

ADCI AWARDS 2022 | MEDAGLIERE



GIURIA	CATEGORIA	SOTTOCATEGORIA	CAMPAGNA	CLIENTE	AGENZIA/Scuola	CDP	PREMIO
DIGITAL&MOBILE SOCIAL INFLUENCER	F.1. DIGITAL & MOBILE	F.1.2. Digital Campaign No Profit	The Sign Dance	Ente Nazionale Sordi	DLVBBDO		Bronzo
DIGITAL&MOBILE SOCIAL INFLUENCER	R.1 SOCIAL INFLUENCER	R.1.1. Digital Social Campaign	Il Commesso di Unieuro	Unieuro	BCube		Bronzo
DIGITAL&MOBILE SOCIAL INFLUENCER	R.1 SOCIAL INFLUENCER	R.1.1. Digital Social Campaign	Intervallo Incluso	Amazon Prime Video	Hello	Will Media	Bronzo
DIGITAL&MOBILE SOCIAL INFLUENCER	R.1 SOCIAL INFLUENCER	R.1.5. Influencer & Creators	Vodafone Happy	Vodafone	We Are Social	We Are Social Studios	Bronzo
DIGITAL&MOBILE SOCIAL INFLUENCER	F.1. DIGITAL & MOBILE	F.1.1. Digital Campaign	The Sound of Stories	Netflix Italia	Publicis Italy	Mercurio Cinematografica	Argento

DIGITAL&MOBILE SOCIAL INFLUENCER	F.1. DIGITAL & MOBILE	F.1.16. E-Commerce	Love is in the Airplane Mode	ITA Airways	We Are Social	We Are Social Studios	Argento
DIGITAL&MOBILE SOCIAL INFLUENCER	F.1. DIGITAL & MOBILE	F.1.7. Data Driven Campaign	Bye Bye Lullaby	FATER	Saatchi & Saatchi		Argento
DIGITAL&MOBILE SOCIAL INFLUENCER	R.1 SOCIAL INFLUENCER	R.1.2. Digital Social Campaign - No Profit	The Sign Dance	Ente Nazionale Sordi	DLVBBDO		Oro
BEST USE OF YOUTUBE	M.1 BRAND ENTERTAINMENT	M.1.1 Branded Content Digital Driven	Maserati	Maserati	Independent Ideas	Indiana Production	BEST USE OF YOUTUBE DIGITAL
PR	L.1. PR	L.1.1. Comunicazione PR corporate	The Exhibeetion - I Fiori Del Mulino	Mulino Bianco	VICEVERSA Studio	BASEMENT HQ	Bronzo
PR	L.1. PR	L.1.1. Comunicazione PR corporate	Guida Turistica ai Deserti d'Italia	Reckitt	Havas Creative Group Italy		Bronzo
PR	L.1. PR	L.1.5. Eventi, Brand Experiences e "stunt"	Staraoke	Prime Video	Ogilvy	T3KNE	Bronzo

PR	L.1. PR	L.1.2. Campagna PR No Profit	The Sign Dance	Ente Nazionale Sordi	DLVBBDO		Argento
PR	L.1. PR	L.1.5. Eventi, Brand Experiences e "stunt"	Bottega for Bottegas	Bottega Veneta	Publicis Italy		Oro
RADIO, AUDIO & COPYWRITING	C.1 RADIO & AUDIO	C.1.1. Campagna Radio	Food For Thoughts	Garofalo	Havas Milan		Bronzo
RADIO, AUDIO & COPYWRITING	J.1 INDUSTRY CRAFT	J.1.11. Audio Production	XMAS 2021	Cherries Comunicazione e	Cherries Comunicazione e	Eccetera	Bronzo
RADIO, AUDIO & COPYWRITING	J.1 INDUSTRY CRAFT	J.1.6. Copywriting	Volkswagen Prejudices	Volkswagen	DDB Group Italy		Bronzo
RADIO, AUDIO & COPYWRITING	C.1 RADIO & AUDIO	C.1.5. Copywriting Radio&Audio	Food For Thoughts	Garofalo	Havas Milan		Argento
RADIO, AUDIO & COPYWRITING	J.1 INDUSTRY CRAFT	J.1.9. Copywriting Multisoggetto	La campagna di lancio della serie di Zerocalcare	Netflix Italy	DUDE Milano	DUDE Milano	Oro
DESIGN - INDUSTRY / FILM CRAFT	I.1 DESIGN	I.1.12. Product Design	Save The Children - The Welcome Stickers	Save The Children	We Are Social	We Are Social Studios	Bronzo

