



INTERNATIONAL  
FESTIVAL  
LILLE  
HAUTS-DE-FRANCE

**SERIES MANIA FORUM ANNOUNCES WINNER AND JURY SPECIAL MENTION  
OF “SERIES MANIA’S CREATIVE CAMPAIGN AWARD”**

**Award part of “Marketing of Series & Innovation” strand  
as part of Series Mania Forum**

**PARIS & LILLE, FRANCE – March 22, 2023** – Having announced the creation of the award last November, Laurence Herszberg, Founder and General Director of [Series Mania](#), today announced the winner of the first annual “Series Mania’s Creative Campaign Award”, a prize awarded by Series Mania to a series’ promotion for the viewing audiences. **The winner**, unveiled today at the Forum, was **“Doctor Who: Flux” (BBC Studios)** with Phil Ball, Head of Creative, and Sarah Bold, Head of Brand and Marketing, Scripted, accepting the award. **A Jury Special Mention** was awarded to **“Lupin” (Netflix)** with Matthieu Abadon, Marketing Manager, accepting the award.

This new initiative responds to the need for broadcasters and platforms, faced with the dizzying number of series available each week, to create innovative and unique marketing campaigns so that the series are noticed and have every chance of gaining audience attention. The winner was selected by a team of marketing and creative executives from All3Media, Banijay, the business school HEC, and Series Mania.

**WINNER**

“Doctor Who: Flux” is an epic six-hour mystery, where dimensions merge and timelines fall apart. The series was broadcast on BBC One and BBC iPlayer in the UK and BBC America in the US. BBC Studios Creative (the BBC Studios in-house team) were the creative agency, and the stakeholders were BBC Studios Marketing and the Executive Producer and Showrunner of “Doctor Who”.

## JURY SPECIAL MENTION

“Lupin” is a French mystery thriller streaming series created by George Kay and François Uzan that premiered on Netflix on 8 January 2021. Description of the stakeholders of the campaign: Netflix France Marketing & Publicity team, Media Monks (ex-Dare.Win), Art Bridge (QUAD group), Remind-PHD / Fuse.

## ABOUT SERIES MANIA

Based in Lille since 2018, Series Mania - Lille / Hauts-de-France has become the biggest event dedicated uniquely to television series in Europe. Its festival offers exclusive world premieres of the greatest international series on the big screen, giving its audience - up to 70,000 spectators - 8 days of discoveries, parties, and masterclasses with some of the most renowned personalities in the series world. At the same time, Series Mania welcomes 3,300 professionals from over 64 countries at Series Mania Forum including the anticipated Lille Dialogues summit. Two key events for networking and business are now extended online with the creation in 2020 of Series Mania Digital.

In 2021, Series Mania launched Series Mania Institute, a training program for students and industry professionals. The association is thus extending its action to support the creation of series in Europe.

<https://seriesmania.com/en/>

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