

SHORTLISTS
MIXX Awards 2025
Ukraine
May 14th, 2025

CATEGORY	SUBCATEGORY	AGENCY	CASE	BRAND
A GENERAL DIGITAL DIRECTIONS	A01 Brand awareness and positioning	BetterSvit	Pepsi Titan. Pulse of Change	Pepsi
A GENERAL DIGITAL DIRECTIONS	A01 Brand awareness and positioning	Havas Digital Kyiv	One Jersey, One Country	Adidas
A GENERAL DIGITAL DIRECTIONS	A01 Brand awareness and positioning	Media First Ukraine	GRAND PREMIERE OF THE GRAND BURGER	KFC Ukraine
A GENERAL DIGITAL DIRECTIONS	A01 Brand awareness and positioning	NGC DIEVO	Ketchup is no longer a dessert	Pripravka
A GENERAL DIGITAL DIRECTIONS	A01 Brand awareness and positioning	OMD Optimum Media	Entero and Germina. Mission to educate consumers abo	EnteroGermina, Opella Healthcare Ukraine
A GENERAL DIGITAL DIRECTIONS	A01 Brand awareness and positioning	Rockets. Growth R&D	DONATIONS CHALLENGE	BOLT
A GENERAL DIGITAL DIRECTIONS	A01 Brand awareness and positioning	Rockets. Growth R&D	LESS "BLA-BLA", MORE ACTION	DIIA.EDUCATION
A GENERAL DIGITAL DIRECTIONS	A01 Brand awareness and positioning	VIVID	Lay's Ukraine. Pride of our own	Lay's (Pepsico Ukraine)
A GENERAL DIGITAL DIRECTIONS	A01 Brand awareness and positioning	Webpromo	Accessibility. My little independence	Oschadbank
A GENERAL DIGITAL DIRECTIONS	A01 Brand awareness and positioning	ПVMБ	BANK. JUST MORE REWARDING	PUMB
A GENERAL DIGITAL DIRECTIONS	A02 Commerce	EssenceMediacom Ukrai	Elevit: How to Boost Online Conversions by 320%	Elevit / Bayer
A GENERAL DIGITAL DIRECTIONS	A02 Commerce	Performics Ukraine	Karcher: From Underdog to Leader in Google Search	Karcher
A GENERAL DIGITAL DIRECTIONS	A02 Commerce	Performics Ukraine	Linex: In Data We Trust	Linex
A GENERAL DIGITAL DIRECTIONS	A03 Integration between the media	EssenceMediacom Ukrai	Ketchup is no Longer a Dessert	PRIPRAVKA
A GENERAL DIGITAL DIRECTIONS	A03 Integration between the media	Havas Digital Kyiv	One Jersey, One Country	Adidas
A GENERAL DIGITAL DIRECTIONS	A03 Integration between the media	iProspect Ukraine	lifecell sTOP price	lifecell
A GENERAL DIGITAL DIRECTIONS	A03 Integration between the media	iProspect Ukraine	VELO: I CHOOSE FOR MYSELF. AND THUS I RESPECT YOU	British American Tobacco
A GENERAL DIGITAL DIRECTIONS	A03 Integration between the media	Media First Ukraine	GRAND PREMIERE OF THE GRAND BURGER	KFC Ukraine
A GENERAL DIGITAL DIRECTIONS	A03 Integration between the media	Rockets. Growth R&D	DONATIONS CHALLENGE	BOLT
A GENERAL DIGITAL DIRECTIONS	A03 Integration between the media	VIVID	No Lay's, No Movie	Lay's (Pepsico Ukraine)
A GENERAL DIGITAL DIRECTIONS	A03 Integration between the media	Hoba noutra	Tomorrow will be 3.0	Nova Post
A GENERAL DIGITAL DIRECTIONS	A04 Digital experience	BetterSvit	Chemistry Today. Nobel Tomorrow.	Henkel
A GENERAL DIGITAL DIRECTIONS	A04 Digital experience	Netpeak Agencies Group	How OLX helped Ukrainians find new jobs	OLX
