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THE BOOK 2016
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Creative Belgium The Book 2016 Cici Olsson

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- An insight into the marketing geniuses behind some of the most innovative ads around
- A visual feast of adverts, made to provoke and inspire

Even the greatest artist needs paint to paint. So do Belgian brands. Great brands need great advertising to shine, connect, and defy expectations. Creative Belgium has been set up in honour of ad artists who fulfil these criteria. This book contains a collection of award-winning designs, documenting the best of contemporary Belgian advertising. Covering a wide array of genres and formats, it displays the medalists and shortlisters for the 33rd edition of the Creative Belgium Awards. From design to craft, from film to radio, their striking creations advertise every cause imaginable on every platform. Read this book to be provoked, whether by bone-chilling cries for support from humanitarian brands or the funniest radio scripts on air. In welcoming our most promising young brand builders to the commercial world, we invite you to meet the paint brushes of Belgium's best brands.

Creative Belgium is a non-profit association seeking to promote, encourage and celebrate creative excellence for brands. Their aim is to unite and inspire creative thinkers and represent all the roles involved in the creation of communication.