

LIONS CREATIVITY REPORT OF THE DECADE

Celebrating a decade
of creative excellence.
By Cannes Lions with
commentary by WARC.

The leading global resource for benchmarking,
creativity and effectiveness.



INTRODUCTION



Since the global pandemic hit, brands are being forced to pivot at breakneck speed as the world around us continues to change at pace. Arguably, the industry has never faced a tougher challenge. But history tells us that creativity can be used as a powerful tool to help us bounce back.

The work produced in 2020 will be awarded at Cannes Lions 2021. At the turn of the decade, we are provided with an opportunity to pause and reflect as we recognise a body of world-class work from the past 10 years.

The creative companies and brands ranked here have consistently produced game-changing work - and it takes more than one creative vision to produce that kind of sustained creative success. The client-agency collaborations that last longest, work best. That ours is, and always was, an industry built on relationships is our best starting point for recovery.

The global rankings in this report incorporate ten years of data from Lion-winning and shortlisted work. There are six global awards, six regional awards and ten year rankings that chart the changing performance of the most creative companies in the world.

We are happy to present this report in partnership with our sister brand WARC who've provided editorial commentary and insights on the rankings. A lot can change in ten years. In this report you'll find the companies who've built on their performance year after year, the merging of agency mega-brands, independent icons acquired by global companies, production giants battling it out for the top spot and the emergence of new creative players. These companies have defined moments in culture, inspired the next generation of talent, propelled the performance of brands and - dare I say it - changed our world.

You can find all the work featured in this report - as well as hundreds of hours of film of on-stage talks and 200,000 pieces of work - on our learning and intelligence platform, The Work. I'd like to take this opportunity to thank our jurors who gave up their time and expertise to judge and curate the Lion winners over the last 10 years.

This report marks a moment in time. Congratulations to every single person involved in defining the benchmark. Only 3% of all work that is entered goes on to win a Lion. It was true in 2010 and it is still true now. That's some mean competition.

It is often said that winning a Lion is not the end, it's just the beginning. To those people and companies still on their creative journey, we look forward to seeing you at Cannes Lions 2021, 2030... and every step along the way,

Susie Walker

Susie Walker
Head of Awards,
Cannes Lions

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Holding Company of the Decade

HOLDING COMPANY OF THE DECADE

Each year, Cannes Lions ranks holding companies by the performance of their member companies, awarding a Holding Company of the Year special award to the holding company that amassed the most points for shortlisted and awarded work.

This year, the special award looks back at the last decade, taking into account the overall performance of each holding company in the annual rankings since 2011 to award a Holding Company of the Decade award.

The annual special award originated in 2011 and was first awarded to WPP, which then went on to win the award a further six times. This leaves no doubt as to the winner of Holding Company of the Decade: WPP.

WPP has two of its agencies ranked in the top ten agencies of the decade. Although it has encountered strong competition from Omnicom and Interpublic Group in recent years, the holding company owns four of the top ten networks of the decade including runner-up Ogilvy.

Runner-up Holding Company of the Decade, Omnicom, was awarded Holding Company of the Year for the past two years, driven by strong performances from agencies in its BBDO Worldwide network.

Interpublic Group is ranked in third, having steadily climbed the annual ranks from fourth to second over the second half of the decade. This progress can be attributed to the success of IPG network McCann Worldgroup, which climbed to the top of the networks ranking for the first time in 2019.

HOLDING COMPANY OF THE DECADE 2011–2019	
Rank	Holding Company
1	WPP
2	OMNICOM
3	INTERPUBLIC GROUP
4	PUBLICIS GROUPE
5	HAVAS GROUP
6	DENTSU GROUP
7	MDC PARTNERS
8	HAKUHODO DY HOLDINGS
9	GRUPO ABC
10	BLUEFOCUS GROUP



THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION, THE FEMALE COMPANY, SCHOLZ & FRIENDS BERLIN (2019)
Design; Silver x 1 / Direct; Bronze x 1 / Media; Bronze x 1 / PR; Grand Prix x 1, Silver x 1
[Explore on The Work](#)



#COKEHANDS, THE COCA-COLA COMPANY, OGILVY SHANGHAI (2012)
Outdoor; Grand Prix x 1, Gold x 1
[Explore on The Work](#)

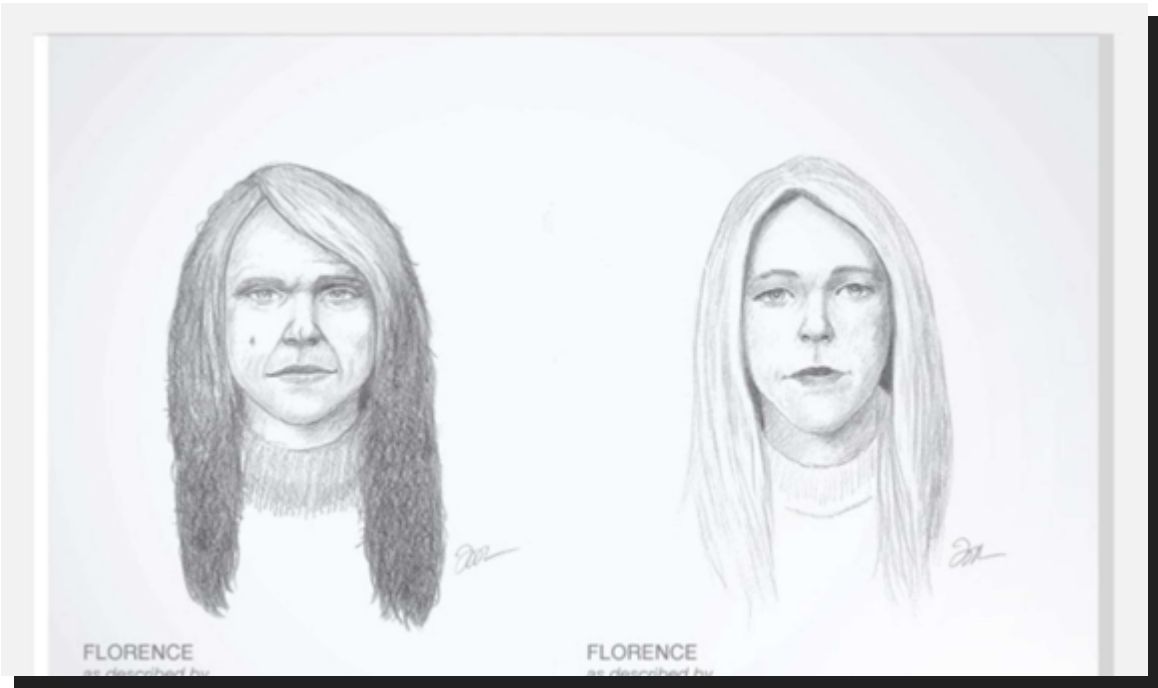


HEAVEN AND HELL, SAMSONITE, JWT SHANGHAI (2011)
Outdoor; Gold x 2 / Press; Grand Prix x 1, Gold x 1, Silver x 1
[Explore on The Work](#)

ICONIC WORK

Holding Company of the Decade WPP

Over the decade WPP agencies have amassed over 40 Grands Prix, 5 Creative Effectiveness Lions, 8 Titanium, 464 Gold, 1 Glass Lion, 4 Innovation Lions, 7 Product Design Lions, 844 Silver and 1,385 Bronze Lions. Here are just a few award-winning pieces from the last ten years which have brought WPP attention, business and the highly-coveted Lions.

