



10TH
EUROPEAN CAUSE-RELATED
COMMUNICATIONS AWARDS



December 16th 2015 – Paris - Dapper museum



EUROPEAN CAUSE-RELATED COMMUNICATIONS AWARDS



For the past 10 years, thanks to the initiative of Communication Sans Frontières, the **European Cause-related Communications Awards** Award takes place in Paris. Its goal is to reward communication professionals and stakeholders of the non-profit sector for the quality and ethics of their advertising campaigns.



**COMMUNICATION
SANS FRONTIÈRES**





A GRAND PRIX MADE OF PROFESSIONALS



This prize is the only one that rewards agencies and non profit organisations. This is why Communication Whithout Borders has been willing to allow all representative parties of solidarity communication to serve on the Jury, renewed on a yearly basis. Therefore, leaders from the worlds of business, advertising, media, and from the non-profit sector, gather every year to hand out the rewards.



**COMMUNICATION
SANS FRONTIÈRES**



... AND OF THE GENERAL AUDIENCE



We associate the audience vote to the professionals vote. The audience establishes its own ranking through a survey representative of the French population.



**COMMUNICATION
SANS FRONTIÈRES**





AN INITIATIVE AND AN ORGANISATION CREATED BY COMMUNICATION SANS FRONTIERES



Communication Whithout Borders is a non-profit organisation (under the Act of 1901) recognised as being of public benefit that was created in 2003. CSF brings together Information and Communications Technologies (ICTS) professionnals and students. These volunteers share a common ambition : the improvement and promotion of ethical, deontological and responsible practices in the area of non-profit communication. This ambition focuses on communication actions for non profits and charitable causes, as well as fair trade, sustainable developement, companies social responsability, general interest causes and major national causes.



**COMMUNICATION
SANS FRONTIÈRES**





WHO CAN PARTICIPATE?



Solidarity organisations and associations, private foundations and companies foundation, public and private institutions, communication agencies can participate with no geographical restrictions, irrespective of language and culture.



SELECTION CRITERIA AND CATEGORIES



For this 10th Grand Prix, are eligible the campaigns that were
broadcasted in one of the following categories : Television/Film
industry campaigns, Posters, Press, Events and Digital campaigns,
Web, Mobile or fundraising between

July 1st 2014 and August 31st 2015



**COMMUNICATION
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THE JURY VOTE



After a first jury vote in plenary, the finalists who receive the best score in their category are preselected. Awards are handed out to the 3 finalists in each category. The jury chooses the **European Cause-related Communications Awards** among the winners of each category. An audience vote takes place simultaneously, using a representative sample of the French population aged 18 and above. For this 10th edition the jury will elect the best campaign of the past ten years among all Awards since its creation.



**COMMUNICATION
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KEY DATES

Inscription opening

July 1st 2015

Deadline for submission

September 16th 2015 at midnight

Award ceremony

December 16th 2015



**COMMUNICATION
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FOR MORE INFORMATION



To get more informations, download the brochure or the application to submit, or
pay your inscription :

www.communicationsansfrontières.org

For France or for the association you can contact :

elie.castier@communicationsansfrontieres.org or
morgane.palomo@communicationsansfrontieres.org
grand.prix@communicationsansfrontieres.org

Communication Sans Frontières / 14-16 boulevard de Douaumont

75017 PARIS /TEL +33 (0)1 80 48 90 69



**COMMUNICATION
SANS FRONTIÈRES**





FOR MORE INFORMATION



For the rest of the world:

paula.serre@boost-marketing.fr

Boost Marketing

Suite 2, Brightwire House, 114 A Church Road

BRIGHTON HOVE / TEL 027 32 58 703



10^{ÈME} GRAND PRIX PARTNERS





**COMMUNICATION
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THEY HAVE WON THE AWARD



INNOCENCE EN DANGER SAATCHI & SAATCHI



COLLECTIF SIDA GRANDE CAUSE EURO RSCG C&O



AMNESTY INTERNATIONAL TBWA PARIS



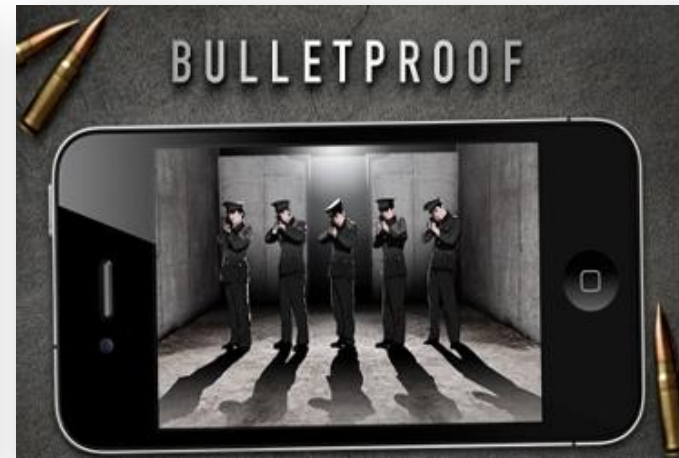
FRANCE ALZHEIMER SAATCHI&SAATCHI



FONDATION ABBE PIERRE BDDP&FILS



AMNESTY INTERNATIONAL LA CHOSE



LES TOILES ENCHANTEES PUBLICIS CONSEIL



NI PUTES NI SOUMISES EURO RSCG BETC



REPORTERS SANS FRONTIÈRES EURO RSCG BETC





**COMMUNICATION
SANS FRONTIÈRES**

THEY HAVE PARTICIPATED

Non-profit organisations



Collectif Autisme





**COMMUNICATION
SANS FRONTIÈRES**

THEY HAVE PARTICIPATED

COMMUNICATION AGENCIES



Agence-154
Webmarketeurs créatifs.



