

White Square releases the list of winners for the White Square International Advertising Festival 2021

List of winners:

Grand Prix

Entry Apartmenteka, agency Instinct, Russia

Entry Vivienne Sabó is changing views, agency SOCIALIST, Russia

Special Prize from Grand Jury: Green Square

Entry Birds Will Be Back, agency Havas Turkey

CREATIVE

F. FILM

F1 TV / Screens

Gold

Entry Food Waste Apocalypse, agency Instinct, Russia

Silver

Entry George from 1973, agency Leo Burnett Moscow, Russia

Entry An Inspired Pigeon, agency Voskhod, Russia

Bronze

Entry Separation, agency Havas Creative Group Russia

Short-list

Entry Tele2 mobile internet "Follow yourself", agency NOT PERFECT RIGA, Latvia

F2 Online

Silver

Entry Snickers Crisper Fest, agency BBDO Moscow, Russia

Entry I don't buy it Act 1, agency Marvelous LLC, Russia (moved from F3 Film for non-profit / charity)

Bronze

Entry George from 1973, agency Leo Burnett Moscow, Russia

Entry Do what only you can do, agency Voskhod, Russia

Entry I don't buy it Act 3, agency Marvelous LLC, Russia (moved from F3 Film for non-profit / charity)

F3 Film for non-profit / charity

Gold

Entry Police Cartoons, agency Zebra Hero, Russia

Bronze

Entry Disappearing Stories, agency Mozga Studio, Russia

Entry Dolphin – Movie, agency Re:evolution / emg, Russia

Short-list

Entry How many times to repeat? Dementia – Aggression from series of entries How many times to repeat? Dementia, agency MOVIE, Russia

O. OUTDOOR

O1 Billboards

Bronze

Entry New Year wish, agency AIDA Pioneer, Belarus

O2 Posters

Gold

Entry The Last Spark of Communism, agency White Rabbit Budapest, Hungary

Silver

Entry Shot on a Miele oven, agency Serviceplan Russia

O4 Ambient

Silver

Entry Hayrat, agency Havas Turkey

Bronze

Entry The Self-Exam Mannequin, agency White Rabbit Budapest, Hungary

O6 Outdoor for non-profit / charity

Bronze

Entry The Punch, agency ART UNION, Russia

P. PRINT

P1 Print

Silver

Entry GEORGIA BY POST, agency REDBERRY, Georgia

Bronze

Entry Sports Notes_Run from series of entries Sports Notes, agency GForce/Grey, Kazakhstan

Short-list

Entry The Prescription, agency 19/84, Russia

P2 Publications

Bronze

Entry Ad Moms, agency Possible Group, Russia

R. RADIO & AUDIO

R1 Radio & Streaming

Gold

Entry World's Smartest Radio Spot, agency Publicis Emil Turkey

Bronze

Entry deliver the goods, agency proof., Bulgaria

R2 Innovation in Radio & Audio

Gold

Entry Birds Will Be Back, agency Havas Turkey

Silver

Entry Laundry Records, agency Serviceplan Russia

Bronze

Entry Speed Limited Radio Spots, agency Publicis Emil Turkey

K. INTEGRATED

K1 Omni-channel Campaign

Silver

Entry I DECLARE, agency PHENOMENA SARL, Lebanon

Bronze

Entry HAPPY MINISO NEW YEAR, agency REDBERRY, Georgia

Entry In the name of women, agency Mosaic, Russia (moved from K9 Non-profit / charity campaign)

