	1
Norway	4	27	Kuwait	1	1
Hungary	8	26	Reunion	1	1
				530	3.155

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TOTAL AWARDS

A total of 69 Epica winners were announced in 2010, including the 4 Epica d'Or. There were 142 silver and 119 bronze awards voted which gave the same number of silver and bronze as in 2009 (261 vs 263). Winners were named in all categories except Alcoholic Drinks (print), Toiletries & Health Care (print), Beauty Products & Services (film) and Professional Products (film).

RESULTS BY COUNTRY

France leads Epica's country rankings for the first time since 2004 with a total of 69 awards including 21 winners. Sweden moved up to second position while Germany, champion for the last five years, dropped to fourth, just behind the UK.

	Winners	Silver	Bronze	Total Awards
France	21	28	20	69
Sweden	8	28	19	55
UK	14	24	12	50
Germany	5	24	20	49
Switzerland	6	3	3	12
Netherlands	1	4	5	10
Italy	3	3	2	8
Russia	0	4	3	7
Turkey	3	2	1	6
Finland	1	2	3	6
Norway	1	4	1	6
Austria	0	5	1	6
Israel	0	3	3	6
Denmark	0	2	3	5
Spain	0	2	3	5
Slovakia	1	0	3	4
Ukraine	1	0	3	4
Belgium	1	1	1	3
USA	0	3	0	3
Poland	1	0	1	2
South Africa	1	0	1	2
Czech Republic	0	0	2	2
Portugal	0	0	2	2
Romania	0	0	2	2
Egypt	1	0	0	1
Bulgaria	0	0	1	1
Greece	0	0	1	1
Lebanon	0	0	1	1
Saudi Arabia	0	0	1	1
Serbia	0	0	1	1
Total	69	142	119	330



MOST SUCCESSFUL AGENCIES

Forman & Bodenfors, Gothenburg was the most successful Epica entrant in 2010 with 15 awards, including 4 winners. Germany's Serviceplan Gruppe, the most successful agency in 2009, is in 2nd place this year with 14 awards. A total of 16 agencies won 5 or more awards in 2010. Absent from the list, but with 2 winners each are H Suresnes, Ogilvy France, JWT Italy and the UK production company Stink.

	Winners	Silver	Bronze	Total Awards
Forsman & Bodenfors, Gothenburg	4	10	1	15
Serviceplan Gruppe, Munich & Hamburg	1	8	5	14
DDB Stockholm	1	5	6	12
Publicis Conseil, Paris	2	6	2	10
Marcel, Paris	2	6	1	9
DDB London	1	5	3	9
Grabarz & Partner, Hamburg	1	5	3	9
Rainey Kelly Campbell Roalfe, Y&R, London	2	5	1	8
BETC Euro RSCG, Paris	1	4	3	8
Ogilvy, Frankfurt	1	4	3	8
TBWA\Paris	2	3	2	7
CLM/BBDO, Paris	2	1	3	6
Åkestam Holst, Stockholm	–	2	4	6
Advico Y&R, Zürich	4	1	–	5
Fred & Farid Group, Paris	3	1	1	5
Publicis, London	–	3	2	5

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MOST SUCCESSFUL NETWORKS

Y&R was the most successful network in the 2010 awards with 8 winners from 4 offices; Y&R had twice as many winners than any other network. 10 international network agencies won 2 or more awards in 2010, as in 2009.

	Winners	Offices
Y&R	8	4
DDB	4	4
Ogilvy	4	3
TBWA	4	3
Publicis	4	2
BBDO	3	2
Euro RSCG	2	2
Leo Burnett	2	2
Saatchi & Saatchi	2	2
JWT	2	1

NB. Publicis includes sister agency Marcel, recently merged with Publicis Net.

AWARDS CEREMONY

The Epica awards ceremony and European Creative Conference will take place on Friday, January 21st, 2011 in the newly-opened Zagreb Museum of Contemporary Art. A full programme of speakers and topics will be announced at a later date.

The event will be hosted by Best Marketing, conference organisers and publishers of the Best Marketing newsletter in Croatia and the Baltic region.

For tickets and more information on the Zagreb event please contact Dunja Ivana Togonal at Best Marketing:

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EPICA BOOK & DVD

Full results of the 2010 awards will be published in the 24th annual Epica Book that all entrants will receive in August 2011. All the winners will be shown in the book, together with a selection of other high-scoring entries.

All entrants will also receive the 2010/11 Epica DVD during the first quarter of 2011.

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