



The Book 2018

Creative Belgium

ISBN	9789401453783
Publisher	Lannoo Publishers
Binding	Hardback
Territory	World excluding Belgium, The Netherlands, France, Switzerland & Scandinavia
Size	240 mm x 170 mm
Pages	236 Pages
Illustrations	240 color, 40 b&w
Price	£29.95

- Overview of today's advertising genius
- Containing images of every selected campaign
- Divided into over ten categories, from design to radio, from interactive to new talent

Great ad ideas are all around us. This book honours the greatest Belgian ad men of the past year, those who have succeeded in digging up the most innovative and creative campaigns, in a plethora of different media. *The Book 2018* contains the winners and shortlisted projects of the awards given out annually by Creative Belgium. Covering over ten categories, this book is a tribute to the leanest ads, to the most successful ideas, and to the unrelenting creativity of Belgium's finest ad men and women.

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 representing all the roles involved in the creation of communication.