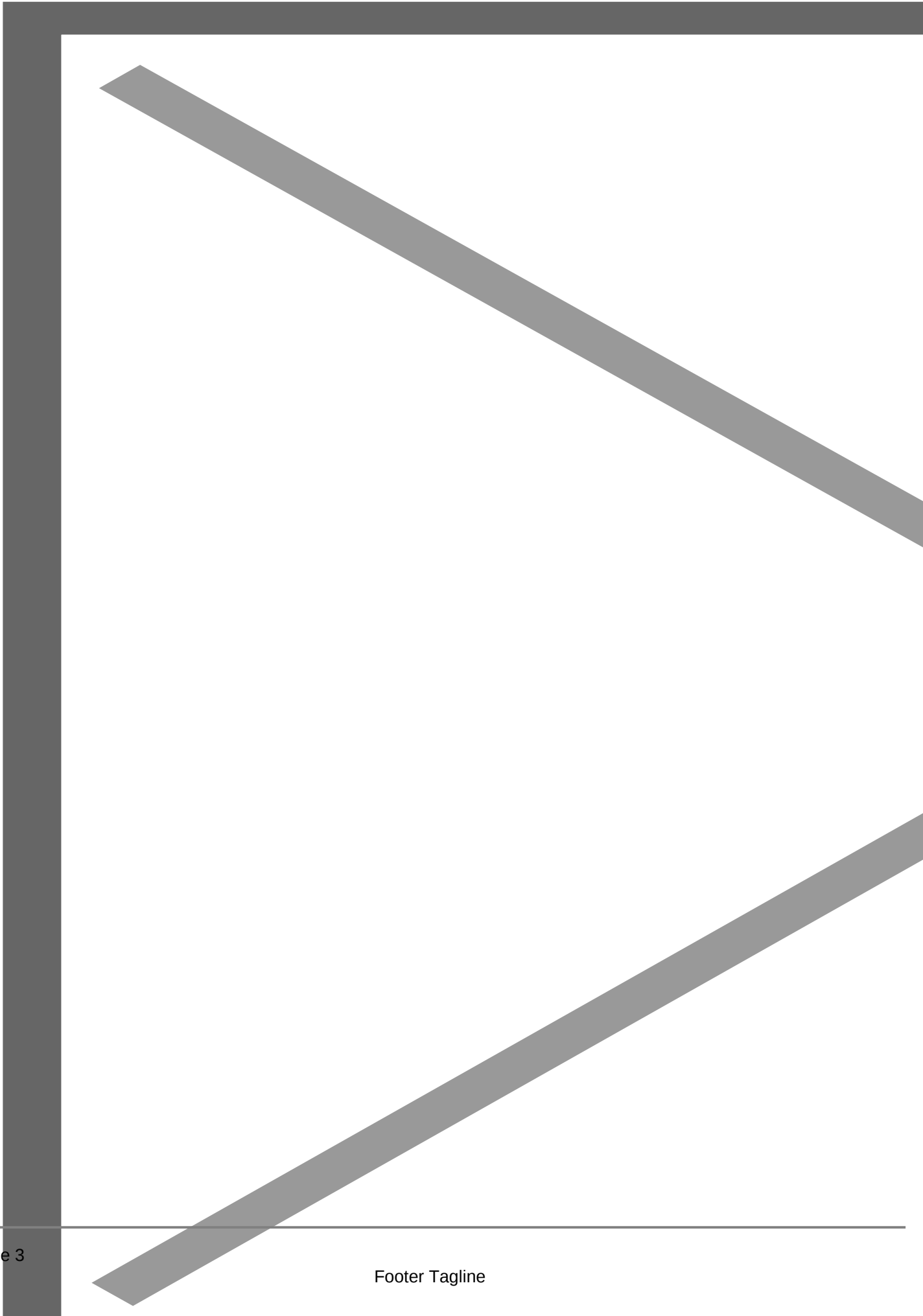




Telekom and Kia Winners at Euro Effie Awards 2015

Description





We are delighted to announce that two of our past music licensing projects are winners at the Euro Effie Awards 2015 for distinctive marketing and communications campaigns.

First up for the Grand Prix at the Effie Awards is DDB and Deutsche Telekom's advert for 'Wifi Dogs', which raises awareness for Deutsche Telekom's fixed data roaming packages abroad. In the ad, Internet deprived holidaymakers search for Wifi hotspots with the help of JosÃ©'s trained doggy trackers. But not everything runs so smoothly, on their mission to sniff out Wifi, the canine trackers pull their customers into some of the not so family friendly holiday 'hotspots'.

<https://www.youtube.com/watch?v=sikciFSdiMI>

Next up for the silver prize is Kia and Innocean's campaign for the 'Kia Sportage'. We sync licensed the 90s classic hit 'Stop the Rock' by dance act Apollo 440. The track proves to be the perfect adrenaline fuelled hook for the TV advert's Hollywood style police and helicopter road-chase.

<https://www.youtube.com/watch?v=aiwFbjrnpt0>

For more information about the winners, [check out WUV's post on the Awards.](#)