

## 2020 AWARDS WINNERS

[Watch the Winning Promos on EBU Showcase](#)

### **CATEGORY 1 - BEST SPORTS PROMOTION**

BBC WOMEN IN SPORT / **GOLD**  
SVT 2019 ICE HOCKEY WORLD CHAMPIONSHIPS / **SILVER**

### **CATEGORY 2 - BEST FACTUAL PROMOTION**

DR ARE YOU REAL? / **GOLD**  
BBC 2019 GENERAL ELECTIONS / **SILVER**

### **CATEGORY 3 - BEST ENTERTAINMENT PROMOTION**

SVT 2019 LUUK & HALLBERG TALKSHOW / **GOLD**  
BBC RUPAUL'S DRAG RACE UK / **SILVER**

### **CATEGORY 4 - BEST FICTIONAL PROMOTION**

RAI FAR EAST FESTIVAL / **GOLD**  
RTVE REMEMBER WHEN, S20 / **SILVER**

### **CATEGORY 5 - BEST PROMOTION FOR CHILDREN UNDER 13**

FTV BATMAN'S 80TH BIRTHDAY / **GOLD**  
RAI SANREMO YOUNG / **SILVER**

### **CATEGORY 6 - BEST USE OF MUSIC OR SOUND DESIGN IN A PROMOTION**

NRK 2019 ELECTION / **GOLD**  
BBC KILLING EVE, SEASON 2 / **SILVER**

### **CATEGORY 7 - BEST BRAND PROMOTION**

ARTE SPOT ARTE CONCERT / **GOLD**  
BBC #MAKETHISGREG / **SILVER**

### **CATEGORY 8 - BEST EDITING BASED ON EXISTING MATERIAL**

FTV WESTERNS / **GOLD**  
SVT 2019 CHRISTMAS MOVIES / **SILVER ex-aequo**  
ARD WESTERN IN ONE / **SILVER ex-aequo**

### **CATEGORY 9 - BEST CONCEPTUAL IDEA FOR A LOW BUDGET PROMOTION**

RAI EASTER FASHION WEEK / **GOLD**  
DR THE COUGAR HUNT / **SILVER**

### **CATEGORY 10 - BEST USE OF SOCIAL MEDIA**

ARD THROWBACK89 / **GOLD**  
BBC ALAN PARTRIDGE EMAIL / **SILVER**

### **CATEGORY 11 - BEST CHANNEL, SEASONAL OR PLATFORM BRANDING**

ARTE CHRISTMAS AND THE TWENTIES! / **GOLD**  
WDR SUMMER IN THE WEST / **SILVER**

### **CATEGORY 12 - BEST OVERALL CAMPAIGN**

BBC PEAKY BLINDERS / **GOLD**  
VRT THE HANDMAID'S TALE 2019 / **SILVER**

### **CATEGORY 13 - BEST PROMO ABOVE 60 SECONDS**

YLE INSTANT SUMMER / **GOLD**  
LRT THE EXPERIMENT. THE DAY OF PRESS RESTORATION / **SILVER**