A GENERAL DIGITAL DIRECTIONS	A04 Digital experience	Rockets. Growth R&D	LESS "BLA-BLA", MORE ACTION	DIIA.EDUCATION
A GENERAL DIGITAL DIRECTIONS	A04 Digital experience	Spark Foundry Ukraine	Oreo x Pac-Man: Back to the game with the Iconic Cooki	Oreo/Mondelez Ukraine
A GENERAL DIGITAL DIRECTIONS	A04 Digital experience	Spark Foundry Ukraine	Once a Miele, Always a Miele: Lasting Value Through Pri	Miele
A GENERAL DIGITAL DIRECTIONS	A05 Games and eSports	TopSpot Solutions	Treat the Teammate	Doritos/Pepsico
A GENERAL DIGITAL DIRECTIONS	A06 Innovation and intelligent solution	Netpeak Agencies Group	How OLX helped Ukrainians find new jobs	OLX
A GENERAL DIGITAL DIRECTIONS	A06 Innovation and intelligent solution	Performics Ukraine	No c'est la vie for CeraVe	CeraVe
A GENERAL DIGITAL DIRECTIONS	A06 Innovation and intelligent solution	Promodo	Get the Most Out of Your Search Campaigns	KLR
A GENERAL DIGITAL DIRECTIONS	A06 Innovation and intelligent solution	Rockets. Growth R&D	KIT TOK	Bolt
A GENERAL DIGITAL DIRECTIONS	A06 Innovation and intelligent solution	Starcom	Samsung The Freestyle Gen 2: Think local, grow global: 1	Samsung
A GENERAL DIGITAL DIRECTIONS	A06 Innovation and intelligent solution	Webpromo	Kyivstar TV growth: effective SEO against pirated conten	Kyivstar TV
A GENERAL DIGITAL DIRECTIONS	A07 Startup	Leo Burnett Ukraine	Drops Of Life	Open source project. Wild Animal Resque
A GENERAL DIGITAL DIRECTIONS	A07 Startup	NGC DIEVO	Ketchup is no longer a dessert	Charity Foundation, Save Wild Charitable Fund.
A GENERAL DIGITAL DIRECTIONS	A07 Startup	ORNAMENT TECH (by OM	Culinara: launch of new Ukrainian cuisine in a new app	Culinara
A GENERAL DIGITAL DIRECTIONS	A07 Startup	Rockets. Growth R&D	LESS "BLA-BLA", MORE ACTION	DIIA.EDUCATION
A GENERAL DIGITAL DIRECTIONS	A08 Limited budget	EssenceMediacom Ukrai	Art that Transforms Pain into Beauty	Bepanthen Plus / Bayer
A GENERAL DIGITAL DIRECTIONS	A08 Limited budget	Mediahead	ArtArmor: Art That Saves Lives	Art Armor
A GENERAL DIGITAL DIRECTIONS	A08 Limited budget	Rockets. Growth R&D	KIT TOK	Bolt
A GENERAL DIGITAL DIRECTIONS	A08 Limited budget	VIVID	RUMBLE for DEFENCE INTELLIGENCE OF UKRAINE	Charity Foundation "Modern Ukraine"
A GENERAL DIGITAL DIRECTIONS	A10 Performance Marketing	Performics Ukraine	No c'est la vie for CeraVe	CeraVe
A GENERAL DIGITAL DIRECTIONS	A10 Performance Marketing	Rockets. Growth R&D	DONATIONS CHALLENGE	BOLT
A GENERAL DIGITAL DIRECTIONS	A10 Performance Marketing	Spark Foundry Ukraine	Oreo x Pac-Man: Back to the game with the Iconic Cooki	Oreo/Mondelez Ukraine
A GENERAL DIGITAL DIRECTIONS	A10 Performance Marketing	ПVMБ	BANK. JUST MORE REWARDING	PUMB
A GENERAL DIGITAL DIRECTIONS	A11 Public service, non-profit campaign	nin Havas Media Ukraine	There IS a future!	Danone
