



## The Grand Prix at AutoVision Awards 2024 went to Sweden

### Preuss und Preuss from Germany captured again the title "Agency of the Year"

Shanghai, November 1, 2024. Stark Film, a leading production company from Sweden, has taken the Grand Prix at the 2024 AutoVision Awards for their impactful film *My Best Friend Bob*, created for Volvo. This high honor showcases Stark Film's exceptional storytelling and commitment to raising awareness about autonomous trucking through engaging narratives.

This year's AutoVision Awards took place against a backdrop of the automotive sector's urgent commitment to global carbon neutrality. Hosted in Shanghai, China, for the first time, the 2024 Awards Ceremony on November 1 brought together industry leaders, automotive executives, and award representatives from around the world to foster dialogue on global communication and the internationalization of automotive brands. Central to this year's theme is the importance of collaboration across various sectors—including industry development, supply chain innovation, infrastructure, and global standards—to form a resilient ecosystem for new energy vehicles and support the worldwide growth of sustainable mobility solutions.

In addition to Stark Film's Grand Prix win, the event celebrated notable achievements by other award recipients:

- **Chrome Productions** from the UK received a Bronze OttoCar trophy in the category *TV Programs: Documentaries* for the production "Bring On The Mountain" and a Gold OttoCar trophy in *Branded Content Videos* for "Santa's Training Camp" for Ford.
- **Wunderman Thompson Shanghai** earned multiple awards, including Silver in *Commercials over 60 Seconds* for the "SAIC Volkswagen Viloran MP24 Launch Campaign", Silver in the category *Ambient and Activation* for "SVW 2023 The Journey to Xinjiang with All New Teramont X Campaign.", Bronze in *Marketing Communication – B2C* for "SVW 2024 CNY Campaign.", and a Silver OttoCar trophy in the *Social Media* category: *Gaming* for "ZEEKR 001: Revving Towards a Legendary Domestic Auto."
- **Grupo TV1** from Brazil was recognized with a Silver award in *Corporate Social Responsibility (Diversity, Inclusion, etc.)* and a Bronze in *Road Safety and Accident Prevention* for "Mobil - The Sound of Life". They also took home Gold in the category *Live Projects & Experiences, Video Art, Video Mapping* for their production "Rampage - The Ride Experience.", a launch video for RAM Brazil, Stellantis.
- **Panda Pictures GmbH**, a German production company, was honored with a Gold OttoCar trophy in *Online & Social Media Videos* for "SCHEUERMANN + HEILIG | ZUM GLÜCK GIBT ES UNS" and a Silver award in *Marketing Communication – B2B*.

# AUTOVISION

## A W A R D S

The night was also a success for the German agency Preuss und Preuss, who secured five Bronze trophies, one prestigious black OttoCar trophy for *Best Direction*, and a Finalist Certificate for their work for Mercedes Benz. The agency also won the Petrol Award for “*Best Agency of the Year*” for the second time in a row, celebrating their standout contribution to the industry.

This year’s AutoVision Awards mark a significant milestone in encouraging creativity and innovation within the automotive media and communication sector, aligning industry leaders with a shared vision for a sustainable future.

A list of all winners can be viewed on the festival website:

<https://www.autovisionawards.com/en/winners.php>

Impressions from the AutoVision Awards 2024 ceremony are available in this photo gallery:

<https://m.inmuu.com/v2/photolive/news/4352309/photo?inviteId=1339485>

About the AutoVision Awards:

The **AutoVision Awards** are the biggest festival worldwide for corporate films and advertising productions in the automotive and mobility sector and have been organised by Filmservice International since 1993. The festival’s prestigious OttoCar trophies are awarded at one of the world’s largest and most notable events for mobility, the International Motor Show (IAA) in Germany. The claim “*AutoVision Awards – The Festival for Mobility and Creativity*” reveals the festival’s focus: productions from all sectors of the mobility and automotive industry are offered the chance to be awarded with the renowned OttoCar trophies. Since 2024, the festival will be taking place annually and proudly introduced an enriched portfolio of categories. In addition to the established categories like Websites, Commercial Spots, Corporate Films and Documentaries, new categories like Radio & Audio, Poster, PR, Outdoor, Design, Big Data among other advertising categories.

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