

INFLUENCER MARKETING Awards'23

ΠΙΝΑΚΑΣ ΝΙΚΗΤΩΝ

Influencer Brand of the Year

Durex

Influencer Agency of the Year

Publicis Groupe/ MSL

Influencer of the Year

Φάνης Λαμπρόπουλος

Influencer Dream Team of the Year

Φάνης Λαμπρόπουλος, Αλεξ Μάνος, Νεφέλη Μεγκ, Χρήστος Ραφτακόπουλος, Μαρία Μητσάλα, Τζινάγγ για την καμπάνια Speak Up Hotline by Durex από τη Socialab

ΕΝΟΤΗΤΑ 1. BEST INFLUENCER MARKETING PER INDUSTRY

PLATINUM	COSMOTE WHAT'S UP X-MAS GURU
Best in Family & Parenting	
GOLD	ΦΑΓΕ & Digital Minds ΦΑΓΕ Junior Instagram Activation & Digital Minds
Best in Fashion & Luxury	
GOLD	Publicis Groupe/MSL - Savvy Partners adidas NMD_V3 - Create New Paths
Best in Food & Beverages	
GOLD	Digital Minds LION® Wild & LION Triple Crunchy Campaign - Digital Minds
SILVER	Digital Minds NESCAFÉ DOLCE GUSTO-Unboxholics Synergy - Digital Minds
BRONZE	Sales Promotion Center S.A. O Douwe Egberts μας καλεί να ανακαλύψουμε τη διαφορά!
Best in Lifestyle, Sports & Fitness	
GOLD	Outstand Communications Outstand X REEBOK Classic Leather DNA
SILVER	Digital Minds Εθνική Ομάδα Ποδοσφαίρου Legends - Digital Minds
BRONZE	Communication Lab Spetses Mini Marathon Influencers Campaign 2022
Best in Personal Care, Health & Beauty	
GOLD	Socialab - Reckitt Benckiser TikTok Activation - Speak Up Hotline by Durex
SILVER	Ελαΐς - Unilever Hellas A.E. Dove Dear Influencers
BRONZE	Publicis Groupe/ MSL - Publicis Groupe/ Leo Burnett Old Spice #0800NIGHTPANTHER
BRONZE	Ginger Communications Heliodor: Λανσάρισμα της Νέας Καινοτόμας Σειράς Αντηλιακών της Pharmasept με 100% Φυσικό Φίλτρο και Eco-Friendly Συσκευασίες
Best in Retail	
GOLD	Publicis Groupe/MSL - Savvy Partners adidas Athens Opening
SILVER	Κωτσόβολος Οι μάγκες του Κωτσόβολου
BRONZE	Πλαίσιο Computers AEBE Οι Black Friders του Πλαισίου!
Best in Tech & Telcos	
GOLD	COSMOTE WHAT'S UP X-MAS GURU
SILVER	Digital Minds FLASHBACK COSMOTE - Digital Minds
BRONZE	COSMOTE WHAT'S UP Α ΜΠΕ ΜΠΑ ΒΛΟΓΚ
BRONZE	COSMOTE WHAT'S UP FOITITOBEEF
BRONZE	Publicis Groupe/ MSL Samsung Gaming TVs & Monitor
BRONZE	LG Hellas LG OLED Gallery TV Social Media Influencers Campaign 2022



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Best in Travel, Tourism & Entertainment

GOLD	Publicis Groupe/MSL - The Walt Disney Company Greece Launch campaign για το Disney+ στην Ελλάδα
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Best in Laundry products

BRONZE	DigitalWise - Henkel Ναί στο Mix & Match
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Best in Tobacco

GOLD	DigitalWise & British American Tobacco (BAT) Vuse goes @ Tomorrowland
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SILVER	The Flying Pot - British American Tobacco RADICAL-POP by TOILETPAPER x glo
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ΕΝΟΤΗΤΑ 2: BEST INFLUENCER MARKETING STRATEGY

PLATINUM	Ελαΐς - Unilever Hellas A.E. Dove Dear Influencers
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Most Effective Collaboration or Partnership

GOLD	Publicis Groupe/MSL - The Walt Disney Company Disney+ «ΑΝΟΔΟΣ: Η ΙΣΤΟΡΙΑ ΤΩΝ ΑΝΤΕΤΟΚΟΥΝΜΠΟ»
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SILVER	COSMOTE WHAT'S UP FOITITOBEEF
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BRONZE	Lidl Hellas & SIA OE Home Lidl Home
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BRONZE	COSMOTE WHAT'S UP X-MAS GURU
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Best Influencer Marketing for Brand Awareness