A GENERAL DIGITAL DIRECTIONS	A11 Public service, non-profit campaign	nin McCann Kyiv	Not Another hero ad	135th battalion of the 114th separate territorial
A GENERAL DIGITAL DIRECTIONS	A11 Public service, non-profit campaign	nin Rockets. Growth R&D	LESS "BLA-BLA", MORE ACTION	defence brigade DIIA.EDUCATION
A GENERAL DIGITAL DIRECTIONS	A12 Cross-platform campaign	BetterSvit	Pepsi Titan. Pulse of Change	Pepsi
A GENERAL DIGITAL DIRECTIONS	A12 Cross-platform campaign	EssenceMediacom Ukrai	Ketchup is no Longer a Dessert	PRIPRAVKA
A GENERAL DIGITAL DIRECTIONS	A12 Cross-platform campaign	iProspect Ukraine	lifecell sTOP price	lifecell
A GENERAL DIGITAL DIRECTIONS	A12 Cross-platform campaign	VIVID	Lay's Ukraine. Pride of our own	Lay's (Pepsico Ukraine)
A GENERAL DIGITAL DIRECTIONS	A12 Cross-platform campaign	VIVID	No Lay's, No Movie	Lay's (Pepsico Ukraine)
A GENERAL DIGITAL DIRECTIONS	A12 Cross-platform campaign	Webpromo	Accessibility. My little independence	Oschadbank
A GENERAL DIGITAL DIRECTIONS	A12 Cross-platform campaign	Hoba noutra	Tomorrow will be 3.0	Nova Post
A GENERAL DIGITAL DIRECTIONS	A12 Cross-platform campaign	ПVMБ	BANK. JUST MORE REWARDING	PUMB
A GENERAL DIGITAL DIRECTIONS	A13 Information campaign	Havas Digital Kyiv	One Jersey, One Country	Adidas
A GENERAL DIGITAL DIRECTIONS	A13 Information campaign	Havas Digital Kyiv	Be PUMB not DUMB	PUMB
A GENERAL DIGITAL DIRECTIONS	A13 Information campaign	McCann Kyiv	Not Another hero ad	135th battalion of the 114th separate territorial
A GENERAL DIGITAL DIRECTIONS	A13 Information campaign	MixDigital	Chef's Secrets. A Private Label Worth Remembering	defence brigade Chef's Secrets / MHP PRJOC
A GENERAL DIGITAL DIRECTIONS	A13 Information campaign	Rockets. Growth R&D	DONATIONS CHALLENGE	BOLT
A GENERAL DIGITAL DIRECTIONS	A13 Information campaign	Rockets. Growth R&D	LESS "BLA-BLA", MORE ACTION	DIIA.EDUCATION
A GENERAL DIGITAL DIRECTIONS	A13 Information campaign	Rockets. Growth R&D	CLEARLY, IT'S DELICIOUS	BOLT FOOD
A GENERAL DIGITAL DIRECTIONS	A13 Information campaign	Starcom	Kyivstar - SHIFT Happens	Kyivstar
A GENERAL DIGITAL DIRECTIONS	A13 Information campaign	VIVID	Morshynska sport.The power of recovery in water balan	IDS Ukraine
A GENERAL DIGITAL DIRECTIONS	A13 Information campaign	Webpromo	Accessibility. My little independence	Oschadbank
A GENERAL DIGITAL DIRECTIONS	A14 Direct response / lead generation car	Inweb	A million books — one search approach. How Yakaboo t	Yakaboo
A GENERAL DIGITAL DIRECTIONS	A14 Direct response / lead generation car	Postmen	Play for Ukraine	Nova Post
A GENERAL DIGITAL DIRECTIONS	A15 Video advertising	Havas Digital Kyiv	One Jersey, One Country	Adidas
A GENERAL DIGITAL DIRECTIONS	A15 Video advertising	Starcom	Kyivstar - SHIFT Happens	Kyivstar