DESIGN - INDUSTRY / FILM CRAFT	I.1 DESIGN	I.1.4. Packaging - Serie coordinata	Welcome Foodies Boxes	GustOsa	Lateral Creative Hub		Bronzo
DESIGN - INDUSTRY / FILM CRAFT	I.1 DESIGN	I.1.5. Grafica editoriale	LD06	Le Dictateur Press	Le Dictateur Studio		Bronzo
DESIGN - INDUSTRY / FILM CRAFT	I.1 DESIGN	I.1.6. BTL, Retail e Environmental	The Perfect Pop	The Perfect Pop	Auge Design		Bronzo
DESIGN - INDUSTRY / FILM CRAFT	I.1 DESIGN	I.1.7. BTL, Retail e Environmental - Progetto coordinato	HOM	Netflix Italia	DUDE Milano	DUDE Milano	Bronzo
DESIGN - INDUSTRY / FILM CRAFT	J.1 INDUSTRY CRAFT	J.1.3. Illustrazione	Spring Summer - Fall Winter 2022	RINASCENTE	Wunderman Thompson Italy	Hogarth Worldwide Italy/Nobel	Bronzo
DESIGN - INDUSTRY / FILM CRAFT	K.1. FILM CRAFT	K.1.4. Miglior Effetto Speciale/VFX/Animazione	Big Bang	Barilla	Publicis Italy	BRW Filmland	Bronzo
DESIGN - INDUSTRY / FILM CRAFT	K.1. FILM CRAFT	K.1.5. Sound & Music Sound Effect	Heineken Cheers To All Fans	Heineken	Publicis Italy/Le Pub	Good People	Bronzo

DESIGN - INDUSTRY / FILM CRAFT	K.1. FILM CRAFT	K.1.1. Regia	Gruvi Caind Of Lov	Sammontana	Auge Communication	Mercurio	Bronzo
DESIGN - INDUSTRY / FILM CRAFT	I.1 DESIGN	I.1.13. Merchandising	Andy	Netflix Italia	Publicis Italy		Argento
DESIGN - INDUSTRY / FILM CRAFT	K.1. FILM CRAFT	K.1.6. Production Design	Big Dream Small Impact	Lavazza	We Are Social	Dadomani Studio	Argento
DESIGN - INDUSTRY / FILM CRAFT	K.1. FILM CRAFT	K.1.4. Miglior Effetto Speciale/VFX/Animazione	Prada Re-edition 1995	Prada	Le Dictateur Studio	Le Dictateur Studio	Argento
DESIGN - INDUSTRY / FILM CRAFT	I.1 DESIGN	I.1.4. Packaging - Serie coordinata	Alessi Christmas	Alessi	Le Dictateur Studio		Argento
DESIGN - INDUSTRY / FILM CRAFT	I.1 DESIGN	I.1.8. Experiential Branded Spaces	Stranger Milano	Netflix Italia	DUDE Milano	DUDE Milano	Argento
DESIGN - INDUSTRY / FILM CRAFT	I.1 DESIGN	I.1.4. Packaging - Serie coordinata	Leibniz Global Relaunch	The Bahlsen Group	Auge Design		Oro