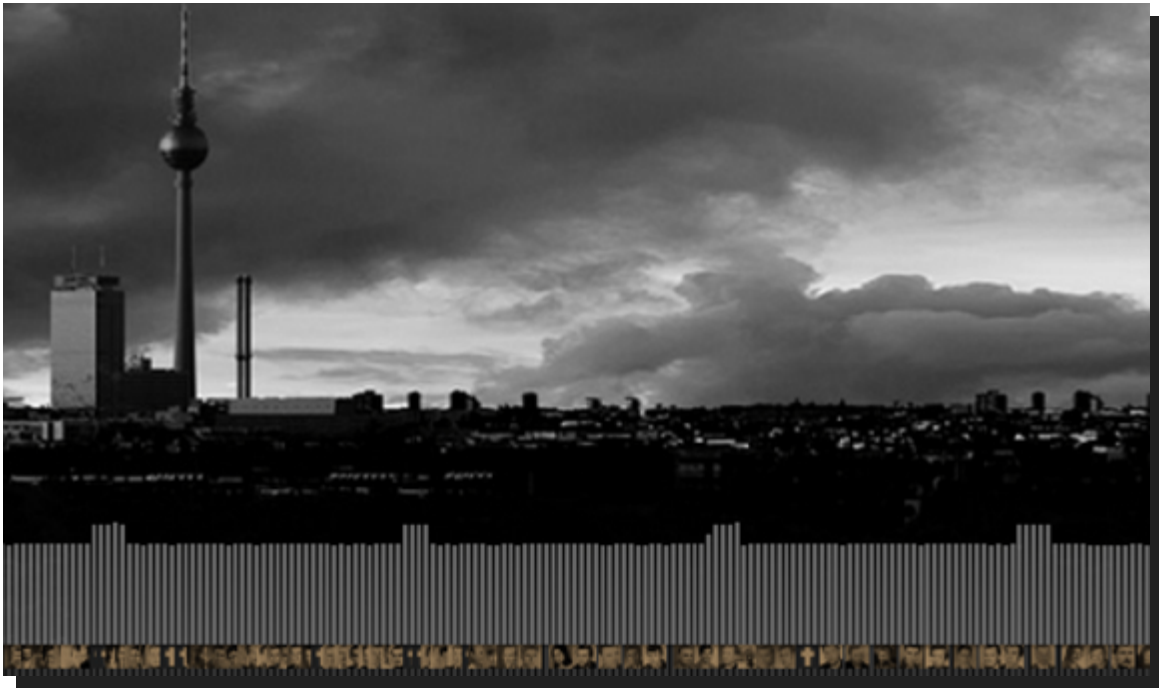


Real Beauty Sketches, Unilever, Dove Masterbrand, Ogilvy São Paulo (2013)

Branded Content & Entertainment; Gold x 1 / Cyber; Gold x 1, Bronze x 1 / Design; Silver x 1 / Direct; Silver x 2, Bronze x 1 / Film; Gold x 1 / Media; Gold x 1, Bronze x 2 / PR; Gold x 2 / Promo & Activation; Gold x 2 / Titanium & Integrated; Gold x 1 / Creative Effectiveness Lion x 1

How women see themselves tends to be so much harsher than how others view them and this insight has been a cornerstone of Dove's 16-year-old Campaign for Real Beauty. The clear 'before' and 'after', seen through the sketches themselves, beautifully demonstrates this insight: both were penned blind by the same artist going firstly on the women's description of themselves and secondly from a stranger's perspective. The second description was invariably kinder, an idea that played to the wider Real Beauty campaign and captivated social and mainstream media outlets. Such strong, well-articulated concepts develop their own momentum and beg to be organically shared.

[Explore on The Work.](#)



Berlin Wall of Sound, SoundCloud, Grey Berlin (2015)

Branded Content & Entertainment; Silver x 1 / Cyber; Gold x 1, Bronze x 3 / Design; Bronze x 1 / Radio & Audio; Grand Prix x 1, Silver x 1

An acoustic recreation of sounds of the Berlin Wall – complete with helicopters, excerpts from the speeches of former leaders of the German Democratic Republic and commands shouted out by border guards – remembered victims. It played to the strengths of audio, inviting listeners to use the soundtrack to stimulate their imaginations, serving as a fitting tribute from SoundCloud – which is headquartered in Berlin – to mark the 25th anniversary of the fall of the Wall. The track itself lasts seven minutes and 32 seconds, precisely the length of time it would take sound to travel the length of the wall.

[Explore on The Work](#)



The Next Rembrandt, ING Bank, J. Walter Thompson Amsterdam (2016)

Creative Data; Grand Prix x 1, Silver x 2, Bronze x 1 / Cyber; Grand Prix x 1, Silver x 1 / Design; Silver x 1 / Digital Craft; Gold x 1, Bronze x 2 / Direct; Silver x 1 / Entertainment; Bronze x 1 / Innovation; Innovation Lion x 1 / Outdoor; Gold x 2 / Promo & Activation; Silver x 1

When banks support the arts, it can often risk being seen as a badging exercise. That was not the case here. With The Next Rembrandt, ING triggered a thought-provoking global discussion about art and algorithms through its association with Amsterdam's Rijksmuseum. The recreation of a Rembrandt was stunning data visualisation in itself and spoke volumes about ING's commitment to innovation and progress. It also showed how the boundaries between art and technology are increasingly blurred, fuelling online and offline conversation about wider issues, such as the relationship between data and human design, technology and emotion.

[Explore on The Work](#)

MAGIC OF FLYING, BRITISH AIRWAYS, OGILVYONE London (2014)

Cyber; Gold x 1, Silver x 1 / Direct; Grand Prix x 1 / Media; Gold x 2 / Outdoor; Gold x 1 / Promo & Activation; Gold x 1, Bronze x 2

[Explore on The Work](#)



AIR MAX GRAFFITI STORES, NIKE, AKQA São Paulo (2019)

Creative eCommerce; Bronze x 1 / Media; Grand Prix x 1, Silver x 1 / Mobile; Bronze x 1 / Outdoor; Silver x 1, Bronze x 1

[Explore on The Work](#)



ICONIC WORK

Holding Company of the Decade WPP

(Continued)



Corruption Detector, Reclame Aqui, Grey São Paulo (2018)

Brand Experience & Activation; Silver x 1, Bronze x 1 / Direct; Bronze x 1 / Mobile; Grand Prix x 1, Gold x 1, Bronze x 1 / Sustainable Development Goals; Bronze x 1 / Media; Bronze x 1

Brazilian consumer complaints body, Reclame Aqui, launched a Corruption Detector app, enabling Brazilians to point their smartphone at the country's politicians to see if they had a history of corruption. The idea was to give people precisely the information they required to make an informed decision at the ballot box and also worked with images in print or on a screen. It showed how facial recognition could be used for the greater good, subverting people's fear that it would be used on them by governments. Within a week, it was Brazil's most downloaded app. It won a Mobile Lions Grand Prix in 2018.

[Explore on The Work](#)



Healthy Hands Chalk Sticks, ITC Savlon, Ogilvy Mumbai (2018)

Design; Silver x 1 / Health & Wellness; Bronze x 1 / Outdoor; Gold x 1 / PR; Gold x 1, Bronze x 1 / Product Design; Bronze x 1 / Promo & Activation; Bronze x 1 / Creative Effectiveness Grand Prix

This took the Grand Prix for the 2018 Creative Effectiveness Lions, showing how expertly applied creativity can change behaviour. Integrating Savlon soap into sticks of chalk used in schools in India meant that suds and bubbles suddenly appeared when the children washed their hands. This not only delighted children, it also ensured their hands were properly sanitised throughout the day. It demonstrated that sometimes the most effective behaviour change happens without the audience even realising; it's simply tacitly integrated into everyday routines. From a brand perspective, this showed Savlon's commitment to tackling India's high child mortality rate with product innovation as opposed to pure messaging.

[Explore on The Work](#)



Keeping Fortnite Fresh, Wendy's, VMLY&R Kansas City (2019)

Brand Experience & Activation; Silver x 1 / Entertainment; Gold x 1, Silver x 1 / Entertainment Lion for Sport; Silver x 2 / Media; Gold x 1, Bronze x 1 / Social & Influencer; Grand Prix x 1, Silver x 1

Wendy's doesn't use frozen beef, so it created a character with the brand's distinctive looking front woman, complete with striking red plaits, that smashed up meat freezers in Fortnite. It was an inspired use of Fortnite to reach an elusive audience, extending beyond traditional in-game activations and reinforced a key point of difference for the brand. What's more, with so many brands trying to jump on the Fortnite bandwagon, Wendy's stood out by executing it in a way that was authentic, inserting itself into the game in an entertaining and relevant way.