A GENERAL DIGITAL DIRECTIONS	A15 Video advertising	Hoba noutra	Tomorrow will be 3.0	Nova Post
A GENERAL DIGITAL DIRECTIONS	A15 Video advertising	ПVMБ	BANK. JUST MORE REWARDING	PUMB
A GENERAL DIGITAL DIRECTIONS	A16 Search advertising	Promodo	Get the Most Out of Your Search Campaigns	KLR

A GENERAL DIGITAL DIRECTIONS	A17 Performance/Data	EssenceMediacom Ukrai	Elevit: How to Boost Online Conversions by 320%	Elevit / Bayer
A GENERAL DIGITAL DIRECTIONS	A17 Performance/Data	Inweb	A million books — one search approach. How Yakaboo t	Yakaboo
A GENERAL DIGITAL DIRECTIONS	A16 Search advertising	Performics Ukraine	Karcher: From Underdog to Leader in Google Search	Karcher
A GENERAL DIGITAL DIRECTIONS	A17 Performance/Data	Rockets. Growth R&D	LESS "BLA-BLA", MORE ACTION	DIIA.EDUCATION
A GENERAL DIGITAL DIRECTIONS	A17 Performance/Data	Webpromo	Kyivstar TV growth: effective SEO against pirated conten	Kyivstar TV
A GENERAL DIGITAL DIRECTIONS	A18 Effective campaign	Rockets. Growth R&D	DONATIONS CHALLENGE	BOLT
A GENERAL DIGITAL DIRECTIONS	A18 Effective campaign	Inweb	A million books — one search approach. How Yakaboo t	Yakaboo
A GENERAL DIGITAL DIRECTIONS	A18 Effective campaign	Postmen	RUNRAISE	Run Ukraine
A GENERAL DIGITAL DIRECTIONS	A18 Effective campaign	Rockets. Growth R&D	KIT TOK	Bolt
A GENERAL DIGITAL DIRECTIONS	A18 Effective campaign	Spark Foundry Ukraine	Oreo x Pac-Man: Back to the game with the Iconic Cooki	Oreo/Mondelez Ukraine
A GENERAL DIGITAL DIRECTIONS	A18 Effective campaign	Webpromo	Kyivstar TV growth: effective SEO against pirated conten	Kyivstar TV
A GENERAL DIGITAL DIRECTIONS	A20 Digital OOH advertising	ПРАТ «КІЇВСТАР»	DOOH / OHH Traffic Metrics	Kyivstar
A GENERAL DIGITAL DIRECTIONS	A23 Virtual and augmented reality or oth	New Strategies	Graff: from AI images to real emotions. How technology Graff	Graff
A GENERAL DIGITAL DIRECTIONS	A23 Virtual and augmented reality or oth	Starcom	Samsung The Freestyle Gen 2: Think local, grow global: t	Samsung
B SITES, APPLICATIONS, MESSENGERS	B02 Website. Mini	CF.Digital	I'm fine	NGO "Ukrainian Witness"
B SITES, APPLICATIONS, MESSENGERS	B02 Website. Mini	CF.Digital	Moments Before	UNDP Ukraine
B SITES, APPLICATIONS, MESSENGERS	B02 Website. Mini	CF.Digital	Pixel Donate: One Pixel - One Future	Pixel Donate
B SITES, APPLICATIONS, MESSENGERS	B05 Website for non-profit organizations	CF.Digital	I'm fine	NGO "Ukrainian Witness"
B SITES, APPLICATIONS, MESSENGERS	B05 Website for non-profit organizations	CF.Digital	Pixel Donate: One Pixel - One Future	Pixel Donate
B SITES, APPLICATIONS, MESSENGERS	B05 Website for non-profit organizations	CF.Digital	Moments Before	UNDP Ukraine
B SITES, APPLICATIONS, MESSENGERS	B05 Website for non-profit organizations	Leo Burnett Ukraine	Drops Of Life	Open source project. Wild Animal Rescue Charity Foundation, Save Wild Charitable Fund.