K2 Digital Campaign

Gold

Entry Apartmenteka, agency Instinct, Russia

Silver

Entry GEORGIA BY POST, agency REDBERRY, Georgia

Bronze

Entry Diagnostics in Fashion, agency Havas Creative Group Russia

K3 Social & Influencer Campaign

Gold

Entry George from 1973, agency Leo Burnett Moscow, Russia

Silver

Entry Laundry Records, agency Serviceplan Russia

Bronze

Entry Snickers Crisper Fest, agency BBDO Moscow, Russia

K4 Brand Launch / Re-launch Campaign

Gold

Entry George from 1973, agency Leo Burnett Moscow, Russia

Bronze

Entry Hamcolates, agency Serviceplan Russia

K5 Brand Loyalty Campaign

Bronze

Entry GEORGIA BY POST, agency REDBERRY, Georgia

K6 Breakthrough on a Budget

Gold

Entry ANTYfest, agency Voskhod, Russia

Silver

Entry Diagnostics in Fashion, agency Havas Creative Group Russia

K8 Creative Strategy

Silver

Entry George from 1973, agency Leo Burnett Moscow, Russia

Entry New currency in Kazakhstan, agency GForce/Grey, Kazakhstan

Bronze

Entry Hamcolates, agency Serviceplan Russia

K9 Non-profit / charity campaign

Gold

Entry Disappearing Stories, Mozga Studio, Russia

Silver

Entry Hope to Wear, agency Articul Media, Russia

Bronze

Entry Dolphin — Eternal stream, agency emg / Re:evolution, Russia

N. CONTENT & ENTERTAINMENT

N1 Visual branded content

Bronze

Entry Laundry Records, agency Serviceplan Russia

Entry Snickers Crisper Fest, agency BBDO Moscow, Russia

Entry The Endless Letter on Instagram Stories, RT Creative Lab, Russia

Entry Vivienne Sabó is changing views, agency SOCIALIST, Russia

N2 Audio branded content

Gold

Entry Laundry Records, agency Serviceplan Russia

N3 Interactive branded content

Gold

Entry Snickers Crisper Fest, agency BBDO Moscow, Russia

N5 Brand experience

Silver

Entry ANTYfest, agency Voskhod, Russia

Entry Laundry Records, agency Serviceplan Russia

Bronze

Entry GEORGIA BY POST, agency REDBERRY, Georgia

N6 Non-profit / charity

Gold

Entry Police Cartoons, agency Zebra Hero, Russia

Bronze

Entry Dolphin — Eternal stream, agency emg/Re:evolution, Russia

Entry Virtual 3D exhibition of modern art This Is Not a Book. Dmitry Volkov's collection, Creative agency TRIKO, Russia

CRAFT

J. FILM CRAFT

J1 Direction

Gold

Entry Food Waste Apocalypse, agency Instinct, Russia

Bronze

Entry An Inspired Pigeon, agency Voskhod, Russia

Entry Bet Planet – Bet you can, agency Perspective Pro, Russia

Entry Making homes, not houses, agency Voskhod, Russia

Short-list

Entry Thanks to the doctors, agency OMD Resolution, Russia

J2 Script

Silver

Entry Police Cartoons, agency Zebra Hero, Russia

Bronze

Entry I don't buy it, agency Marvelous LLC, Russia

J3 Art Direction

Silver

Entry Do what only you can do, agency Voskhod, Russia

Bronze

Entry Disappearing Stories, Mozga Studio, Russia

Entry #меняйправила with The Glenlivet, agency VEIN, Russia

Short-list

Entry The King's Speech, agency Leo Burnett Moscow, Russia

J4 Cinematography

Gold

Entry Food Waste Apocalypse, agency Instinct, Russia

Silver

Entry Bet Planet – Bet you can, agency Perspective Pro, Russia

Entry Making homes, not houses, agency Voskhod, Russia

Bronze

Entry An Inspired Pigeon, agency Voskhod, Russia

Short-list

Entry The Beauty of Sharing, agency Voskhod, Russia

J5 Editing

Gold

Entry Do what only you can do, agency Voskhod, Russia

Entry Love-development company, agency Voskhod, Russia

Short-list

Entry Bet Planet – Bet you can, agency Perspective Pro, Russia

J6 Use of Music & Sound Design

Gold

Entry George from 1973, agency Leo Burnett Moscow, Russia

Entry Love-development company, agency Voskhod, Russia

J7 Animation

Gold

Entry Animators For Belarus, Yulia Ruditskaya, Belarus

Bronze

Entry Police Cartoons, agency Zebra Hero, Russia

Entry Adobe x Keith Haring | Creativity For All, agency Bakehouse, Russia

Entry ADOPTED IS NOT ADAPTED. STORY OF MAX from series of entries ADOPTED IS NOT ADAPTED, agency GREAT, Russia