[Explore on The Work](#)

THE SWEDISH NUMBER, SWEDISH TOURIST ASSOCIATION, INGO - OGILVY & GREY Stockholm (2016)

Cyber; Gold x 1 / Direct; Grand Prix x 1, Silver x 2 / Entertainment; Silver x 1 / Media; Silver x 1 / Mobile; Gold x 1, Bronze x 2 / PR; Gold x 1, Silver x 1 / Promo & Activation; Silver x 1 / Titanium; Titanium Lion x 1 / Creative Effectiveness; Gold x 1, Silver x 1

[Explore on The Work](#)



THE REFUGEE NATION, AMNESTY INTERNATIONAL, OGILVY NEW YORK (2017)

Design; Gold x 3 / Direct; Bronze x 2 / Grand Prix for Good x 1 / Outdoor; Gold x 1, Silver x 1 / PR; Gold x 1, Silver x 1, Bronze x 2 / Product Design; Gold x 1 / Promo & Activation; Gold x 1, Silver x 2, Bronze x 1 / Titanium; Titanium x 1 / Creative Effectiveness; Bronze x 1

[Explore on The Work](#)



Network of the Decade

NETWORK OF THE DECADE

Network of the Decade is awarded to the network with the best overall performance in the annual Network of the Year special awards since 2010. Network of the Year was introduced in 2007 to celebrate the network whose member companies obtained the most points for winning and shortlisted entries.

Since 2010, only three individual networks have been named Network of the Year, but the performance of the winning network stands out. Never dropping below fourth place over the decade, the Network of the Decade goes to **BBDO Worldwide**, after being awarded best network for four of the last ten years. Over this time, work from the network led to 17 Grands Prix, awarded for 15 different pieces of work from ten BBDO Worldwide agencies.

Of the BBDO Worldwide agencies, AMVBBDO London and Clemenger BBDO Melbourne have seen most success, winning nine Grands Prix between them in addition to two Titanium Lions for AMVBBDO's work with Essity. BBDO Worldwide agency, AlmapBBDO São Paulo, also took Agency of the Decade and Regional Agency of the Decade - Latin America through its consistent performance throughout the decade.

Ogilvy comes in at second place having dominated the network rankings from 2012 to 2016, with strong regional strength shown in the success of its agencies in Asia and Middle East & Africa in the last decade.

Fifth-placed McCann Worldgroup is a network to watch. The Interpublic Group network has steadily climbed the rankings over the last five years, from seventh in 2015 to winning for the first time last year. McCann New York is the group's top performer, having produced awarded work for clients including Microsoft and State Street Global Advisors.

NETWORK OF THE DECADE 2010-2019

Rank	Network
1	BBDO WORLDWIDE
2	OGILVY
3	DDB WORLDWIDE
4	VMLY&R NÉE Y&R
5	McCANN WORLDGROUP
6	TBWA WORLDWIDE
7	LEO BURNETT
8	GREY
9	PUBLICIS WORLDWIDE
10	WUNDERMAN THOMPSON
	POINTS FROM J. WALTER THOMPSON



BREAK UP, NATIONAL AUSTRALIA BANK, CLEMENGER BBDO Melbourne (2011)
PR; Grand Prix x 1, Silver x 1

[Explore on The Work](#)



THE BLANK EDITION, AN-NAHAR, IMPACT BBDO Dubai (2019)
Brand Experience & Activation; Bronze x 1 / Media; Bronze x 1 / Print & Publishing; Grand Prix x 1

[Explore on The Work](#)



BBDO Worldwide winning Network of the Year at Cannes Lions 2017

ICONIC WORK

Network of the Decade BBDO Worldwide

Over the past decade, BBDO Worldwide have amassed over 16 Grands Prix, 4 Creative Effectiveness Lions, 3 Titanium, 150 Gold, 4 Glass, 281 Silvers and 471 Bronze Lions. Here’s a selection of some of their best-performing pieces from across the years and around the world to showcase the breadth of their achievement and highlight why they’re Network of the Decade.



Touch the Pickle, Procter & Gamble, BBDO Mumbai (2015)

Glass: The Lion for Change; Grand Prix x 1 / Media; Bronze x 1

When Indian girls start their periods, they’re forbidden to do a whole host of things while menstruating, including - astonishingly - touching a pickle jar in case the pickles rot. This piece of work set out to explode antiquated myths, putting an end to taboos around periods and buying femcare products. It successfully opened up much-needed debate, netting the inaugural Glass: The Lion for Change. Tackling a sensitive societal issue with wit and warmth, it engaged its audience and started a movement that ended up with Whisper cranking up its share of voice to a veritable shout, from 21.0% to 91.2%.

[Explore on The Work](#)

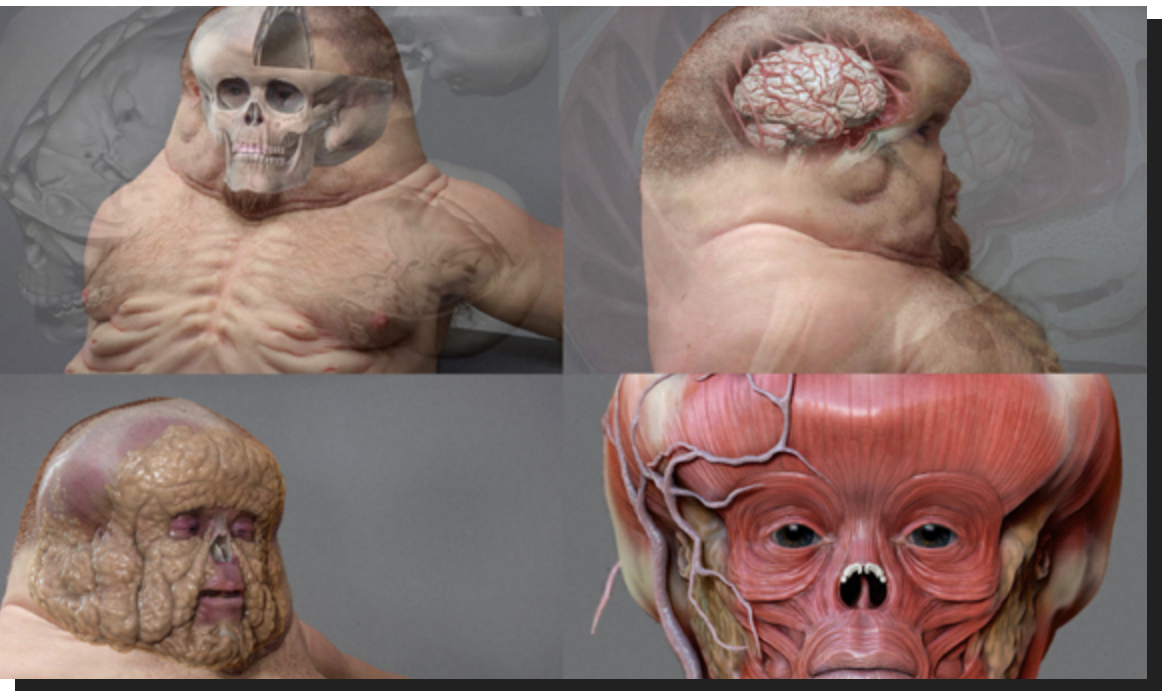


Choose A Different Ending, Metropolitan Police Service, AMVBBDO London (2010)

Direct; Gold x 1, Bronze x 1 / Grand Prix For Good / Media; Gold x 1 / Titanium; Gold x 1

From tackling knife crime in the UK, to racial bias in the US, the Lion winning work is a masterclass in how to apply creativity, with imagination to engage customers in new ways that shift societal norms. This interactive YouTube film aimed to show that knives don’t protect people; in fact carrying one makes them more vulnerable to violence. It invited viewers to choose their own ending out of ten possibilities and attracted a staggering 2,652,012 views. It took home the Grand Prix for Good and shows the considerable benefits of persuading people to imagine themselves in a situation before they find themselves in it for real.

[Explore on The Work](#)



Meet Graham, Transport Accident Commission, BBDO Melbourne (2017)

Creative Data; Silver x 1 / Cyber; Grand Prix x 1, Gold x 2, Silver x 1 / Design; Gold x 2, Bronze x 1 / Digital Craft; Bronze x 1 / Direct; Gold x 1, Silver x 3 / Health & Wellness; Grand Prix x 1, Gold x 1, Silver x 3, Bronze x 1 / Media; Bronze x 1 / Outdoor; Silver x 2 / PR; Gold x 1, Silver x 3 / Promo & Activation; Gold x 1, Silver x 2 / Creative Effectiveness; Bronze x 1

This Frankenstein’s monster was a highly creative approach to road safety. It showed what the human body would have to look like to survive a car crash, based on decades of road safety data and medical research. Graham particularly resonated with young people, who now encounter him as part of the curriculum. He is also a testament to collaboration beyond the four walls of an agency: a road safety expert, a trauma surgeon and an artist joined forces to create him. Human behaviour is hard to change, but combining creativity with data in such a powerful way made a lasting impression.

