

Best of Content Awards 2025 - Shortlist Client Jury

Categories	Agency name	Client name	Project name
Best LT Content Marketing Award - B2B			
	Cypres	Orange Belgium	Connected 2.0
	De Content Studio	Europabank	Europabank with Cards
	HeadOffice	Samsung	Built to last. Flipped to surprise.
Best LT Content Marketing Award - B2C			
	Propaganda Group	Cera	CeraScoop & CeraSelect
	smartphoto group NV	adshot x smartphoto	The Creator-Led Smile Strategy
Best LT Content Marketing Award - B2E			
	Fantastic	Telenet	Tech Doodles
	Fantastic	Lidl	The Most Honest Job Description
	Tomorrow	Heineken / Alken-Maes / Mouterij Albert	Proud op onze mout
Best LT Content Marketing Award - Non-Profit			
	The Fat Lady	Ghent University	In peers we trust
Best ST Content Campaigning Award B2B			
	Cypres	Orange Belgium	Throphy of the Independent
Best ST Content Campaigning Award B2C			
	Android NV	Bicky	Bicky Fridates
	Cartel Agency	BelOrta	Boost your summer
	Happiness Brussels	Burger King BELUX	Lost Password
	Marcom Services Colruyt Group	Marcom Services Colruyt	The BBQ Alarm: turning rain into revenue
	Publicis Groupe Belgium	BNP Paribas Fortis	It's just finance
Best ST Content Campaigning Award B2E			

	Fantastic Tomorrow	Lidl Dentius	The Most Honest Job Description A lifetime smile
Best ST Content Campaigning Award Non-Profit			
	mortierbrigade The Fat Lady	Recupel DNS Belgium	The Masked Singer Wasda Slim? Of nie?
Best Content Design			
	Cypres Propaganda Group	Orange Belgium BAKKER Belgium	Throphy of the Independent Tinder for Exotic Vegetables & Fruit
Best Print Publication			
	BeContent HeadOffice F-Twee SERVICEPLAN BELGIUM The Fat Lady	NOA outdoor living Solidaris Kom op tegen Kanker (KOTK) vzw Mopets Voka	Stories by NOA S-magazine Komop magazine Waiting for You Voka Magazine
Best Podcast/Audio Series			
	Hungry Minds Propaganda Group	Hautes Fagnes Voka - KvK Vlaams-Brabant	Silent Tracks “Tussen ons gezegd” / “Ook dat nog”
Best Video Stand-Alone/Series			
	Android NV Cypres Tomorrow	Bicky Orange Belgium Microsoft	Bicky Fridates Connected 2.0 Talent is not bought, it's made
Best Blog/Content Platform			
	Cypres	Orange Belgium	Connected 2.0
Best Use of Social Media			
	Cartel Agency Happiness Brussels Hungry Minds	BelOrta Burger King BELUX TEC	Boost your summer Lost Password Respect

	Publicis Groupe Belgium	BNP Paribas Fortis	It's just finance
Best Use of Ambassadors or Influencers in a Content Program			
	Bold & pepper	Gilead Sciences	Here We Are
	Cartel Agency	BelOrta	Boost your summer
	Cypres	Orange Belgium	Throphy of the Independent
	Marcom Services Colruyt Group	Marcom Services Colruyt	The BBQ Alarm: turning rain into revenue
	smartphoto group NV	adshot x smartphoto	The Creator-Led Smile Strategy
Best use of PR in a Content Program			
	Bold & pepper	Gilead Sciences	Here We Are
Best Use of Native Advertising in a Content Program			
	Happiness Brussels	Albert Heijn	People Placement
	Marcom Services Colruyt Group	Marcom Services Colruyt	The BBQ Alarm: turning rain into revenue
	mortierbrigade	Recupel	The Masked Singer
	The Fat Lady	DNS Belgium	Wasda Slim? Of nie?
Best Use of AI			
	Fantastic	Lidl	The Most Honest Job Description
	Lucy	Be-at	App launch

Best of Content Awards 2025 - Shortlist Expert Jury			
Category	Agency name	Client name	Project name
Expert Jury			
	Android NV	Bicky	Bicky Fridates
	BeContent	NOA outdoor living	Stories by NOA
	Bold & pepper	Gilead Sciences	Here We Are
	Cartel Agency	BelOrta	Boost your summer
	Cypres	Orange Belgium	Connected 2.0

Fantastic	Telenet	Tech Doodles
Happiness Brussels	Albert Heijn	People Placement
Happiness Brussels	Burger King BELUX	Lost Password
HeadOffice	Samsung	Built to last. Flipped to surprise.
HeadOffice	Solidaris	S-magazine
Hungry Minds	Hautes Fagnes	Silent Tracks
Hungry Minds	TEC	Respect
Marcom Services Colruyt Group	Marcom Services Colruyt	The BBQ Alarm
mortierbrigade	Recupel	The Masked Singer
Propaganda Group	BAKKER Belgium	Tinder for Exotic Vegetables & Fruit
Publicis Groupe Belgium	BNP Paribas Fortis	It's just finance
SERVICEPLAN BELGIUM	Mopets	Waiting for You
smartphoto group NV	adshot x smartphoto	The Creator-Led Smile Strategy
The Fat Lady	DNS Belgium	Wasda Slim? Of nie?
The Fat Lady	Ghent University	In peers we trust
The Fat Lady	Voka	Voka Magazine
Tomorrow	Heineken / Alken-Maes / Mouterij Albert	Proud op onze mout