Short-list

Entry Long-awaited reunion, agency Forte, Belarus

J8 Visual effects

Silver

Entry George from 1973, agency Leo Burnett Moscow, Russia

Entry Food Waste Apocalypse, agency Instinct, Russia

Y. PRINT & OUTDOOR CRAFT

Y1 Typography

Bronze

Entry Shot on a Miele oven, agency Serviceplan Russia

Y2 Art Direction

Bronze

Entry Shot on oven Miele, agency Serviceplan Russia

Y3 Illustration

Gold

Entry The Last Spark of Communism, agency White Rabbit Budapest, Hungary

Bronze

Entry Ad Moms, agency Possible Group, Russia

Entry Blanket Forts, agency Instinct, Russia

Z. EXCELLENCE IN RADIO & AUDIO

Z1 Excellence in Radio & Audio

Gold

Entry Birds Will Be Back, agency Havas Turkey

MARKETING

A. BRAND EXPERIENCE & ACTIVATION

A1 Channel / Medium

Silver

Entry George from 1973, agency Leo Burnett Moscow, Russia

Entry The Self-Exam Mannequin, agency White Rabbit Budapest, Hungary

Bronze

Entry ULTRA SKILL. How to share values of esports' fans and become a brand for gamers, agency Wavemaker Russia

A2 Brand Experience

Gold

Entry Apartmenteka, agency Instinct, Russia

Bronze

Entry ANTYfest, agency Voskhod, Russia

A3 Technology & Touchpoints

Bronze

Entry [Kotex SOS button](#), agency Mindshare, Mail.ru Group Innovation department, Russia (moved from A5 Strategy)

Short-list

Entry [30000 test drives like never before](#), agency Mindshare, OMD Media Direction, Russia

Entry [Pringles Dreamwalkers](#), agency Re:evolution, Russia

A4 Consumer Engagement

Silver

Entry [Wrong Number Operator](#), agency Yandex Magic Camp, Russia

Bronze

Entry [engAGED gate](#), getbob agency, Belarus

Short-list

Entry [Snickers Crisper Fest](#), agency BBDO Moscow, Russia

A5 Strategy

Silver

Entry [George from 1973](#), agency Leo Burnett Moscow, Russia

Bronze

Entry [#wakeupafter6pm](#), agency proof., Bulgaria (moved from A6 Campaign)