[Explore on The Work](#)

THE ANT RALLY, WORLDWIDE FUND FOR NATURE (WWF), BBDO GERMANY Düsseldorf (2013)

Branded Content & Entertainment; Silver x 1 / Direct; Bronze x 1 / Grand Prix For Good / Promo & Activation; Gold x 1

[Explore on The Work](#)



BREWTOLEUM, HEINEKEN NEW ZEALAND, COLENSO BBDO Auckland (2016)

Direct; Gold x 2 / Integrated; Bronze x 1 / Outdoor; Grand Prix x 1, Gold x 2 / Promo & Activation; Gold x 3 / Titanium; Titanium Lion x 1 / Media; Gold x 1

[Explore on The Work](#)



ICONIC WORK

Network of the Decade BBDO Worldwide

(Continued)



Bloodnormal, Essity, AMVBBDO London (2018)

Glass: The Lion For Change; Grand Prix x 1 / Titanium; Titanium Lion x 1

Bloodnormal changed the script for the femcare sector, banishing blue ink forever. This piece of work shows us how a challenger brand can grow its share of voice against higher-spending rivals by courting controversy. The sight of menstrual blood was too much for broadcast authorities that banned the film. Bloodnormal simply turned that into an advantage, using it as evidence to back up its point that periods should be normalised. Activations such as workshops in schools, pad-shaped lilos, comedy routines and designer underwear gave it even more momentum. It won both a Titanium Lion and the Glass: The Lion for Change Grand Prix.

[Explore on The Work](#)



The Talk, Procter & Gamble, BBDO New York (2018)

Entertainment; Silver x 1 / Film Craft; Silver x 2, Bronze x 2 / Film; Grand Prix x 1, Gold x 1 / Social & Influencer; Silver x 1 / Sustainable Development Goals; Bronze x 1

This moving film confronted racial bias, showing different family scenarios where parents need to have ‘the talk’ with their children. From explaining to young children that they’ve been the victim of racism for the first time to preparing teenagers for interactions with the police, generation after generation will unfortunately undergo this unpleasant rite of passage. Significantly, there wasn’t a P&G-owned product or logo in sight, proving that sometimes the best place for a brand to be is leaning out of the frame, not in the limelight. It won the Film Lions Grand Prix in the category Corporate Social Responsibility / Corporate Image

[Explore on The Work](#)



The Blank Edition, An-Nahar, Impact BBDO Dubai (2019)

Brand Experience & Activation; Bronze x 1 / Media; Bronze x 1 / Print & Publishing; Grand Prix x 1

The leading Arabic newspaper in Lebanon printed a blank edition, arguing that if the government wasn’t prepared to do its job, it would follow suit. Lebanese people then used the blank newspapers to write their views about what the future of the country should look like and shared them with Lebanon’s politicians. Not only did The Blank Edition underline An-Nahar’s political independence and achieve cut through, it also demonstrated the considerable power that newspapers can continue to wield. It used a compelling combination of paid, owned and earned channels and managed to persuade the country’s population to participate, too.

[Explore on The Work](#)

TRASH ISLES, PLASTIC OCEANS/LADBIBLE, AMVBBDO London (2018)

Design; Grand Prix x 1, Silver x 1, Bronze x 1 / Direct; Bronze x 1 / PR; Grand Prix x 1, Gold x 1 / Social & Influencer; Bronze x 1 / Sustainable Development Goals; Gold x 1

[Explore on The Work](#)



SANDWICH, PEPSICO, ABBOTT MEAD VICKERS BBDO London (2011)

Direct; Gold x 1 / Promo & Activation; Silver x 2, Bronze x 1 / Creative Effectiveness; Creative Effectiveness Grand Prix x 1

[Explore on The Work](#)



Agency of the Decade + Regional Agency of the Decade Latin America

DECADE
REPORT OF THE
LIONS CREATIVITY

AGENCY OF THE DECADE

+ REGIONAL AGENCY OF THE DECADE

LATIN AMERICA

The Agency of the Decade Award goes to the agency that has had the best performance in the Agency of the Year rankings over the last decade. First awarded in 1993 to BBH London, the Agency of the Year celebrates the best performing individual agency office each year at Cannes Lions.

Over the past decade, 96 agencies have been ranked in the top 20, representing 26 countries. The most consistent of these, and awarded Agency of the Decade, is **AlmapBBDO São Paulo**. The Omnicom Group agency has placed in the top ten every year from 2010 to 2017, winning on three occasions, and its strength sees it also awarded **Agency of the Decade - Latin America**.

Runner-up Wieden+Kennedy Portland had a strong start to the decade, appearing in the top ten from 2010 to 2015, but dropped to the top 20 from 2016 to 2018. This changed in 2019, with standout work for Nike cementing its place as Agency of the Year. Notably, Wieden+Kennedy are the only agency of the top ten that remained independent for the full decade.

BBDO New York places third, having appeared in the top ten five times in the last decade.

Fourth-placed Droga5 New York briefly appeared in the rankings in 2011 in fourth place, reappearing in 2014 to rise over the subsequent six years from ninth place to third in 2019.

Regionally, the USA dominates the top ten, with five agencies from cities including New York and Portland on the list. The UK follows with adam&eveDDB London and AMVBBDO London placing fifth and eighth respectively. Following the merger of adam&eve and DDB in 2012, adam&eveDDB has achieved long-term success with brands such as John Lewis, ranking in the top ten agencies between 2014 and 2018 and resulting in its fifth place in the decade rankings.

In the rankings for **Regional Agency of the Decade - Latin America**, winner AlmapBBDO São Paulo has taken the top spot for five of the last ten years and has not once dropped out of the top ten. One of seven Brazil-based agencies in the top ten, it has produced consistently strong work over the decade for clients like Billboard, Getty Images and Volkswagen.

Ogilvy São Paulo follows in second place, having won in 2012, 2013 and 2015 with the help of notable pieces of work such as Bald Cartoons for GRAACC and Tattoo Skin Cancer Check for Sol de Janeiro.

Newly merged VMLY&R São Paulo placed third, having ranked fifth for the last three years. Its points come from the work of Y&R, including Flavor for Freddo and The Route for JCDecaux.

AGENCY OF THE DECADE 2010–2019

Rank	Agency	City	Location
1	ALMAPBBDO	São Paulo	Brazil
2	WIEDEN+KENNEDY	Portland	USA
3	BBDO NEW YORK	New York	USA
4	DROGA5	New York	USA
5	adam&eveDDB	London	United Kingdom
6	OGILVY BRASIL	São Paulo	Brazil
7	McCANN NEW YORK	New York	USA
8	AMVBBDO	London	United Kingdom
9	GREY NEW YORK	New York	USA
10	COLENSO BBDO	Auckland	New Zealand

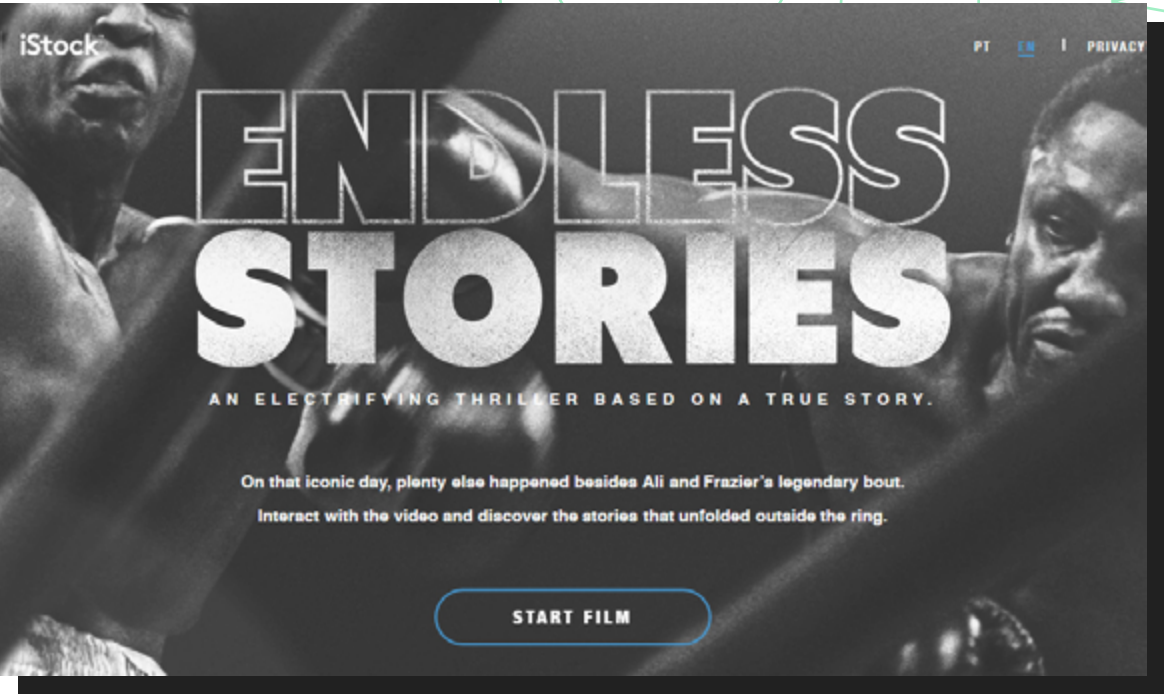
REGIONAL AGENCY OF THE DECADE - LATIN AMERICA 2010–2019