**ALS &
CACHOU**

ailleursEXACTEMENT*



AUSTRALIE®



BDDP & Fils



**CLM
BBDO**



Cubh

DDB®

**DUFRESNE
CORRIGAN
SCARLETT**
ADVERTISING

DRAFTFCB



EURO RSCG WORLDWIDE

\EXCEL

EXTREME / SPRINGER & JACOBY



GREY
paris



I R E N E J W T



Leo Burnett



LIMITE
COMMUNICATION RESPONSABLE



M&CSAATCHI.GAD



**McCANN
WORLDGROUP**

magicgarden
AGENCY



MGA



PUBLICIS CONSEIL



THEY HAVE PARTICIPATED

COMMUNICATION AGENCIES



MODEM

MULLEN LOWE GROUP

Ogilvy & Mather

OgilvyInteractive
worldwide



PUBLICIS CONSULTANTS ASIA

PLAN CRÉA+if
BEES'NET

PROTEINES
GROUPE

PUBLICICORP



Rapp Collins



ROSA
PARK

ROUGE

SID LEE

spicy's
les sens de la com

SOPRANO
Artisans en communication

TBWA\



W

wunderman

Y&R



THEY HAVE SUPPORTED US

PARTNERS



THEY HAVE BEEN JURY MEMBERS



Catherine Tasca

Daniel Durca
Gabriel Daré
Gérard Pédraglio
Thierry Consigny
Antoine Vaccaro
Paul-Henri Moinet
Bernard de la Villardière
Marwane Ben Yahmed
Renaud Girard
François Machenaud
Bernard Emsellem
Ghislain Achard

Antoine Sfeir

Henri Rouillé
D'orfeuil
Pierre Birambeau
Laurent Habib
Daniel Saada
Olivier Bronner
Thomas Romieu
Alexandre Popoff
Alain Real

Philippe Lentschener

Jean-François Mattei
Cécile Sportis
Guillaume Pannaud
Arnaud de Puyfontaine
Claude Cohen
Matthieu de Lesseux
Greg Manset
Séverine Le Grix de la Salle
Jean-François Grimaud

Jacques Hintzy

Geneviève garrigos
Michèle Ferrebeuf
Jean-Paul Brunier
Gérard Unger
Aida Touihri
Marco Tinelli
Frédéric Goubet
Jérôme François
Gérard Lenepveu

Nicolas Bordas

André Hochberg
Michel Soubin
Gilles Masson
Pascal Nessim
Pierre-Olivier Nau
Jacques Rocher

THEY HAVE BEEN JURY MEMBERS



Benoît Miribel

Jean-Pierre Gilles
Eric Tong Cuong
Marielle Durandet
Patricia Khenouna
Angela de Santiago
Fabrice Epelboin
Jean-baptiste Hesnel
Bénédicte Menanteau

François Blachère

Alain Boinet
Rachid Lahiou
Luc Basier
Yaël Kush-Stassart
Yan Gabay
Sylvie Lagourgue
Ivan Roussin

Amobé Mévégué

Luc Evrard
Andréa Stillacci
Renaud Berthe
Catherine Buch Faure
Maryse Mougin

Olivier Altman

Elisabeth Billiemaz
Laurence Veyne
Anne-Charlotte Cheron
Laurent Glepin
Sandrine Plasseraud
Christophe Peruchas
David Abiker
Marianne Mairesse



**COMMUNICATION
SANS FRONTIÈRES**

ABOUT BRUNO GEORGES DAVID



"Without ethics, without deontology when facing key issues of our time, we will soon come to realize that the ICTS are loosing out to propaganda, that seduction will replace information, amateurism will replace professionalism, and that ethics will be replaced by the corruption of minds. It's in that spirit that I created Communication Without Borders."

Bruno Georges David

Bruno Georges David teaches at the university Paris-Est Créteil (UPEC-Paris XII) and at the Ecole des Médias et de l'Information (EMI). He has worked for big communication corporations such as RSCG, PUBLICIS, McCann-Erickson and TBWA. He has funded two marketing strategy and international communication consultancies. Thus, he has worked with many companies and NGOs. He has privately been involved in humanitarian action and has been a volunteer for many years. He is the president of the medical NGO « Noir&Blanc », former vice-president of « Logistique Médicale Humanitaire » and vice-president of the organisation « Un Fauteuil A La Mer ».

He has also been a Board member of the Comité de la Charte and Communications and Development Director of Action Contre la Faim (French Action against Hunger).

ABOUT NICOLAS ROSSIGNOL



Nicolas Rossignol, a journalist and entertainer, started his career as a journalist. Today he is the volunteer president of a national association against cancer.



In 2006, N R commits to fighting cancer by creating 'Tout le monde chante contre le cancer' (everybody sings against cancer). This association's goals are to fulfil the dreams of sick children and to increase awareness among the general public thanks to the mediatic impact of "Guardian Angels".

Using his experience, Nicolas Rossignol is now consultant entertainer. He's been presenting the **European Cause-related Communications Awards** for the past 10 year.



A PROPOS DE TOUT LE MONDE CHANTE CONTRE LE CANCER



More than 1 000 dreams fulfilled each year, thousands of gifts for Christmas and for Mother's and Father's day, 2 tons of chocolate for Easter, many weeks of vacation for the sick and their families... and many other actions everywhere in France !

The association « Tout le monde chante contre le cancer » that is :

- 1000 actions every year in order to improve the everyday life of the sick and their families
- 130 hospitals throughout France
- 350 volunteers who rally together in three areas :
 - Hospitals and Parents houses equipment, in order to improve hospital life
 - Actions for the sick and their families, because fighting cancer also means bring their smile back
 - Events and awareness increase in order to talk about cancer in a different way