Entry [GEORGIA BY POST](#), agency REDBERRY, Georgia

A6 Campaign

Gold

Entry [George from 1973](#), agency Leo Burnett Moscow, Russia

A7 Breakthrough on a Budget

Silver

Entry [Blanket Forts](#), agency Instinct, Russia

Bronze

Entry ANTYfest, agency Voskhod, Russia

Entry made with the fruits of diplomacy, agency proof., Bulgaria

A8 Non-profit / charity

Gold

Entry The Self-Exam Mannequin, agency White Rabbit Budapest, Hungary

Silver

Entry Pyros Collection, agency FCB LISBON, Portugal

Entry Dolphin — Eternal stream, agency emg / Re:evolution, Russia

Short-list

Entry I don't buy it, agency Marvelous LLC, Russia

C. PR

C1 PR Practices & Technics

Silver

Entry #KIREMES - NOT DIRTY, agency BBDO CA, Kazakhstan

Short-list

Entry ANTYfest, agency Voskhod, Russia

C2 Digital & Social

Gold

Entry Blanket Forts, agency Instinct, Russia

Bronze

Entry GEORGIA BY POST, agency REDBERRY, Georgia

C3 Influencer

Gold

Entry George from 1973, agency Leo Burnett Moscow, Russia

C5 Campaign

Gold

Entry George from 1973, agency Leo Burnett Moscow, Russia

Silver

Entry #KIREMES - NOT DIRTY, agency BBDO CA, Kazakhstan

C7 Non-profit / charity

Silver

Entry Pyros Collection, agency FCB LISBON, Portugal

Entry Dolphin — Eternal stream, agency emg / Re:evolution, Russia

Bronze

Entry Disappearing Stories, Mozga Studio, Russia

Short-list

Entry I don't buy it, agency Marvelous LLC, Russia

H. DIRECT

H1 Channels

Gold

Entry Wrong Number Operator, Yandex Magic Camp, Russia

H2 Data

Bronze

Entry search against violence, agency proof., Bulgaria

H4 Strategy

Bronze

Entry New currency in Kazakhstan, agency GForce/Grey, Kazakhstan

Entry S7 Visa Recycling, agency GREAT, Russia

H6 Non-profit / charity

Bronze

Entry Disappearing Stories, Mozga Studio, Russia

Entry Settlements (Favelas), agency Inbrax, Chile

Entry Dolphin — Eternal stream, agency emg / Re:evolution, Russia

Short-list

Entry Bullying leaves a mark, agency Not Perfect Tallinn, Estonia

I. INNOVATIONS

I1 Innovations

Silver

Entry Speed Limited Radio Spots, agency Publicis Emil Turkey

Special Prize from Marketing Jury: Brave Marketing Director Award

Entry George from 1973, agency Leo Burnett Moscow, Russia

E. MARKETING EFFECTIVENESS

E1 Short-term Creative Effectiveness

Gold

Entry George from 1973, agency Leo Burnett Moscow, Russia

Silver

Entry Vivienne Sabó is changing views, agency SOCIALIST, Russia

Bronze

Entry Pizza of the future: Dodo 2077, tm agency, Russia

Short-list

Entry SEARCH 'N' AMBUSH, agency YELL ADVERTISING, Thailand

Entry REN, agency AIDA Pioneer, Belarus

E2 Long-term Creative Effectiveness

Gold

Entry Apartmenteka, agency Instinct, Russia

Short-list

Entry Mom, I ate well, agency VMLY&R, Russia

E3 Breakthrough on a Budget

Silver

Entry Settlements (Favelas), agency Inbrax, Chile

Eronze

Entry SEARCH 'N' AMBUSH, agency YELL ADVERTISING, Thailand

Short-list

Entry ANTYfest, agency Voskhod, Russia

BRANDING

B. COMMUNICATION DESIGN

B1 Creation of New Brand Identity

Gold

Entry Warm bread and in bed, agency Suprematika, Russia

Silver

Entry Pipndrop, agency Suprematika, Russia

Bronze

Entry DODO PIZZA UK, agency The Clients, Russia

Entry TMW Brand Identity, agency Vozduh brand & communications, Russia

B2 Rebrand / Refresh of an Existing Brand

Gold

Entry [Milgrad](#), Depot branding agency, Russia

Silver

Entry [Porter & Sail — An identity for the New York travel assistant company](#), agency Shuka Design, Russia

Bronze

Entry [Rebranding “Krupno”](#), SUPERMARKET Branding Agency, Russia

Entry [Wanna. Fashion ARketing](#), Pocket Rocket Agency, Belarus

Entry [Itrex. Hungry for challenges](#), Pocket Rocket Agency, Belarus

Entry [Rebrand of Perm Polytech](#), agency Electric Brand Consultants, Russia

Entry [Inzare](#), Depot branding agency, Russia

B3 Promotional Printed Materials

Bronze

Entry [Vertigo](#), agency Dotorg branding & digital, Russia



SEE ALSO

News

[White Square announces the winners for White Square International Advertising Festival 2021](#)

