

Mercedes-Benz is 2015 Advertiser of the Year

The European Festival of Creativity, eurobest, has named Mercedes-Benz as the 2015 Advertiser of the Year.



Louise Benson, Festival Director of eurobest, commented, "Mercedes-Benz is a brand that is clearly committed to creativity across its communications." The Advertiser of the Year accolade is chosen annually by the Festival organisers and is presented to advertisers born out of Europe who have distinguished themselves for inspiring innovative marketing of their products and who embrace and encourage the creative work produced by their agencies.

Over the last four years, Mercedes-Benz has taken home 17 awards from eurobest, including a Grand Prix in the Direct Category for Daimler's 'The Invisible Drive', a campaign that also took home Gold awards in the Outdoor and Promo & Activation categories.

New Award

This year, eurobest will add another accolade to the trophy line-up, by awarding a Grand Prix for Good. The award honours work ineligible to win a Grand Prix in their sections because they are made for charities or not for profit. Benson said that it was a natural addition that had already given recognition to some outstanding campaigns at eurobest's sister event, Cannes Lions.

"Eligible work will be judged by the Integrated jury, which is made up of nine of our jury presidents, meaning that the winner will be debated and chosen by some of the most admired industry leaders in the region," concludes Benson.

eurobest takes place from 1-3 December 2015. For more information, go to www.eurobest.com.