

2021 AWARDS SILVER WINNERS

WATCH THE WINNING PROMOS ON EBU SHOWCASE! 

CATEGORY 1 - BEST SPORTS PROMOTION

RTVE	TOUR DE FRANCE 2020
FRANCE 3	OLYMPIC MARMOTS
RTÉ	FEEL THE SPARK - THE 2020 GAA CHAMPIONSHIP / SILVER
RTBF	100%SPORT
NRK	WINTERSPORTS

CATEGORY 2 - BEST FACTUAL PROMOTION

SVT	LOVE AND VIOLENCE
DW	250 YEARS OF BEETHOVEN
DR	SIGNE MOLDE ON FOREIGN FIELDS / SILVER
BBC	FOR THE ADVENTUROUS
RTÉ	RTÉ NEWS: TRUTH MATTERS

CATEGORY 3 - BEST ENTERTAINMENT PROMOTION

RAI	THE STORM - 77TH VENICE FILM FESTIVAL / SILVER
NRK	MELODY GRAND PRIX
BBC	THERE IS A BBC FOR EACH OF US
S4C	S4C IAITH AR DAITH
RTÉ	DANCING WITH THE STARS

CATEGORY 4 - BEST FICTIONAL PROMOTION

SVT	WOMEN MAKE FILM 2020
RAI	FEF - FAR EAST FESTIVAL 2020
TVP	PEOPLE AND GODS
RTS	SUMMER SERIES / SILVER
BBC	NORMAL PEOPLE

CATEGORY 5 - BEST PROMOTION FOR CHILDREN UNDER 13

SVT	SOMMARLOV 2020 / SILVER
ZDF	FAIRY TALES IN THE ZDFTIVI-APP 2020
DR	MINI EUROVISION SONG CONTEST – ROLLINGS
TVP	HOLIDAYS WITH TVP
FRANCE TV	OKOO / MAKE A WISH!

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

SVT	DUBLIN MURDERS 2020
ZDF	"SHAPES OF AMERICA" – US ELECTION
VRT CANVAS	WATCH ME NOW
RTBF	JAM
BBC	ESCAPE WITH BBC TWO: SUMMER 2020 / SILVER

CATEGORY 7 - BEST BRAND PROMOTION

ARTE	DIGITAL SERVICES CAMPAIGN
ZDF	ZDFHEUTE APP
YLE	MISSION CAMPAIGN
DR	P1 PODCAST IMAGE CAMPAIGN / SILVER Ex aequo
NRK	YR SUMMER CAMPAIGN 2020 / SILVER Ex aequo

CATEGORY 8 - BEST EDITING BASED ON EXISTING MATERIAL

LRT	TV PREMIERES OF LITHUANIAN MOVIES
NRK	NRK TV: A KILLER SUMMER / SILVER
BBC	REWIND
NRK	THE US PRESIDENTIAL ELECTION
BBC	DRACULA

CATEGORY 9 - BEST CONCEPTUAL IDEA FOR A LOW BUDGET PROMOTION

ARTE	LOCKDOWN SPOT
SWR	TOGETHER FOR DIVERSITY
ERR	TEACHER OF THE YEAR GALA ETV
RTÉ	FINDING JOY
RTP	CONFINED NATIVITY PLAY ON RTP2 / SILVER

CATEGORY 10 - BEST USE OF SOCIAL MEDIA

ZDF	"10 STEPS TO POWER" - BAD BANKS IS BACK
NRK	NRK TV: LEARN GERMAN WITH BABYLON BERLIN / SILVER Ex aequo
BBC	HIS DARK MATERIALS SEASON 2 / SILVER Ex aequo
DR	ULTRAPERFECT
RTÉ	THE YOUNG OFFENDERS

CATEGORY 11 - BEST CHANNEL, SEASONAL OR PLATFORM BRANDING

TV5MONDE	TIVI5 REBRAND
ZDF	ZDFneo: SEASONAL IDENTIS
VRT CANVAS	REBRAND
ARTE	CHRISTMAS ON ARTE
ARD	CHRISTMAS ON DAS ERSTE 2020 – WONDERLAND / SILVER

CATEGORY 12 - BEST OVERALL CAMPAIGN

SVT	KALIFAT 2020 / SILVER
VRT CANVAS	CHERNOBYL CAMPAIGN
CZECH TV	RATS
RTS	COEUR À CŒUR
NRK	WAKING UP WITH P3 MORNING ON RADIO NRK P3

CATEGORY 13 - BEST PROMO ABOVE 60 SECONDS

RSI	TOO MANY MOVIES?
FRANCE TV	LET'S GIVE DEMOCRACY A VOICE
RAI	GIRO D'ITALIA 2020
VRT ÉÉN	BENNY SAVES ÉÉN / SILVER
BBC	CHILDREN IN NEED: GOODBYE RAINCLOUDS

CATEGORY 14 – SPECIAL COVID-19

ARTE	SECOND LOCKDOWN
RAI	ITALIA RIPARTE / SILVER Ex aequo
VRT CANVAS	COVID-19 STREAMING
RTS	CHRISTMAS HOLIDAYS
BBC	"STAY AT HOME" PSAs / SILVER Ex aequo