B5 Brand Environment & Experience Design

Silver

Entry [SlavNY 20XX](#), The Agency of Wargaming, Belarus

B6 Design-driven Effectiveness

Silver

Entry Rebranding “Krupno”, SUPERMARKET Branding Agency, Russia

B7 Design Craft

Bronze

Entry Ad Moms, agency Possible Group, Russia

Q. DIGITAL & INTERACTIVE DESIGN

Q1 Website design

Bronze

Entry Highway Rock, The Agency of Wargaming, Belarus

X. PACKAGING DESIGN

X1 Packaging of foodstuffs

Gold

Entry Blanc Bleu, Depot branding agency, Russia

Silver

Entry WORKAHOLIC COLD BREW, agency The Clients, Russia

Entry Souvenir chocolate “color of taste”, Vsevolod Abramov, Russia

Entry RANA. Spaghetti al nero, agency XPOM, Russia

Bronze

Entry Obeliu crafted vodka, agency Not Perfect Vilnius, Lithuania

Entry Rebranding “Krupno”, SUPERMARKET Branding Agency, Russia

Entry Ocard, Depot branding agency, Russia

Short-list

Entry BU_Alcateria, agency AIDA Pioneer, Belarus

X2 Packaging of non-food products

Silver

Entry Stoic. Gloves with strong durability., agency OTVETDESIGN, Russia

DIGITAL

D. DIGITAL

D1 Websites

Silver

Entry Apartmenteka, agency Instinct, Russia

Short-list

Entry Eclipse Code – 2 minute site, agency SLD agency, Russia

Entry Securing Space, agency Possible Group, Russia

D2 Interactive projects

Bronze

Entry Safe-Expression Collection, agency Instinct, Russia

Short-list

Entry Meet a Safer Tomorrow, agency Instinct, Russia

D5 Digital Campaign

Gold

Entry ANTYfest, agency Voskhod, Russia

Bronze

Entry 30000 test drives like never before, agencies Mindshare, OMD Media Direction, Russia