B SITES, APPLICATIONS, MESSENGERS	B06 Mobile application	ORNAMENT TECH (by OV	Culinara: launch of new Ukrainian cuisine in a new app	Culinara
B SITES, APPLICATIONS, MESSENGERS	B06 Mobile application	Postmen	Momental: your quick mental reset	UNICEF Ukraine
B SITES, APPLICATIONS, MESSENGERS	B07 Advertising in Messenger	Netpeak Agencies Group	How OLX helped Ukrainians find new jobs	OLX
C AdTech AND TECHNOLOGY TOOLS	C03 AdTech Innovation	Advision	How Advision helped the Fora retail chain target shoppe	Fora
C AdTech AND TECHNOLOGY TOOLS	C03 AdTech Innovation	iProspect Ukraine	37 thousand creatives in 5 minutes	OLX
C AdTech AND TECHNOLOGY TOOLS	C02 Creating an ecosystem	MixDigital	MOYO AdTech Ecosystem	MOYO
C AdTech AND TECHNOLOGY TOOLS	C02 Creating an ecosystem	Performics Ukraine	Linex: In Data We Trust	Linex
C AdTech AND TECHNOLOGY TOOLS	C01 Adtech Advertising campaign	TopSpot Solutions	Treat the Teammate	Doritos/Pepsico
C AdTech AND TECHNOLOGY TOOLS	C07 Best usage of data	Performics Ukraine	Linex: In Data We Trust	Linex
C AdTech AND TECHNOLOGY TOOLS	C07 Best usage of data	ПРАТ «КІЇВСТАР»	DOOH / OHH Traffic Metrics	Kyivstar
C AdTech AND TECHNOLOGY TOOLS	C08 Best Usage of Technology	iProspect Ukraine	37 thousand creatives in 5 minutes	OLX
C AdTech AND TECHNOLOGY TOOLS	C08 Best Usage of Technology	Netpeak Agencies Group	How OLX helped Ukrainians find new jobs	OLX
C AdTech AND TECHNOLOGY TOOLS	C08 Best Usage of Technology	Performics Ukraine	Karcher: From Underdog to Leader in Google Search	Karcher
C AdTech AND TECHNOLOGY TOOLS	C08 Best Usage of Technology	ПРАТ «КІЇВСТАР»	DOOH / OHH Traffic Metrics	Kyivstar
C AdTech AND TECHNOLOGY TOOLS	C10 Best Usage of O2O	ПРАТ «КІЇВСТАР»	DOOH / OHH Traffic Metrics	Kyivstar
C AdTech AND TECHNOLOGY TOOLS	C11 Best Usage of Tech Tools for Nonprof	Rockets. Growth R&D	LESS "BLA-BLA", MORE ACTION	DIIA.EDUCATION
C AdTech AND TECHNOLOGY TOOLS	C12 Marketing based on the data and acc	Performics Ukraine	Linex: In Data We Trust	Linex
D CONTENT	D01 The best usage of native advertising	Leo Burnett Ukraine	PromoStick	E-ZOO
D CONTENT	D02 Best usage of branded content	Rockets. Growth R&D	KIT TOK	Bolt
D CONTENT	D02 Best usage of branded content	Havas Digital Kyiv	One Jersey, One Country	Adidas
D CONTENT	D02 Best usage of branded content	Kiwi Agency	How we built the GlamBee fanbase	GlamBee
D CONTENT	D03 Best Usage of Partner Content	EssenceMediacom Ukrai	Art that Transforms Pain into Beauty	Bepanthen Plus / Bayer
D CONTENT	D04 Best usage of content for non-profit	HASHTAG	Project "Pubertat": how to boost content for teenagers?	UNFPA Ukraine