GOLD	Ελαΐς - Unilever Hellas A.E. Dove Dear Influencers
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SILVER	Digital Minds FLASHBACK COSMOTE - Digital Minds
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BRONZE	Socialab - Reckitt Benckiser Building a Strong Brand- Speak Up Hotline by Durex
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BRONZE	Publicis Groupe / Starcom Media Δημιουργούμε Πάρκα Τσέπης, Κάνουμε τις Πόλεις πιο βιώσιμες για όλους!
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Best Influencer Marketing for Brand Engagement

GOLD	Publicis Groupe/MSL - Savvy Partners adidas NMD_V3 - Create New Paths
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SILVER	The Flying Pot - British American Tobacco RADICAL-POP by TOILETPAPER x glo
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BRONZE	Ελαΐς - Unilever Hellas A.E. Hellmann's Tik Tok activation 2022
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BRONZE	Lidl Hellas & Sia OE Home Lidl Home
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Best Influencer Marketing for Product / Service Launch

GOLD	Ελαΐς - Unilever Hellas A.E. #AXEfreshTips
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SILVER	Digital Minds ΓΕΡΜΑΝΟΣ YouTube Channel - Digital Minds
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SILVER	PlayStation Greece - One Whole Communication Strategies PlayStation - "Find your Line" - Gran Turismo 7 Launch x Σωτήρης Κοντιζάς
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BRONZE	Elais Unilever Hellas A.E. Magic ice cream - "Ποιος έκλεψε το Billionaire?"
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BRONZE	V+O Communication & Ολυμπιακή Ζυθοποιία Νέα λανσαρίσματα soft drinks της Tuborg, Tuborg Mixers
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BRONZE	Ogilvy & AB Βασιλόπουλος Ανανεωμένο πρόγραμμα AB PLUS
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Best Influencer Marketing for Sales

GOLD	Publicis Groupe/MSL - The Walt Disney Company Greece Η Disney+ Day στην Ελλάδα
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SILVER	Beauty Home Clinic The Silky Skin Campaign
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BRONZE	Πλαίσιο Computers AEBE Buy a Performance Laptop and Win a Performance Car ft. Dionysis Atzarakis
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Best Influencer Marketing for PR

GOLD	Publicis Groupe/MSL - Savvy Partners adidas Athens Opening
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SILVER	Publicis Groupe/MSL - The Magic Bus adidas End Plastic Waste
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BRONZE	Publicis Groupe/MSL - The Walt Disney Company Disney+ «The Bear» Branded Experience
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BRONZE	The Flying Pot - British American Tobacco RADICAL-POP by TOILETPAPER x glo
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Best Influencer Marketing for Event Promotion	
GOLD	Publicis Groupe/MSL - Savvy Partners adidas Athens Opening
SILVER	The Flying Pot - British American Tobacco RADICAL-POP by TOILETPAPER x glo
BRONZE	Publicis Groupe/MSL - The Walt Disney Company Greece H Disney+ Day στην Ελλάδα
Best Occasion-based Influencer Marketing	
GOLD	Κωτσόβολος Ο Εξοικονομάκης
SILVER	Πλαίσιο Computers AEBE Οι Black Friders του Πλαισίου
BRONZE	COSMOTE WHAT'S UP X-MAS GURU
Best Multichannel Marketing Experience with Influencers	
GOLD	Κωτσόβολος Οι μάγκες του Κωτσόβολου
SILVER	Publicis Groupe/ MSL - The Magic Bus - Savvy Partners adidas Support is Everything
BRONZE	Digital Minds God of War: Ragnarök Phygital activation*2J by GERMANOS - Digital Minds
BRONZE	Anthings - Sephora - «ΥΠΕΡΟΧΕΣ ΓΥΝΑΙΚΕΣ» Sephora Break The Bias
Best Adaptation for Influencer Marketing	
GOLD	Publicis Groupe/ MSL - The Magic Bus - Savvy Partners adidas Support is Everything
SILVER	Anthings - Sephora - «ΥΠΕΡΟΧΕΣ ΓΥΝΑΙΚΕΣ» Sephora Break The Bias - Greek Adaptation of Worldwide Concept
Best Use of Small Budget	
GOLD	Κωτσόβολος Ήρθε η ώρα σου...
SILVER	Outstand Communications Outstand X SINSAY
BRONZE	Ginger Communications Παρουσίαση Ταινίας Top Gun: Maverick BY ODEON
BRONZE	Ginger Communications Fitness Meals Influencer Marketing Campaign
ΕΝΟΤΗΤΑ 3: GROWTH & CREATIVITY IN INFLUENCER MARKETING	
PLATINUM	Socialab - Reckitt Benckiser TikTok Activation - Speak Up Hotline by Durex
Most Innovative Campaign with Influencers	
GOLD	COSMOTE WHAT'S UP Α ΜΠΕ ΜΠΙΑ ΒΛΟΓΚ
SILVER	Digital Minds FLASHBACK COSMOTE - Digital Minds
BRONZE	COSMOTE WHAT'S UP FOITITOBEEF
Most Innovative Campaign with Influencers	
GOLD	Publicis Groupe/MSL - Savvy Partners adidas NMD_V3 - Create New Paths
SILVER	Socialab - Reckitt Benckiser Results Matter - Speak Up Hotline by Durex
BRONZE	Κωτσόβολος Οι μάγκες του Κωτσόβολου
BRONZE	COSMOTE WHAT'S UP FOITITOBEEF
BRONZE	Digital Minds BOX Content Strategy - Digital Minds
Most Creative Campaign with Influencers	
GOLD	Publicis Groupe/MSL - Savvy Partners adidas NMD_V3 - Create New Paths
SILVER	COSMOTE WHAT'S UP FOITITOBEEF
BRONZE	Digital Minds BOX Content Strategy - Digital Minds
BRONZE	Πλαίσιο Computers AEBE Οι Black Friders του Πλαισίου
BRONZE	COSMOTE WHAT'S UP X-MAS GURU
Best Use of Data	
GOLD	Socialab - Reckitt Benckiser TikTok Activation - Speak Up Hotline by Durex
SILVER	Digital Minds The Unboxholics Guide: Tech Tips and Tricks 2022 - GERMANOS
BRONZE	Publicis Groupe / Starcom Media Lenor Unstoppables is a Scent Booster



