

## Annonce des vainqueurs des Facebook Awards 2015

Facebook a annoncé aujourd'hui les vainqueurs de ses quatrièmes [Facebook Awards](#), qui récompensent les meilleurs travaux créatifs de l'année sur Facebook et Instagram. Forts de plus de 2700 contributions venues de 160 pays, les Facebook Awards 2015 constituent la collection créative la plus importante et la plus exaltante.

Cette année, le Blue Award (la plus prestigieuse des récompenses) a été attribué à Leo Burnett et Procter & Gamble pour leur superbe campagne Always « Comme une fille ». Le Blue For Good Award (qui récompense l'excellence de campagnes créées pour des organisations de charité ou à but non lucratif) a été attribué à l'ALS Ice Bucket Challenge, une campagne qui fera désormais référence, à laquelle ont participé plus de personnes que pour tout autre événement Facebook (à l'exception de la Coupe du Monde 2014) et qui a permis de récolter plus de 220 millions de dollars.

Pour plus d'informations sur les principales tendances, lisez le post de blog ici [<https://www.facebook.com/business/news/2015-facebook-award-trends>] et consultez la liste complète des vainqueurs ci-dessous. Pour en savoir plus sur les récompenses et les campagnes, allez sur : [www.facebook-studio.com/awards](http://www.facebook-studio.com/awards)

Vous trouverez ici plus d'informations sur les Studio Awards:

[http://facebook.7n60communicatie.nl/104236-facebook-awards-2015?reheat\\_cache=1](http://facebook.7n60communicatie.nl/104236-facebook-awards-2015?reheat_cache=1)

### Facebook Awards Winners 2015

#### BLUE:

- **Like a Girl** — Leo Burnett Toronto, Chicago, London/Holler and Procter & Gamble (USA)
- <https://www.facebook-studio.com/gallery/submission/likeagirl>

#### BLUE FOR GOOD:

- **Ice Bucket Challenge** — The ALS Association (USA)

- <https://www.facebook-studio.com/gallery/submission/ice-bucket-challenge>

## **GOLD WINNER COUNTRIES:**

- **Integrated/Facebook for Good: USA**

- The The 'Love Has No Labels' campaign, created by R/GA for the AdCouncil, goal was to open everyone's eyes to bias and prejudice and work to stop it in our friends, our families, our colleagues and ourselves.
- <https://www.facebook-studio.com/gallery/submission/love-has-no-labels-6>

- **Integrated/Facebook for Good: USA**

- To help overturn Under Armour's uber masculine image Droga5 created the "I Will What I Want" campaign, which celebrated all women defying expectations and ignoring the noise of outside judgment.
- <https://www.facebook-studio.com/gallery/submission/i-will-what-i-want>

- **Media: Poland**

- To help create buzz for LOT Polish Airlines in the media, DDB&tribal Warszawa created a campaign that brought everyone together by hanging mistletoe in each airplane, thus hanging it above the world. Through a responsive website, consumers were able to see the current position of the mistletoe and routes of the LOT airplane. Giving everyone around the world a reason to kiss.
- <https://www.facebook-studio.com/gallery/submission/kissalot-the-world-under-the-mistletoe>

- **Social Technology: Austria**

- LA Red was tasked with making sure the pro\_cee'd GT, the first high-performance model in the Kia range, caught the attention of the digital advanced target group, which are young, dynamic and exclusively male. LA Red created a viral gaming app that reflects all the characteristics of the pro\_cee'd GT itself: dynamism, sportiness and innovation. With the aim of encouraging our target group to get to know the brand and product in a playful way, enjoy themselves along the way and recommend the app to their friends and driving awareness of the pro\_cee'd GT.
- <https://www.facebook-studio.com/gallery/submission/gt-ride-viral-gaming-for-kia>

- **New Frontier: Lebanon**

- In Lebanon, there are no laws to protect women from domestic violence and for years Kafa, a leading Women's Rights NGO, has been working relentlessly on developing a draft law project to protect women from domestic violence. Leo Burnett Beirut worked with Kafa

to create a social activation inviting men and women to post their Red Thumb in support for passing the law on domestic violence. More than 20,000 physical and digital red thumbs were gathered and more importantly, the law passed.

