

The EUIPO wins 'Public Sector Content Campaign of the Year' at the European Content Awards

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The short movie IPdential is recognised as a great example of an awareness-raising campaign to link IP with the new millennial generation

Can you imagine a world without creativity?' The award-winning movie IPdential tells us the story of Anna and her quest to find inspiration in a dystopian future where innovation and creativity, the two pillars of intellectual property (IP), seem to have disappeared.

The campaign has been recognised by the European Content Awards as 'a well-executed branded entertainment film, one that makes the audience forget that it's advertising at all'. The short movie has also been nominated in over 32 film festivals, and garnered more than 170 000 views in YouTube.

The [European Content Awards](#), which took place online on 18 March 2021, celebrate the work of content marketing agencies, in-house teams and organisations who are creating outstanding marketing campaigns across Europe.

Watch the film