Short-list

Entry search against violence, agency proof., Bulgaria

Entry Snickers Crisper Fest, agency BBDO Moscow, Russia

D6 Social & Influencer Campaign

Gold

Entry George from 1973, agency Leo Burnett Moscow, Russia

Bronze

Entry I don't buy it, agency Marvelous LLC, Russia

Entry Laundry Records, agency Serviceplan Russia

Short-list

Entry made with the fruits of diplomacy, agency proof., Bulgaria

D7 Native Advertising

Bronze

entry Diagnostics in Fashion, agency Havas Creative Group Russia

D8 Branded tech and innovations

Silver

Entry George from 1973, agency Leo Burnett Moscow, Russia

Bronze

Entry MTS LIVE XR, agency Mosaic, Russia

Short-list

Entry Tele2 Gigabeats, agency Affect, Russia

D10 Non-profit / charity

Gold

Entry Police Cartoons, agency Zebra Hero, Russia

Silver

Entry Disappearing Stories, Mozga Studio, Russia

Entry I don't buy it, agency Marvelous LLC, Russia

Bronze

Entry Dolphin – Palms, agency Re:evolution / emg, Russia

Entry Hope to Wear, agency Articul Media, Russia

Entry Wild Delivery, agency SETTERS, Russia

Short-list

Entry Our country's destiny is now in your hands!, agency Leavingstone, Georgia

Entry Women Should, agency Endorphin, Azerbaijan

Special Award “For Bravery” from Digital Jury

Entry Women Should, agency Endorphin, Azerbaijan

G. MOBILE

G1 Mobile websites

Short-list

Entry Badoo Hotline, agency BALAGAN&BETA, Russia

G7 Social Content

Bronze

Entry The Endless Letter on Instagram Stories, RT Creative Lab, Russia

G9 Non-profit / charity

Gold

Entry Disappearing Stories, Mozga Studio, Russia

T. CREATIVE DATA

T1 Data-enhanced Creativity

Gold

Entry Apartmenteka, agency Instinct, Russia

Entry Water Index, agency Havas Turkey

T4 Use of Real-time Data

Bronze

Entry engAGED gate, getbob agency, Belarus

T6 Non-profit / charity

Short-list

Entry Dolphin – Palms, agency Re:evolution / emg, Russia

MEDIA

M. MEDIA CAMPAIGN

M2 Low Budget Campaign

Gold

Entry Wrong Number Operator, Yandex Magic Camp, Russia

Bronze

Entry #KIREMES – NOT DIRTY, agency BBDO CA, Kazakhstan

M4 Non-profit / charity

Bronze

Entry Dolphin — Eternal stream, agency emg / Re:evolution, Russia

V. CHANNELS

V1 TV & Other Screens

Short-list

Entry George from 1973, agency Leo Burnett Moscow, Russia

V2 Audio Platforms

Bronze

Entry World's Smartest Radio Spot, agency Publicis Emil Turkey

V4 Ambient Media

Short-list

Entry The Self-Exam Mannequin, agency White Rabbit Budapest, Hungary

Entry New currency in Kazakhstan, agency GForce/Grey, Kazakhstan

V6 Digital Platforms

Gold

Entry ANTYfest, agency Voskhod, Russia

Silver

Entry GEORGIA BY POST, agency REDBERRY, Georgia

Bronze

Entry Diagnostics in Fashion, agency Havas Creative Group Russia

Short-list

Entry “First hugs”: online school for parents from Skillbox and Huggies, agencies KB-12, Mindshare, Russia

V7 Mobile

Short-list

Entry 30000 test drives like never before, agency Mindshare, OMD Media Direction, Russia

V8 Social Platforms

Silver

Entry Kotex SOS button, agency Mindshare, Mail.ru Group Innovation department, Russia

Bronze

Entry The Sign of Tenderness, agency VMLY&R, Russia

V10 Branded content

Bronze

Entry Snickers Crisper Fest, agency BBDO Moscow, Russia

V11 Non-profit / charity

Gold

Entry World without doctors, agency emg, Russia

Silver

Entry Dolphin — Eternal stream, agency emg / Re:evolution, Russia

Bronze

Entry Disappearing Stories, Mozga Studio, Russia

W. EXCELLENCE IN MEDIA

W1 Excellence in Media Insights & Strategy

Silver

Entry Water Index, agency Havas Turkey (moved from M1 Integrated Campaign)

Bronze

Entry ANTYfest, agency Voskhod, Russia

Entry George from 1973, agency Leo Burnett Moscow, Russia

W3 Excellence in Media Engagement

Gold

Entry Wrong Number Operator, Yandex Magic Camp, Russia

Bronze

Entry AXE Collision Games, agency Goose Gaming, Russia

Short-list

Entry 30000 test drives like never before, agencies Mindshare, OMD Media Direction, Russia

W5 Use of Programmatic

Short-list

Entry Speed Limited Radio Spots, agency Publicis Emil Turkey

W6 Non-profit / charity

Gold

Entry World without doctors, agency emg, Russia

Mass Media Award

Entry World of Tanks Artbook, The Agency of Wargaming, Belarus

Entry Police Cartoons, agency Zebra Hero, Russia

Entry The Punch, agency ART UNION, Russia

Special Prize of Mass Media Jury

Entry Draniki, agency Salmon Graphics, Belarus

Special Prize from DIGITAL PARTNER OF THE FESTIVAL – Artox Media Digital Group

Entry A-100 Comics, A-100 Petrol Station Group, Belarus

Special Prize from souvenir partner of the festival – Project 111

Entry Branding for a carbonated energy drink, PG Brand Reforming, Belarus