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ΕΝΟΤΗΤΑ 4: BEST USE OF PLATFORMS FOR INFLUENCER MARKETING

PLATINUM	Sociallab - Reckitt Benckiser TikTok Activation - Speak Up Hotline by Durex
Best Use of Instagram for Influencer Marketing	
GOLD	Publicis Groupe/ MSL - Publicis Groupe/ Leo Burnett Old Spice #0800NIGHTPANTHER
SILVER	The Flying Pot - British American Tobacco RADICAL-POP by TOILETPAPER x glo
BRONZE	Allbright Advertising Quaker Influencers Campaign
BRONZE	FMN Μάριος Γιαννάκου - Dimello
Best Use of You Tube for Influencer Marketing	
GOLD	COSMOTE WHAT'S UP FOITITOBEEF
SILVER	Digital Minds FLASHBACK COSMOTE - Digital Minds
BRONZE	Publicis Groupe/ MSL Samsung Gaming TVs & Monitor
BRONZE	Πλαίσιο Computers AEBE Το Πλαίσιο είναι στο Youtube...και ήρθε για να μείνει!
BRONZE	αία* relate Carroten Song: Ένα πελώριο KYMA από το Carroten & την Josephine
Best Use of TikTok for Influencer Marketing	
GOLD	Sociallab - Reckitt Benckiser TikTok Activation - Speak Up Hotline by Durex
SILVER	Digital Minds Fitness® Dark Chocolate & Banana TikTok Campaign - Digital Minds
BRONZE	Ελαΐς – Unilever Hellas A.E. Hellmann's Tik Tok activation 2022
Best Multi-Platform Use for Influencer Marketing	
GOLD	Κωτσόβολος Οι μάγκες του Κωτσόβολου
SILVER	Ελαΐς – Unilever Hellas A.E. #AXEfreshTips
BRONZE	Digital Minds Unboxholics total partnership με τον ΓΕΡΜΑΝΟ
ΕΝΟΤΗΤΑ 5: BEST INFLUENCERS	
PLATINUM	Sociallab - Reckitt Benckiser It's all about the Community - Speak Up Hotline by Durex
Best Community Engagement by an Influencer	
GOLD	Sociallab - Reckitt Benckiser It's all about the Community - Speak Up Hotline by Durex
SILVER	Alexios Vadoros Alexios Vadoros TikTok
Best Brand Storytelling by an Influencer	
GOLD	PlayStation Greece - One Whole Communication Strategies PlayStation - "Find your Line" - Gran Turismo 7 x Σωτήρης Κοντιζάς
SILVER	Digital Minds Fraoules22 total partnership με το BOX
BRONZE	Digital Minds Unboxholics total partnership με τον ΓΕΡΜΑΝΟ
BRONZE	Digital Minds Launch of Disney+ x Unboxholics - Digital Minds
BRONZE	Leoussis a_ - Κωτσόβολος «K-mers, HERE TO PLAY powered by Kotsovolos» Season 3
Most Innovative Use of Community by an Influencer	
GOLD	Sociallab - Reckitt Benckiser TikTok Activation - Speak Up Hotline by Durex
SILVER	Digital Minds God of War: Ragnarök Phygital activation*2J by GERMANOS - Digital Minds

Περισσότερες πληροφορίες στο

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