- <https://www.facebook-studio.com/gallery/submission/kafa-10>

## **Awarded Countries:**

### **• USA: 17 awards**

#### ◦ **Gold**

- Integrated/ Ad Council (R/GA)/<https://www.facebook-studio.com/gallery/submission/love-has-no-labels-6>
- Integrated/ Under Armour (Droga5)/<https://www.facebook-studio.com/gallery/submission/i-will-what-i-want>
- Facebook for Good/ Ad Council (R/GA)/<https://www.facebook-studio.com/gallery/submission/love-has-no-labels-6>
- Facebook for Good/ Procter & Gamble (Leo Burnett Toronto, Chicago, London/Holler)<https://www.facebook-studio.com/gallery/submission/likeagirl-3>

#### ◦ **Silver**

- Integrated/ Newcastle Brown Ale/Heineken USA (Droga5)/<https://www.facebook-studio.com/gallery/submission/newcastle-band-of-brands>
- Craft/ Kraft Food (CP+B)/<https://www.facebook-studio.com/gallery/submission/new-friend-requests>
- Craft/ Mercedes-Benz USA (Razorfish)/<https://www.facebook-studio.com/gallery/submission/build-a-gla-on-instagram>
- Social Technology/ Anheuser-Busch (Gratafy)/<https://www.facebook-studio.com/gallery/submission/buds-for-buds-3>

#### ◦ **Bronze**

- Integrated/ Newcastle Brown Ale/Heineken USA (Droga 5)/<https://www.facebook-studio.com/gallery/submission/if-we-won>
- Craft/ Adobe (Edelman Digital)/<https://www.facebook-studio.com/gallery/submission/photoshop-halloween-murder-mystery-3>
- Craft/ GoDaddy.com, LLC (Barton F. Graf 9000, LLC.)/<https://www.facebook-studio.com/gallery/submission/inspirational-business-choir-5>
- Craft/ Lowe's (BBDO New York)/<https://www.facebook-studio.com/gallery/submission/hypermade>
- Media/ Procter & Gamble (Starcom MediaVest Group)/<https://www.facebook-studio.com/gallery/submission/likeagirl>

- Media/ Lexus (Team One USA)/<https://www.facebook-studio.com/gallery/submission/facebook-1000-to-1>
- Media/ American Film Company (DigitasLBi New York)/<https://www.facebook-studio.com/gallery/submission/against-the-sun-5>

- **Lebanon (Middle East): 3**

- **Gold**

- New Frontier/ KAFA (Leo Burnett Beirut)/<https://www.facebook-studio.com/gallery/submission/kafa-10>

- **Silver**

- New Frontier/ Johnnie Walker “Keep Walking Lebanon”(Leo Burnett Beirut)/<https://www.facebook-studio.com/gallery/submission/keep-the-flame-alive-8>
    - Facebook for Good/KAFA (Leo Burnett Beirut)/<https://www.facebook-studio.com/gallery/submission/kafa-10>

- **Singapore: 2**

- **Bronze:**

- Social Technology/ Singapore Red Cross (MRM/ MCCANN Singapore)/<https://www.facebook-studio.com/gallery/submission/the-red-cross-connection-2>
    - Facebook for Good/ Cabcy (JWT Singapore/Mirum)/<https://www.facebook-studio.com/gallery/submission/share-it-to-end-it-6>

- **Brazil 1 and Peru: 2 (including Colombia Short List)**

- **Bronze:**

- Social Technology/ UniÃ³n Nacional de Ciegos del PerÃº (McCann Lima)/<https://www.facebook-studio.com/gallery/submission/the-first-post-in-braille-7>
    - New Frontier/ Menos 1 Lixo (Staff Brasil)/<https://www.facebook-studio.com/gallery/submission/found-in-guanabara-5>
    - Facebook for Good/ UniÃ³n Nacional de Ciegos del PerÃº (McCann Lima)/<https://www.facebook-studio.com/gallery/submission/the-first-post-in-braille-7>

- **Shortlist:**

- Integrated/ Microsoft (Wunderman Colombia)/ <https://www.facebook-studio.com/gallery/submission/the-unofficial-sponsor-by-microsoft>

- **Romania: 1**

- **Bronze:**

- Integrated/ Vodafone Romania (McCann Erickson Romania)/<https://www.facebook-studio.com/gallery/submission/ghita-the-social-shepherd>

- **UK: 1**

- **Bronze:**

- Craft/ Nike (Razorfish)/<https://www.facebook-studio.com/gallery/submission/language-of-football>

- **Norway: 1**

- **Bronze:**

- Craft/ Avinor (Creuna AS)/<https://www.facebook-studio.com/gallery/submission/fly-with-us-4>

- **Poland: 1**

- **Gold:**

- Media/ LOT Polish Airlines (DDB&tribal Warszawa)/<https://www.facebook-studio.com/gallery/submission/kissalot-the-world-under-the-mistletoe>

- **Austria: 1 (including Germany Shortlist)**

- **Gold:**

- Social Technology/ Kia Motors Europe GmbH (LA Red)/<https://www.facebook-studio.com/gallery/submission/gt-ride-viral-gaming-for-kia>

- **Shortlist (Germany):**

- Social Techolony/ LIDL Stiftungs GmbH & Co KG (MRM//McCANN Deutschland)/<https://www.facebook-studio.com/gallery/submission/lidl-fan-cup>
-