Rank	Agency	City	Location
1	ALMAPBBDO	São Paulo	Brazil
2	OGILVY BRASIL	São Paulo	Brazil
3	VMLY&R NÉE Y&R	São Paulo	Brazil
4	DEL CAMPO SAATCHI & SAATCHI	Buenos Aires	Argentina
5	DM9DDB	São Paulo	Brazil
6	VMLY&R NÉE Y&R	Santiago	Chile
7	AFRICA	São Paulo	Brazil
8	GREY BRAZIL	São Paulo	Brazil
9	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	São Paulo	Brazil
10	MARURI GREY	Guayaquil	Ecuador



Endless Stories (2018)
Design; Bronze x 1 /
Entertainment; Silver x 1 / Film;
Gold x 1 / Film Craft; Bronze x 1

[Explore on The Work](#)



Magazine (Billboard Typography) (2011)
Press; Gold x 1, Silver x 1 /
Outdoor; Bronze x 1

[Explore on The Work](#)



ICONIC WORK

Agency of the Decade + Regional Agency of The Decade - Latin America AlmapBBDO São Paulo

AlmapBBDO São Paulo started the decade with a Grand Prix and went on to collect a further 23 Golds, 39 Silvers and 79 Bronze Lions. A total of 142 trophies places them #1 in Brazil, Latin America and the world. These pieces mark some of the creative milestones and achievements along the way.



Fake Ad, Bradesco Seguro Auto (2012)

Mobile; Gold x 1

This work used the interactivity of reading on a tablet in a highly creative way, showing the importance of car insurance. Accidents happen when they're least expected and, in this piece of work, when readers turned the page on their tablet, the car followed them and crashed. As car insurance tends to be a grudge purchase and people are often reluctant to switch from an existing provider, communications that depart from the more familiar messaging around cheaper premiums instantly stand out. This particular creative treatment served as a new way to start a conversation, using the interactive context to its advantage.

[Explore on The Work](#)



85 Seconds, Getty Images (2013)

Film; Bronze x 1 / Film Craft; Gold x 1

Described as a hybrid between an image catalogue and a flip-book, this love story that spans several decades is an incredible showcase of Getty's vast and varied archive. Made up of 105 video clips, it is a beautiful, touching film that demonstrates Getty's strength as an enabler of creative solutions. It animates its product in a dramatic and engaging way that reinforces the power of using the right image. Produced as an actual, physical flip book to send out to clients, it generated such a positive response that Getty made five further books.

[Explore on The Work](#)



Kombi Last Wishes, Volkswagen (2014)

Branded Content & Entertainment; Gold x 2 / Direct; Bronze x 2 / Film; Bronze x 1 / PR; Bronze x 1 / Cyber; Bronze x 1

VW Kombis evoke powerful sentiments from past and present owners. So, when it was announced that it would be phased out, a request appeared for Kombi memories. The most pertinent were rewarded with special personalised gifts, captured in a short film. The lexicon around last wishes and bequests personified the Kombi, tapping into the unique culture and community that had formed around it. This made it less about a vehicle no longer being manufactured and more about the end of an era. Key to the success of this highly emotional content initiative was a real understanding that the Kombi was synonymous with life-changing experiences and journeys.

[Explore on The Work](#)

DOG 1, DOG 2, DOG 3, EFFEM (2013)

Outdoor; Gold x 1 / Press; Bronze x 1

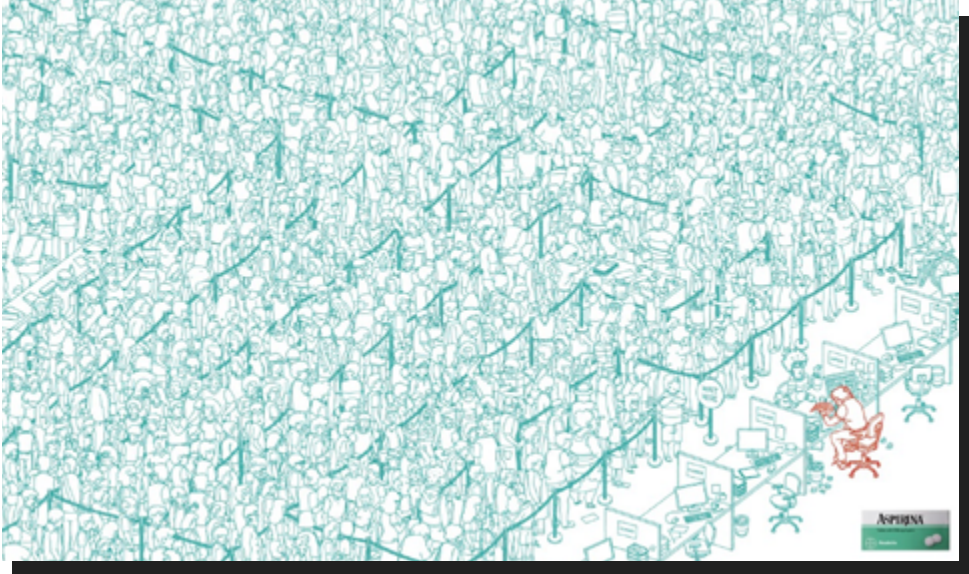
[Explore on The Work](#)



QUEUE, FIRETRUCK, BAYER BRASIL (2014)

Press; Gold x 1

[Explore on the Work](#)



ICONIC WORK

Agency of the Decade + Regional Agency of The Decade - Latin America AlmapBBDO São Paulo

(Continued)



Magic Words – The Unwritten Stories, Hewlett-Packard (2016)

Design; Bronze x 2 / Cyber; Gold x 1, Bronze x 1

HP travelled around Brazil capturing thirty oral stories and used its latest tech to collate them into both a physical book and an e-book. This integrated platform promoted Google Speech API and printer Ink Advantage Ultra 4729's technology that, when used together, can capture stories through speech by putting them into text and printing them in real-time. To show off the tech further, HP installed a booth at Rio de Janeiro's Central Station that enabled Brazilians who were not able to read or write to send a postcard. Both activations imbued a product demo with a sense of purpose, tapping into Brazil's rich culture and love of the spoken word.

[Explore on The Work](#)



Dog Channel, Pedigree, Mars (2017)

Outdoor; Gold x 1

Emotionally charged work can often cut through more effectively when placed in an unexpected context. Here, Pedigree used the TV screens in the electronic stores at malls to show dogs that were up for adoption. This encouraged people to consider rehoming a dog at a time when they were least thinking about it. What's more, each time a dog was adopted, the screen they had been featured on went blank. This unorthodox channel strategy paid off: all the dogs featured on the TV screens were adopted within three days, while visits to animal adoption centres rose 40% from the previous month.

[Explore on The Work](#)



Nosferatu, Getty Images (2017)

Cyber; Silver x 2 / Digital Craft; Gold x 1, Bronze x 1 / Outdoor; Bronze x 1 / Promo & Activation; Silver x 1

Getty is world-renowned for its image archive, but is less well known for its music and soundtrack capabilities. So, it gave Nosferatu a soundtrack for the first time, complete with an audio map where viewers could click on a specific sound to purchase it. By bringing to life one of the most famous silent films, Getty showcased its sound service and made it easy for people to use it, too. Given that Getty's audience is likely to comprise culture vultures who are familiar with classic films like Nosferatu, this was a smart, appealing tactic.