DESIGN - INDUSTRY / FILM CRAFT	K.1. FILM CRAFT	K.1.1. Regia	Big Bang	Barilla	Publicis Italy	BRW Filmland	Oro
PROMO&DIRECT	H.1. DIRECT	H.1.3 Direct Marketing - Campaign	IKEA The Suitcase	IKEA	DDB Group Italy	Karen Film	Bronzo
PROMO&DIRECT	G.1. PROMO CAMPAIGN	G.1.5. Other P&A	IKEA The Suitcase	IKEA	DDB Group Italy	Karen Film	Argento
PROMO&DIRECT	H.1. DIRECT	H.1.3 Direct Marketing - Campaign	Staraoke	Prime Video	Ogilvy	T3KNE	Argento
PROMO&DIRECT	G.1. PROMO CAMPAIGN	G.1.5. Other P&A	Bottega for Bottegas	Bottega Veneta	Publicis italy		Oro
HEALTH	P.1. HEALTHCARE	P.1.4 Awareness e Advocacy	CoorDown	CoorDown	SMALL	Indiana Production	Bronzo
HEALTH	P.1. HEALTHCARE	P.1.1 Health & Wellness	The Sign Dance	Ente Nazionale Sordi	DLVBBDO		Argento
HEALTH	P.1. HEALTHCARE	P.1.4 Awareness e Advocacy		Sanofi	DDB Group Italy	Karen Film	Argento

HEALTH	P.1. HEALTHCARE	P.1.4 Awareness e Advocacy	The Willchair	Novartis	IPG PR (McCann Health + Weber Shandwick)	SATOR INTERNATIO NAL	Oro
STUDENTI	Q.1. STUDENTI	Q.1.3 DESIGN (Branding, loghi, website, progetti editoriali)	Minimarket		NABA - Nuova Accademia di Belle Arti		Bronzo
STUDENTI	Q.1. STUDENTI	Q.1.2 EXPERIENCE (Social, Digital, Eventi, Brand Activation)	The loft	Bang & Olufsen	IED Istituto Europeo di Design		Argento
STUDENTI	Q.1. STUDENTI	Q.1.2 EXPERIENCE (Social, Digital, Eventi, Brand Activation)	Undelivered Love	US Postal Office	IED-Istituto Europeo di Design		Oro

7DAYS BRIEF					Stefano Brandoni e Daniele Bonanzinga		Vincitore
7DAYS BRIEF					Orsina Borella e Selvaggia Messi		Menzione Speciale
INTEGRATED	A.1 INTEGRATED	A.1.1 Campagna	Un gusto che non si può dire	Ceres - Royal Unibrew	BCube	Prodigious	Bronzo
INTEGRATED	A.1 INTEGRATED	A.1.1 Campagna	The Undefinable Big Mac	McDonald's Italia	Leo Burnett Milan	Movie Magic International	Argento
INTEGRATED	A.1 INTEGRATED	A.1.1 Campagna	YESmilano Studenti	YESmilano - Comune di Milano	Wunderman Thompson Italy	Movie Magic International	Argento

INTEGRATED	A.1 INTEGRATED	A.1.1 Campagna	Bottega for Bottegas	Bottega Veneta	Publicis Italy		Oro
CREATIVE EFFECTIVENESS	O.1.CREATIVE EFFECTIVENESS	O.1.5. Mass action Mass result	Stranger Milano	Netflix Italia	DUDE Milano	DUDE Milano	Bronzo
CREATIVE EFFECTIVENESS	O.1.CREATIVE EFFECTIVENESS	O.1.2. Cultural Insight	The Impossible Toy	FATER	Saatchi & Saatchi		Argento
MEDIA	N.1. MEDIA	N.1.1 Campagna Media Integrata	Bottega for Bottegas	Bottega Veneta	Publicis Italy		Bronzo
MEDIA	N.1. MEDIA	N.1.2 Uso Innovativo dei Media	Neverending Chase	Affinity - Ultima	Havas Group Italy		Bronzo
MEDIA	N.1. MEDIA	N.1.4 Disruption on classic media	IKEA The Suitcase	IKEA	DDB Group Italy	Karen Film	Argento
MEDIA	N.1. MEDIA	N.1.2 Uso Innovativo dei Media	Staraoke	Prime Video	Ogilvy	T3KNE	Oro

