



# GOLDEN AWARD OF MONTREUX

Awarding Outstanding Ideas in Advertising, Digital, Events.

## **Golden Award of Montreux Announces 2026 Winners as BETC, Serviceplan and Dentsu Lead**

**From cinematic storytelling to human-centred innovation, this year's winners show how creative work connects with people.**

The Golden Award of Montreux has announced its 2026 winners, marking the start of the European awards season. Established in 1989, the competition recognised print, poster and design years before Cannes expanded beyond Film, and today celebrates creative excellence across advertising, media, digital, film, design and events.

This year's Ad of the Year goes to BETC for "Tango" for CANAL+. Using the metaphor of a magnetic tango, the film captures the creative bond between CANAL+ and cinema with emotional precision. Across the competition, BETC was awarded four Gold medals.

Serviceplan Group Germany was named Agency of the Year for the second consecutive year, winning five Gold medals. Among the standout campaigns was "Sheep Happens", inspired by a real incident in which a herd of 50 sheep stormed a Penny store. The agency turned the moment into a rapid-response campaign generating over three million organic views within a day. Fellow German agencies also made their mark: fischerAppelt took three Gold medals and Cheil Germany two. Havas was named Network of the Year.

Dentsu Lab Netherlands picked up two Gold medals for "Waves of Will powered by NTT". The project enables people living with motor neuron diseases such as ALS to perform via brainwave-controlled digital avatars and demonstrates how technology can deliver meaningful human impact.

India delivered a strong performance, with five Gold medals awarded across Young & Hungry, Tree Design, Mathrubhumi, BC Web Wise and Tribes, spanning Packaging Design, Direct Marketing, Events, Creative Use of Media and Spatial Communication.

The 2026 jury brought together leading creatives from 17 countries. "The work submitted reflects a deep understanding of human connection, which is at the core of what advertising has always been about," said Joseph Dubruque, Creative Director at McCann Paris. "The best advertising moves people, and this year's submissions reminded me why this craft still matters," added Eduardo Basque, Vice President, Creative Director at FCB Health New York.

Alongside the main competition, the Montreux Talent Award attracted hundreds of students and young professionals, with winners from Germany, the United States, the Republic of Korea and Spain. In total, 43 Gold medals were awarded, 38 in the main competition and five in the Talent Awards.

A full list of Gold medal winners and finalists is available at [goldenaward.com](https://goldenaward.com)

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