[Explore on The Work](#)

WAR ON DRUGO, INSTITUTO IGARAPE (2015)

Film Craft; Gold x 1
[Explore on The Work](#)



MADE OF BRAZILIAN SUMMER, ALPARGATAS (2017)

Print & Publishing; Gold x 2, Silver x 2 / Outdoor; Silver x 2
[Explore on The Work](#)



Independent Agency of the Decade + Regional Agency of the Decade North America

DECADE
REPORT
LIONS
CREATIVITY

INDEPENDENT AGENCY OF THE DECADE + REGIONAL AGENCY OF THE DECADE NORTH AMERICA

First awarded in 2010, the Independent Agency of the Year award is highly sought-after, and this year we award the most successful of those independent agencies over the past ten years.

Independent Agencies are classified as those owned by their own management or independent shareholders and not associated with any holding company or listed entity. The companies ranked here only have points counted for the years that they were independent.

The winner of Independent Agency of the Decade, **Wieden+Kennedy Portland**, Wieden+Kennedy Portland has had a steady stream of success over the ten years, including winning four times (most recently in 2019) while consistently placing above fifth place every year. Its strength in its region sees the USA-based agency awarded **Regional Agency of the Decade – North America**.

Much of Wieden+Kennedy Portland’s success came through the cultivation of two special partnerships: Nike and Old Spice. Pieces of work for these brands have led to five Grands Prix wins, two Titanium Lions and a Titanium Grand Prix over the last ten years. Not only does Wieden+Kennedy Portland feature but so do the London and Amsterdam offices, placing sixth and ninth respectively.

Droga5 New York follows in second place, consistently appearing in the top ten every year since 2011, and the top two for the past five years. Over the last decade, the agency has achieved two Titanium Lions and nine Grands Prix, most recently for its work with The New York Times which was awarded two Grands Prix in 2019 before Droga5’s acquisition by Accenture.

Credit goes to Forsman & Bodenfors Gothenburg, placing third with only six years of work up to its acquisition by MDC Partners in 2016. A successful partnership with Volvo led to three of its four Grands Prix over this time.

In the **Regional Agency of the Decade – North America** ranking, Wieden+Kennedy Portland are followed by BBDO New York, which consistently placed in the top ten from 2010 to 2018. Notable campaigns from the agency include The Talk for Procter & Gamble and Evan for Sandy Hook Promise.

One North American agency to watch in the next decade is fourth-placed McCann New York, which has consistently placed second or first in the annual rankings since 2016, contributing to McCann Worldgroup’s Network of The Year win in 2019. The breakout moment for this agency was the roaring success of Fearless Girl for State Street Global Advisors, winning four Grands Prix in 2017.

New York dominates the North American agency ranking with seven of the top ten based in the city.

INDEPENDENT AGENCY OF THE DECADE 2010–2019

Rank	Agency	City	Location
1	WIEDEN+KENNEDY	Portland	USA
2	DROGA5	New York	USA
3	FORSMAN & BODENFORS (2010 - 2016)	Gothenburg	Sweden
4	JUNG VON MATT	Hamburg	Germany
5	SERVICEPLAN	Munich	Germany
6	WIEDEN+KENNEDY	London	United Kingdom
7	GRABARZ & PARTNER	Hamburg	Germany
8	MOTHER	London	United Kingdom
9	WIEDEN+KENNEDY	Amsterdam	The Netherlands
10	KOLLE REBBE (2010 - 2018)	Hamburg	Germany

NORTH AMERICA AGENCY OF THE DECADE 2010–2019

Rank	Agency	City	Location
1	WIEDEN+KENNEDY	Portland	USA
2	BBDO NEW YORK	New York	USA
3	DROGA5	New York	USA
4	McCANN NEW YORK	New York	USA
5	GREY NEW YORK	New York	USA
6	DAVID	Miami	USA
7	R/GA	New York	USA
8	LEO BURNETT CHICAGO	Chicago	USA
9	BBH NEW YORK	New York	USA
10	OGILVY	New York	USA



RESPONSE CAMPAIGN PROCTER & GAMBLE (2011)

Cyber; Grand Prix x 1, Gold x 2 /
Direct; Gold x 1

[Explore on The Work](#)



NIKE AUSTRALIAN MARRIAGE EQUALITY SWOOSH VOTE, NIKE (2018)

Design; Silver x 1 / Outdoor;
Gold x 1

[Explore on The Work](#)



ICONIC WORK

Independent Agency of the Decade + Regional Agency of the Decade - North America Wieden+Kennedy Portland

Wieden+Kennedy Portland have expanded their haul of Lions over the past ten years including 6 Grands Prix, 2 Creative Effectiveness Lions, 2 Titanium, 36 Gold, 49 Silver and 62 Bronze Lions. Their vibrant and risk-taking work sees them take to the stage year after year.



Polar Bowl, Coca-Cola (2012)

Branded Content & Entertainment; Bronze x 1 / Direct; Gold x 1, Bronze x 1 / Film; Bronze x 1 / Media; Silver x 1

Recognising that people were starting to watch big TV moments like the Super Bowl with their smartphone planted in their hands, Coca-Cola served up branded entertainment that would play to a multiscreening audience. It resurrected two of its polar bears with each one supporting a different team. The bears reacted to the game – including the ads – in real-time, enhancing the experience for viewers. It shows the power of leaning on a distinctive asset at an unexpected time (the polar bears are usually reserved for Christmas) and targeting people in the right way, on the right screen.

[Explore on The Work](#)



Risk Everything, Nike (2015))

Media; Gold x 1, / Titanium & Integrated; Bronze x 1

It's tough to sustain people's interest in the lead-up to a World Cup and during the tournament itself. For the 2014 World Cup, Nike took a completely new approach. Under the 'Risk Everything' umbrella, it launched its first ever animation, a five-minute film that captivated the internet. It then created animated content that it shared across its own channels as well as those of its partners, and launched shareable assets. Nike Football gained 6.2m additional followers on social channels during the campaign which subsequently converted into sales: its market share of football footwear increased by five percentage points year on year.

[Explore on The Work](#)



The Man Your Man Could Smell Like, Old Spice (2010)

Film Craft; Silver x 1 / Film; Grand Prix x 1 / Titanium + Integrated; Gold x 1 / Creative Effectiveness Lion x 1

Old Spice was long overdue a makeover and who better to achieve it than the man your man could smell like? By parodying manly tropes, Old Spice engaged men and women, unleashing a character that was still being referenced eight years later, in Tide's It's A Tide Ad. It was also an early venture into more interactive territory: Old Spice kept up the momentum by responding in real-time to questions posed on YouTube from the audience. And it paid off handsomely, naturally: sales were up by 107%, with Old Spice becoming the preferred male body wash brand.

[Explore on The Work](#)

DIKEMBE MUTOMBO'S 4 1/2 WEEKS TO SAVE THE WORLD, OLD SPICE (2013)

Branded Content & Entertainment; Gold x 1

[Explore on The Work](#)



PROUD SPONSOR OF MOMS, PROCTER & GAMBLE (2013)

Titanium + Integrated; Gold x 1

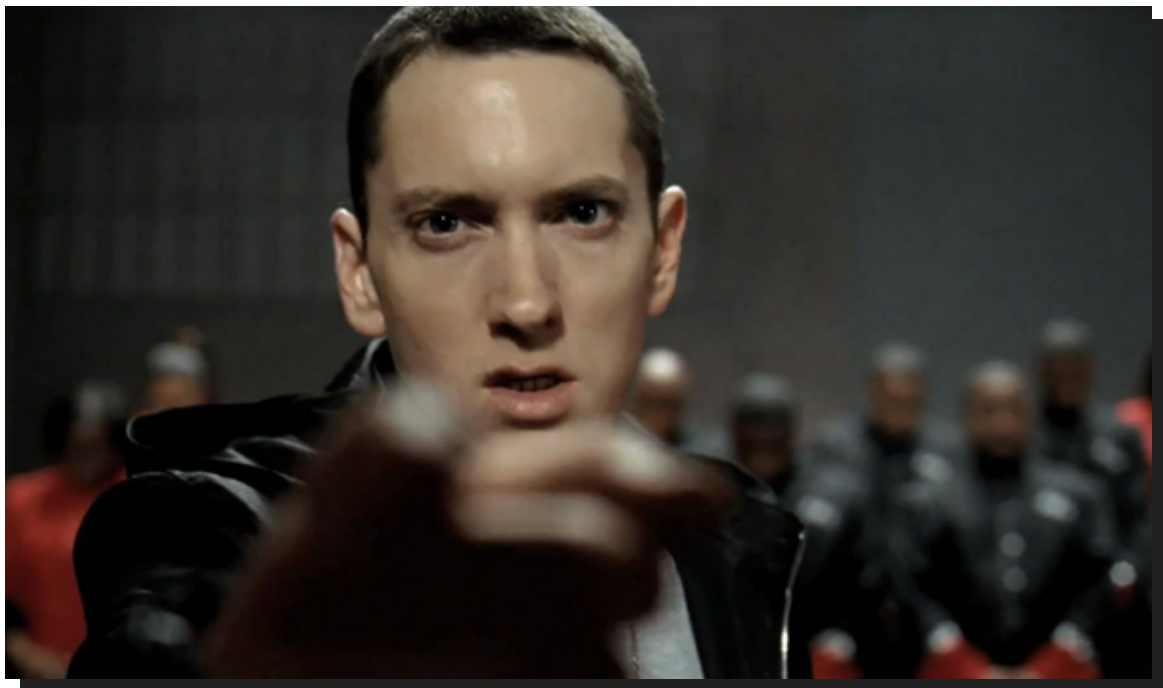
[Explore on The Work](#)