D CONTENT	D04 Best usage of content for non-profit	VIVID	RUMBLE for DEFENCE INTELLIGENCE OF UKRAINE	Charity Foundation "Modern Ukraine"
E SMM	E01 SMM-visual craft.	HASHTAG	How to grab teenagers' attention in the age of endless s	UNFPA Ukraine
E SMM	E02 SMM copywriting	Rockets. Growth R&D	KIT TOK	Bolt
E SMM	E03 Visual strategy	New Strategies	Graff: visual strategy based on AI mascots: from idea to	Graff
E SMM	E06 Mastery of performance of the storie	Postmen	The Passport of a Tailed Ukrainian	Club4Paws
E SMM	E06 Mastery of performance of the storie	Promodo	Post for a Million	ukrarmor (https://ukrarmor.com.ua)
E SMM	E08 SMM efficiency	MOKO Digital	Galychna: How to Find Like-Minded People and Becom	Galychna
E SMM	E09 Non-standard/original idea of SMM p	Promodo	Post for a Million	ukrarmor (https://ukrarmor.com.ua)
E SMM	E12 Application of new technologies in SA	New Strategies	Graff: innovating content with AI	Graff
F INFLUENCER MARKETING	F01 Influencer Marketing media campaign	Rockets. Growth R&D	BOLT'S BEST FRIEND	BOLT
F INFLUENCER MARKETING	F02 Influencer Marketing media strategy	Rockets. Growth R&D	BOLT'S BEST FRIEND	BOLT
F INFLUENCER MARKETING	F03 Cross-platform campaign	VIVID	No Lay's, No Movie	Lay's (Pepsico Ukraine)
F INFLUENCER MARKETING	F04 Cross-platform Youtube campaign	EssenceMediacom Ukrai	Coca-Cola Real Magic	Coca-Cola / The Coca-Cola Company
F INFLUENCER MARKETING	F05 TikTok cross-platform campaign	Be—it Agency, the part o	Goliath vs Goliath: How We Helped Philips Reclaim Mar	Philips
F INFLUENCER MARKETING	F06 Cross-platform Instagram campaign	Havas Digital Kyiv	Be PUMB not DUMB	PUMB
F INFLUENCER MARKETING	F06 Cross-platform Instagram campaign	OMG agency	Tear Stereotypes Up with got2be	got2b
F INFLUENCER MARKETING	F07 Effective campaign	AIR Brands	Watch. Donate. Repeat. Powered by YouTube Communi	UNITED24
F INFLUENCER MARKETING	F08 Anti-Crisis Campaign/Black Swan Trar	Starcom	Kyivstar - SHIFT Happens	Kyivstar

F INFLUENCER MARKETING	F09 Social Responsibility Influencer Marke Burda Media Ukraine	People Who Change Everything	Mary Kay Ukraine	
F INFLUENCER MARKETING	F13 Promotions and contests	Leo Burnett Ukraine	PromoStick	E-ZOO
F INFLUENCER MARKETING	F14 User Generated Content	Postmen	Play for Ukraine	Nova Post
F INFLUENCER MARKETING	F16 Influencer Marketing Ambassadorshij MOKO Digital	Yommy Goes Beyond the Cup	Yommy	
F INFLUENCER MARKETING	F16 Influencer Marketing Ambassadorshij Postmen	Play for Ukraine	Nova Post	
F INFLUENCER MARKETING	F16 Influencer Marketing Ambassadorshij Rockets. Growth R&D	BOLT'S BEST FRIEND	BOLT	
F INFLUENCER MARKETING	F16 Influencer Marketing Ambassadorshij VIVID	Lay's Ukraine. Pride of our own	Lay's (Pepsico Ukraine)	