BRAND ENTERTAINMENT	M.1 BRAND ENTERTAINMENT	M.1.3 Branded Content TV Driven	Ugo: Storia di una piccola grande idea	Mutti	EPIK	Indiana Production	Bronzo
BRAND ENTERTAINMENT	M.1 BRAND ENTERTAINMENT	M.1.5 Branded Publishing	Guida Turistica ai Deserti d'Italia	Reckitt	Havas Milan		Bronzo
BRAND ENTERTAINMENT	M.1 BRAND ENTERTAINMENT	M.1.7 Long video	Amazonia - The Final Season	Lavazza	We Are Social	We Are Social Studios	Bronzo
BRAND ENTERTAINMENT	M.1 BRAND ENTERTAINMENT	M.1.3 Branded Content TV Driven	Eliovision	Costa Crociere	DUDE Milano	DUDE Milano	Argento
BRAND ENTERTAINMENT	M.1 BRAND ENTERTAINMENT	M.1.1 Branded Content Digital Driven	Maserati	Maserati	Independent Ideas	Indiana Production	Oro
FILM - STAMPA - OUTDOOR	B.1 FILM	B.1.1. TV e Cinema	Big Bang	Barilla	Publicis Italy	BRW Filmland	Bronzo
FILM - STAMPA - OUTDOOR	E.1 OUTDOOR	E.1.1. Tabellare	Neverending Chase	Affinity - Ultima	Havas Milan		Bronzo
FILM - STAMPA - OUTDOOR	B.1 FILM	B.1.3. Altri schermi	The Sound of Stories	Netflix Italia	Publicis Italy	Mercurio Cinematografica	Argento
FILM - STAMPA - OUTDOOR	E.1 OUTDOOR	E.1.4. Unconventional	IKEA The Suitcase	IKEA	DDB Group Italy	Karen Film	Argento

FILM - STAMPA - OUTDOOR	B.1 FILM	B.1.1. TV e Cinema	The Sound of Stories	Netflix Italia	Publicis Italy	Mercurio Cinematogra fica	Oro
FILM - STAMPA - OUTDOOR	E.1 OUTDOOR	E.1.4. Unconventional	Staraoke	Prime Video	Ogilvy	T3KNE	Oro
BEST USE OF YOUTUBE	B.1 FILM	B.1.3. Altri schermi	YESmilano Natale	YESmilano - Comune di Milano	Wunderman Thompson Italy	Movie Magic International	BEST USE OF YOUTUBE FILM
BEST AGENCY			terzo classificato: DUDE MILANO	secondo classificato: Ogilvy	primo classificato: Publicis Italy/le Pub		
BEST CLIENT					primo classificato: Bottega Veneta		
BEST PRODUCTION COMPANY					primo classificato: Mercurio Cinematografi a		

BEST PRODUCTION COMPANY					Menzione: T3KNE		
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Premio Equal	EQUAL	EQUAL	#voceallegamer	Wind Tre	Wunderman Thompson Italy	Sator International Group	Premio Equal
Menzione EQUAL #1	EQUAL	EQUAL	The Sign Dance	Ente Nazionale Sordi	DLVBBDO		Menzione #1
Menzione EQUAL #12 - Studenti	EQUAL	EQUAL	Undelivered Love	US Postal Office	IED-Istituto Europeo di Design		Menzione #2

GRAND PRIX	A.1 INTEGRATED	A.1.1 Campagna	Bottega for Bottegas	Bottega Veneta	Publicis Italy		Grand Prix
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