ICONIC WORK

Independent Agency of the Decade + Regional Agency of the Decade - North America Wieden+Kennedy Portland

(Continued)



Born of Fire, Chrysler (2011)

Film Craft; Gold x 3, Bronze x 1 / Film; Gold x 1 / Creative Effectiveness; Creative Effectiveness Lion x 1

Detroit had suffered following the Great Recession, with Chrysler in a particularly vulnerable position. Enter this rousing two-minute Super Bowl anthem starring another one of its most famous exports, the rapper Eminem, and a specially revamped instrumental version of his track Lose Yourself as a proud homage to the city. Born of Fire promoted the idea of buying American cars and, more specifically, featured the luxurious Chrysler 200 vehicle winding its way through the city. After Born of Fire, any lingering doubt was firmly quashed: Chrysler, its home city and America’s automotive sector were back in business.

[Explore on The Work](#)



Best Job, Procter & Gamble (2012)

Film; Gold x 1 / Film Craft; Gold x 1

Behind every Olympic champion is a mother who’s loved, nurtured, sweated and prioritised her child’s training to make them the best possible athlete they can be. This work showed the mums’ indefatigable support for their kids, constantly there for the heroic moments and the heartache, and to tend to the wounds and the sprains. The emotional pay-off – their kids winning Olympic medals – meant there wasn’t a dry eye in the house. It was also a significant shift for P&G to invest its own mother brand with emotional meaning - as opposed to just the more familiar brands in its extensive portfolio.

[Explore on The Work](#)



Dream Crazy, Nike (2019)

Creative Strategy; Bronze x 1 / Entertainment Lion for Sport; Grand Prix x 1, Gold x 1 / Film; Gold x 1, Silver x 3 / Film Craft; Gold x 1 / Social & Influencer; Gold x 2 / Titanium; Titanium Lion x 1 / Outdoor; Grand Prix x 1, Bronze x 1

Connecting with culture has been a focus for both Nike and Wieden+Kennedy over their 38-year relationship, characterised by spots that embraced gay rights and sexism long before it became de rigueur. So, when Nike enlisted Colin Kaepernick to front its 30th anniversary film, it was a clear statement that Nike stood shoulder to shoulder with Kaepernick’s stance against police brutality. While some burnt their Nikes in protest, many more went out to buy them in support: its share price hit an all-time high. This bold work shows the power of stance-taking knowing full well it will cause controversy.

[Explore on The Work](#)

RIPPLE, NIKE GOLF (2015)

Film; Gold x 1
[Explore on The Work](#)



WHALE, OLD SPICE (2016)

Film; Gold x 1
[Explore on The Work](#)



Palme d'Or of the Decade

PALME D'OR OF THE DECADE

The Palme d’Or is the original Cannes Lions special award. First presented in 1956, it is currently awarded to the production company that obtains the most points for winning and shortlisted entries in the Film, Film Craft, Entertainment (Section A), Social & Influencer, Mobile and Digital Craft Lions, in addition to select Lions Health mediums.

This year, we look back at the last decade, taking into account the overall performance of each production company on a national level in the annual rankings since 2010 to award the Palme d’Or of the Decade award.

The winner has dominated the rankings over the decade. MJZ USA wins the Palme d’Or of the Decade having appeared in the annual ranking nine times out of ten, claiming the top spot in six of those years. It has worked with the likes of Wieden+Kennedy Portland on Old Spice work including The Man Your Man Could Smell Like and created further award-winning work for the likes of Apple and Kenzo.

Second-placed production company, Smuggler USA, has placed in the top ten six times and won in 2011 and 2015. Over that time, it has been awarded with two Grands Prix for its work with Under Armour and Roc Nation.

O Positive Films USA ranks third after a consistent performance from 2010 to 2014, placing second twice in 2011 and 2014.

The top ten production companies of the decade are all based in the USA or the UK, with the top four spots all taken by USA-based companies.

PALME D'OR OF THE DECADE 2010–2019		
Rank	Production Company	Location
1	MJZ	USA
2	SMUGGLER	USA
3	O POSITIVE FILMS	USA
4	BISCUIT FILMWORKS	USA
5	BLINK PRODUCTIONS	United Kingdom
6	STINK	United Kingdom
7	PARK PICTURES	USA
8	HUNGRY MAN	USA
9	RATTLING STICK	United Kingdom
10	OUTSIDER	United Kingdom



MJZ USA winning the Palme d'Or at Cannes Lions 2018

I'M HERE, PERNOD RICARD (2010)
Cyber; Silver x 1 / Film Craft; Gold x 1, Silver x 1 / Film; Silver x 1
[Explore on The Work](#)



CLEAR, DIAGEO 2019
Brand Experience & Activation;
Gold x 1, Bronze x 1
[Explore on The Work](#)



ICONIC WORK

Palme d'Or of the Decade MJZ USA

MJZ have consistently collected Lions in every year this decade. Their trophy cabinet creaks under the weight of 2 Grands Prix, 1 Titanium, 25 Gold, 41 Silver and 64 Bronze Lions. Here are but a few examples to remind you why.



Muscle Music, Old Spice (2013)

Brand Experience & Activation; Gold x 1, Bronze x 1

Engaging fickle young men whose attention is fragmented all over the internet is an evergreen challenge for marketers trying to target them. So when Old Spice enlisted the actor, comedian and former American football player Terry Crews, it offered this audience a fun distraction that they wouldn't be able to find elsewhere: they could use their keyboards to control Crews' mammoth muscles and create some music in the process. This bizarre interactive experience was seamlessly executed, meaning that the audience needed little encouragement to create and share their own muscle music, extending organic reach for Old Spice.

[Explore on The Work](#)



Exclusive the Rainbow, Mars (2018))

Brand Experience & Activation; Gold x 1, Silver x 1, Bronze x 1 / Direct; Silver x 1, Bronze x 1 / Entertainment; Bronze x 1 / Film; Silver x 1 / Social & Influencer; Gold x 1, Bronze x 2

Standing out at the Super Bowl where so many brands are piling in, either officially or unofficially, has become tougher and tougher, particularly now that brands use other channels to build anticipation prior to game day. Skittles attracted attention in 2018 by creating an ad and showing it to one person. This turned the tables on the goal of every other Super Bowl spot designed to hit as many eyeballs as possible and consistently maintained buzz for Skittles. MJZ's weird and wonderful teaser spots starring David Schwimmer played a huge part in building hype around the exclusive ad.

[Explore on The Work](#)



Platoon, Wig Shop, Dog Collar, Roadside Ditch, Stray Animal, House, DirecTV Telecommunications (2012)

Direct; Silver x 1 / Film; Gold x 1 / Film Craft; Bronze x 2

A series of unfortunate events befalls those who don't switch out their cable subscription for DirecTV, with each spot concentrating on a different pain point of being hooked up to cable services. Each ad is a mini comic tragedy, with a specific frustration with cable TV setting off a sequence with a hilariously extreme conclusion; being unable to record shows winds up with a re-enactment of Platoon with Charlie Sheen via a Turkish bath. The zippy production commands viewers' sustained attention to the very end of each spot, the deadpan voice-over adding to the humour.

