

Best of Reputation Awards - Client Jury		
Categories	Company name	Client name
Project name		
INTEGRATED PR (earned, influencer and/or corporate)		
Multi-platform campaign		
	alkanto	IKEA Belgium
	MMSY	Belgian Cardiological League
	Publicis Groupe Belgium	LU
	RCA PR	Agentschap Landbouw en Zeevisserij
	Whyte Corporate Affairs	Lantis
		Complete Sleep
		Word Hartstarter / Devenez un.e sauveur.euse du cœur
		Taste of Home
		Oogvoor Lekkers-song
		Kanjers op Komst
Small budget campaign		
	MMSY	CKS
	Ovide	vzw Helan Kinderopvang
	Walke Talke	Roger Raevol Museum
		Collab CKS x ReBelle x Dressr - Pass It On – A Party Worth Rewearing
		Crisis in the cradle: building a cardboard daycare
		Roger Raevol Museum: Engaging New Audiences, All Year Long
Cause/Charity/Non-profit		
	Bridgeneers	Sexual Assault Centres
	MMSY	Belgian Cardiological League
	Publicis Groupe Belgium	1712
	Publicis Groupe Belgium	1712
		Club No Abuse
		Word Hartstarter / Devenez un.e sauveur.euse du cœur
		Countdown Calendar
		The Hopeline
EARNED MEDIA (earned press & unpaid influencers)		
Brand Campaign - B2C		
	Bepublic Group (Mediafin)	Decathlon
	Whyte Corporate Affairs	Mondelēz International
		Decathlon steps up its game. From price fighter to premium brand.
		Côte d'Or x Lotus Biscoff® Campaign
Always on - B2C & B2B		
	Walke Talke	Ray
	Weber Shandwick	Securex
		PR Fuels Explosive Growth for Belgian skincare brand Ray
		Data-driven thought leadership
Best collab		
	AKQA Brussels PR	Takeaway.com
	BeInfluence Europe	Amazon
	Bridgeneers	Sexual Assault Centres
	MMSY	CKS
	oona/baas agency	Switzerland Cheese Marketing Benelux
	RCA PR	ITAA - Institute for Tax Advisors and Accountants
	Walke Talke	Mediawijs
		Caf'ÉATS
		Amazon Money Can't Buy Experiences
		Club No Abuse
		Collab CKS x ReBelle x Dressr - Pass It On – A Party Worth Rewearing
		Cheeses from Switzerland present Zille Handje
		Skip That Sh*t
		Mediawijs: Navigating Digital Myths
News Hacking		
	mortierbrigade	bpost
	Walke Talke	Febelco
		The Remco Reflex
		Febelco's perfect dose of data
Brand/Corporate Image		
	alkanto	Microsoft Belgium
	Bepublic Group (Mediafin)	Dewaale
	Bepublic Group (Mediafin)	Decathlon
	mortierbrigade	bpost
	Walke Talke	Ray
	Weber Shandwick	Komatsu
	Whyte Corporate Affairs	Lantis
		AI National Skilling Initiative - Digital AmbEtion
		Rental barometer 2025 – Tracking the heartbeat of the Belgian rental market
		Decathlon steps up its game. From price fighter to premium brand.
		The Remco Reflex
		PR Fuels Explosive Growth for Belgian skincare brand Ray
		Demining Cambodia
		Kanjers op Komst
(Re)launch		
	MMSY	CKS
	oona/baas agency	Samsung
	Walke Talke	EventFlanders
	Walke Talke	Mediawijs
	Whyte Corporate Affairs	Mondelēz International
		Collab CKS x ReBelle x Dressr - Pass It On – A Party Worth Rewearing
		Samsung CUTTING EDGE Restaurant
		ASFALT: Launching Belgium's Largest Urban Festival
		Mediawijs: Navigating Digital Myths
		Côte d'Or x Lotus Biscoff® Campaign
Special event/Activation		
	AKQA Brussels PR	Takeaway.com
	BeInfluence Europe	Amazon
	Manley	We're Smart World
	oona/baas agency	Samsung
	oona/baas agency	IKEA
	Ovide	vzw Helan Kinderopvang
	Publicis Groupe Belgium	1712
	Publicis Groupe Belgium	LU
	Walke Talke	EventFlanders
	Whyte Corporate Affairs	Medtronic & Plaspraat
		Caf'ÉATS
		Amazon Money Can't Buy Experiences
		Building reputation through resilience and crisis empathy
		Samsung CUTTING EDGE Restaurant
		STOCKHOLM Coffee Bar
		Crisis in the cradle: building a cardboard daycare
		The Hopeline
		Taste of Home
		ASFALT: Launching Belgium's Largest Urban Festival
		Manneken Pis stops peeing for World Continence Week
Specific Target Audience		
	Cartel Agency	BelOrta
	Publicis Groupe Belgium	LU
	RCA PR	ITAA - Institute for Tax Advisors and Accountants
		Boost your summer
		Taste of Home
		Skip That Sh*t
Data & Insights		
	Bepublic Group (Mediafin)	Dewaale
	Publicis Groupe Belgium	1712
	Walke Talke	Febelco
	Weber Shandwick	Securex
		Rental barometer 2025 – Tracking the heartbeat of the Belgian rental market
		The Hopeline
		Febelco's perfect dose of data
		Data-driven thought leadership
INFLUENCER CAMPAIGNS (paid & unpaid)		
Best use of influencer(s) in social campaigns		
	AKQA Brussels PR	Vlaamse Stichting Verkeerskunde
	BeInfluence Europe	Amazon
	Publicis Groupe Belgium	1712
	Walke Talke	Paros
		VSV: Als je iets pakt, pak de bus/tram/taxi - Komen Plannen
		Amazon Money Can't Buy Experiences
		Countdown Calendar
		Smos Remix On Tour
Best long-term ambassador program		
	RCA PR	Agentschap Landbouw en Zeevisserij
		Oogvoor Lekkers-song
Impactful societal purpose campaign		
	AKQA Brussels PR	Vlaamse Stichting Verkeerskunde
	Publicis Groupe Belgium	1712
	RCA PR	Agentschap Landbouw en Zeevisserij
	Walke Talke	Mediawijs
		VSV: Als je iets pakt, pak de bus/tram/taxi - Komen Plannen
		Countdown Calendar
		Oogvoor Lekkers-song
		Mediawijs: Navigating Digital Myths
CORPORATE CAMPAIGNS		
Governance		
	AKQA Brussels PR	Takeaway.com
	MMSY	Belgian Cardiological League
	Weber Shandwick	Komatsu
		Caf'ÉATS
		Word Hartstarter / Devenez un.e sauveur.euse du cœur
		Demining Cambodia
CEO positioning & thought leadership		
	Bepublic Group (Mediafin)	Dewaale
	Walke Talke	Bel&Bo
		Rental barometer 2025 – Tracking the heartbeat of the Belgian rental market
		A generational shift for Bel&Bo
Stakeholder relations		
	MMSY	A.S.Adventure
		Opening Care & Repair Center – Sustainable Growth of Retail
Internal and change communication		
	Whyte Corporate Affairs S.A./N.V.	Delhaize
		Revolutionizing the Belgian retail landscape
Issue and crisis management		
	mortierbrigade	bpost
		The Remco Reflex