

AMMA submission 2026:

Best Creative Media Use

How Proximus made digital threats physically tangible and impossible to ignore

By Proximus & EssenceMediacom, a WPPmedia brand, part of SILK

Manon Faingnaert (Proximus)
Thomas Jossa (EssenceMediacom)

essence**mediacom**
A WPP Media Brand


proximus

The topic everybody knew. The territory nobody owned

Known. But not truly felt.

70%

of Belgians confronted with
cyber threats

56%

of Belgians remains
highly worried.

37%

spending 3+ hours daily on
smartphone for non-work

**No Belgian telco had stepped up entirely to help.
The territory was unclaimed.**

Think Possible only works when people feel safe online.

Our strategic platform, Smart Online, guiding Belgians toward safer, more conscious digital life

Strategic external dimension

protecting yourself against dangers
(cybersecurity, scams)

Strategic internal dimension

conscious screen use and digital balance

A human, non-preaching & acceptable tone of voice to avoid being the telco that lectures

How Proximus brought Smart Online to life

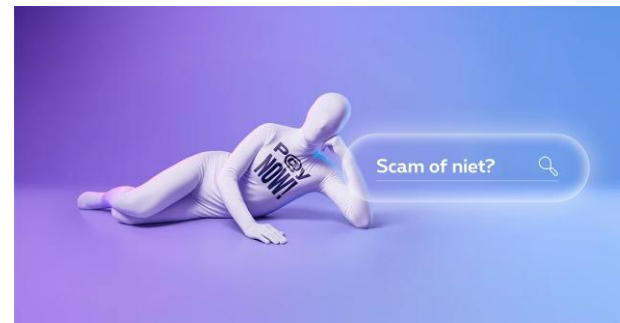
Always-on education: Tech Lab, Naar't Schijnt/Askip, ..



Burst campaign 1:
Hide&seek



Burst campaign 2:
"Scam or not"

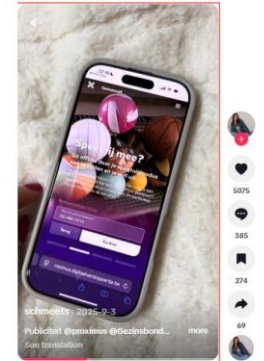


Burst campaign 3:
"Lights on, Screens off"

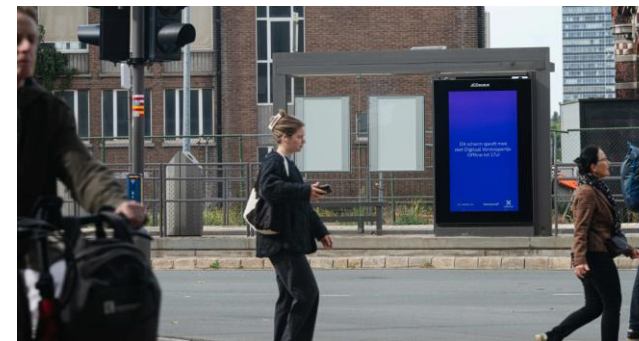


**During Hide & Seek, we didn't only invite youngsters to detox.
We ensured our DOOH screens hid too.**

OLV, Social & strategic influencer partnerships (Elias Verwilt, Timon, ..).



DOOH screens joining the challenge around schools on D-day (100% SOV, 4-hours)



Dit scherm speelt mee
met Digitaal Verstoppertje.
Offline tot 17u!

financieel van
Gezinsbond
provincie



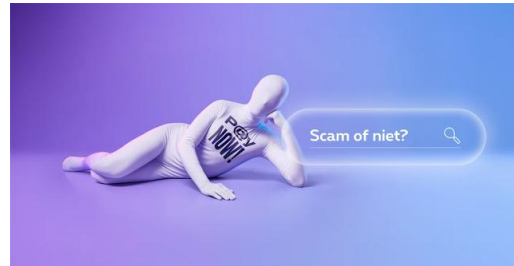
AMAZON
ORIENTAL
THE ARABIAN MARKET

Dit scherm speelt mee
met Digitaal Verstoppertje.
Offline tot 17u!

financieel van
Gezinsbond
provincie

During “Scam or Not”, we didn’t only invited Belgians to discover our credible tool.
We ensured threats walked into the room & brought the tool to them.

TV, OLV, Social, Home Page Take-overs & MOFS



Contextual intrusive mannequin actors walked around stations
and were called-out by surrounding 100% SOV screens/ledcube



Tickets



Keep je ticket sneller
Achetez votre billet plus vite
Kaufen Sie Ihr Ticket schneller
Buy your ticket faster

nmbs.be
sncb.be



SH@RE
PINCODE

ENTREE-INGANG

P@Y
ENTR

De ☉-trein.
Le train ☉

Juste shipping in a world of
Juste shipping in a world of



Juste shipping in a world of
Juste shipping in a world of

Juste shipping in a world of
Juste shipping in a world of

During “Lights on, Screens off”,
we didn’t only invite people to enjoy the magic of EOY.
We brought the magic to them.

TV, OLV, Cinema, CTV mastheads, DOOH..



An immersive light show with 3D deep screens







The best present is
to be present

Enjoy this end of year
without your screen

Made possible by



People didn't just know. They felt it. And they acted on it.

The approach landed

84–91%
Likeability

78–91%
Credibility

78–90%
Relevance

It drove action

60K
tool accesses with
1 in 3 actively prompting

14K
youngsters engaged
with our detox content

60% of the participants
stayed effectively offline

It created impact

4M visitors
at Grand Place

370 projections
10/day

We differentiated

85%
recognize Proximus as
different vs other telcos

46%
find it very to
extremely different

Why we deserve an AMMA?

The media became the proof

The media became
hide&seek participants

The media became the tool
by calling out threats

The media turned into the
magic of EOY

A telco that made people feel something

'Think Possible' only works
when people feel safe
online.

Three times in one year.
With creativity, humanity,
and proof.

Thank you.

essence**mediacom**
A WPP Media Brand

