

Serviceplan Group collects nine awards at LIA

Serviceplan Group picked up a total of nine accolades at the recent London International Awards (LIA). In addition to being named Global Independent Agency of the Year, Serviceplan also collected three Gold, four Silver and one Bronze awards.

Serviceplan China won a Gold and Silver for the 999 Cold Remedy '999 Warm-Hearted Leggings' campaign - making it the most awarded Chinese agency in the competition.

Serviceplan Berlin was awarded a Gold for Berliner Verkehrsbetriebe (BVG) 'Mind the Gap'. Serviceplan Germany collected one Gold, three Silver and one Bronze for Meter 'Made in Fukushima', as well as one Silver for Sea-Watch 'Lifeboat - The Experiment'.

LIA celebrates the creators with annual awards, and is one of only five global advertising awards included in the Warc Creative 100 Rankings.

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