[Explore on The Work](#)

THE MAN YOUR MAN COULD
SMELL LIKE, OLD SPICE (2010)

Film Craft; Silver x 1 / Film;
Grand Prix x 1 / Titanium &
Integrated; Gold x 1 / Creative
Effectiveness Lion x 1

[Explore on The Work](#)



SUPER IN. SUPER OUT.,
LION NATHAN (2012)

Film; Gold x 1
[Explore on The Work](#)



ICONIC WORK

Palme d'Or of the Decade MJZ USA

(Continued)



Welcome Home, Apple (2018)

Entertainment; Silver x 1 / Entertainment Lions for Music; Grand Prix x 1, Silver x 1 / Film; Gold x 1 / Film Craft; Gold x 1, Bronze x 1

A long working day and a crowded commute dissipate into a dim and distant memory and it's all thanks to Apple's HomePod smart speaker. On request, Siri serves up a track that gets singer songwriter FKA Twigs moving so energetically that she discovers whole new brightly coloured dimensions and even a dancing twin in her apartment. Spike Jonze directed this stunning film that took a Grand Prix for Brand or Product Integration into Music Content. It's a stellar example of how expert production and deft directing can build emotional connections to products and services – in this case, a piece of hardware.

[Explore on The Work](#)



My Mutant Brain, Kenzo (2017)

Cyber; Bronze x 1 / Film; Silver x 1 / Film Craft; Gold x 1, Silver x 2, Bronze x 2 / Titanium; Titanium Lion x 1

Another phenomenal choreographed routine came from a dancer in a green evening gown who leaves a formal dinner to wreak havoc on her surroundings. While kicking and jumping, she also finds time to lick statues, smash vases and dive through flower arrangements, with some slick production techniques enhancing her moves. It's pretty challenging to communicate the personality of a brand that's all about what it smells like, but the high production values of this spot sold helped to sell Kenzo's attitude by the ton. It scooped a Titanium Grand Prix and a Gold Lion for Film Craft - Direction.

[Explore on The Work](#)



Possibilities, Nike (2014)

Film Craft; Silver x 2, Bronze x 2 / Film; Gold x 1

'If you can run a mile, run a race' is the rousing message that fires the pistol at the start of this energetic 90-second spot. It encourages people to see the limitless potential of movement: if they can take that first step towards fitness, there's no predicting where it might end up. It effortlessly encapsulates Nike's Just Do It imperative by showing that every athlete has to start somewhere. The conversational voice-over helps viewers feel that they can do it, while the cameo appearances by LeBron James, Serena Williams and Gerard Piqué ensures that the focus stays squarely on amateur athletes.

[Explore on The Work](#)

OSTRICH, SAMSUNG (2017)

Direct; Silver x 1 / Film; Gold x 1 / Film Craft; Bronze x 2

[Explore on The Work](#)



WAYS IN CAMPAIGN, UNITEDHEALTHCARE (2016)

Health & Wellness; Gold x 1

[Explore on The Work](#)



Regional Agency of the Decade Asia

LIONS GCREATIVITY
REPORT OF THE
DECADE

REGIONAL AGENCY OF THE DECADE

ASIA

The Regional Agency of the Decade - Asia award goes to the agency that has performed best in Asia across the annual agency rankings over the last decade.

Having won Regional Agency of the Year for Asia eight times from 2010 to 2019 and placing second in the other two years, it is no surprise that Dentsu Inc. Tokyo is Asia's Regional Agency of the Decade. Its success was driven in part by a solid partnership with Honda that resulted in one Titanium Lion in 2012 for Connecting Lifelines and the 2014 Titanium Grand Prix for Sound of Honda/ Ayrton Senna 1989. Grand Prix wins for three other brands during the decade contributed to the agency securing the top spot.

Runner-up Hakuhodo Tokyo placed in the top ten from 2010 to 2018 and features in the ranking alongside its joint venture with TBWA Worldwide, TBWA\ Hakuhodo Tokyo, which placed ninth. These agencies have worked together on work such as the 2016 Gold Lion-winning Surgeon Tryouts for Kurashiki Central Hospital and the 2019 Bronze Lion-winner Red Restaurants List for Takasaki City. A notable piece of work from Hakuhodo Tokyo is the viral Sakeru Gummy vs. Long Sakeru Gummy (otherwise known as Long Long Man) which won a Silver Lion in 2018.

Ogilvy Bangkok and Ogilvy Mumbai follow in third and fourth, and fellow Ogilvy network agency Ogilvy Singapore ranked seventh, contributing to Ogilvy's second place in the Network of the Decade ranking. Ogilvy Bangkok has seen recent success from Voiz's The Secret which won a Gold Lion in 2018, whilst Ogilvy Mumbai won the 2018 Creative Effectiveness Grand Prix for Healthy Hands Chalk Sticks for Savlon.

A diverse split of Asian countries make up the top ten, with Japan and Singapore at three agencies each, India at two and Thailand and South Korea at one.

REGIONAL AGENCY OF THE DECADE - ASIA - 2010-2019			
Rank	Agency	City	Location
1	DENTSU INC.	Tokyo	Japan
2	HAKUHODO INC.	Tokyo	Japan
3	OGILVY	Bangkok	Thailand
4	OGILVY	Mumbai	India
5	DDB	Singapore	Singapore
6	McCANN	Mumbai	India
7	OGILVY	Singapore	Singapore
8	CHEIL WORLDWIDE	Seoul	South Korea
9	TBWA\HAKUHODO INC.	Tokyo	Japan
10	MULLENLOWE SINGAPORE	Singapore	Singapore

WORLD TABLE TENNIS
CHAMPIONSHIPS 2015 (2016)
TV TOKYO CORPORATION,
Design; Gold x 1

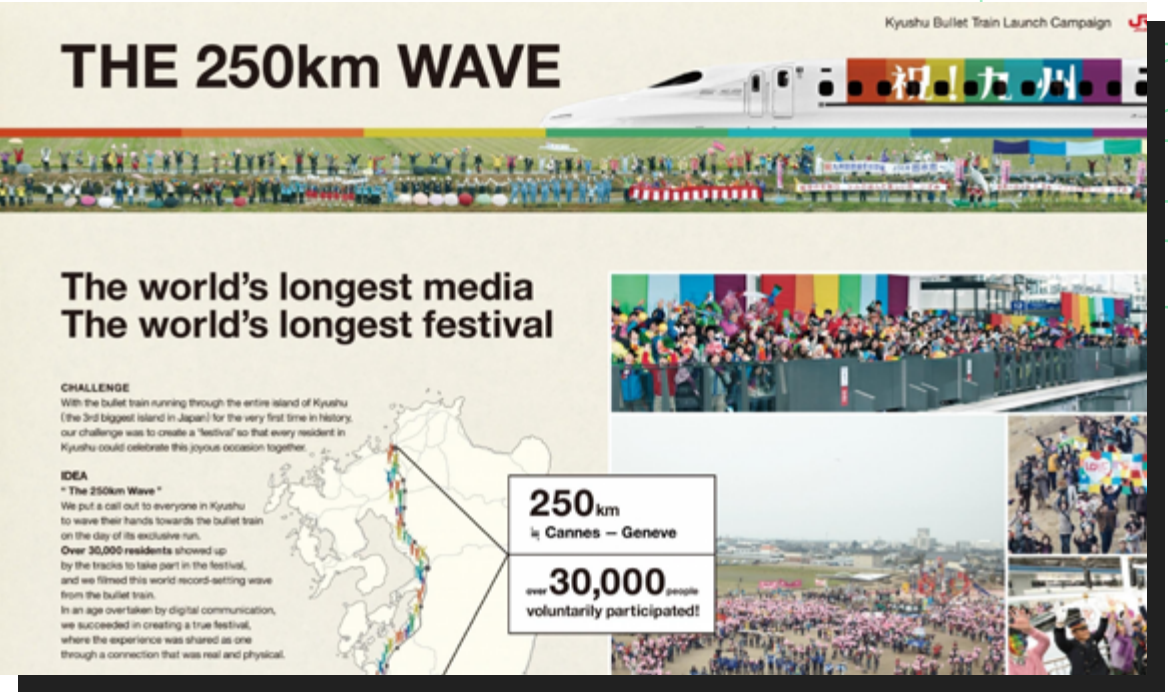
[Explore on The Work](#)



Dentsu Tokyo winning the Titanium Lions Grand Prix at Cannes Lions 2014

THE 250KM WAVE, KYUSHU
RAILWAY COMPANY (2011)
Film; Bronze x 1 / Media; Silver x 2
/ Outdoor; Gold x 1

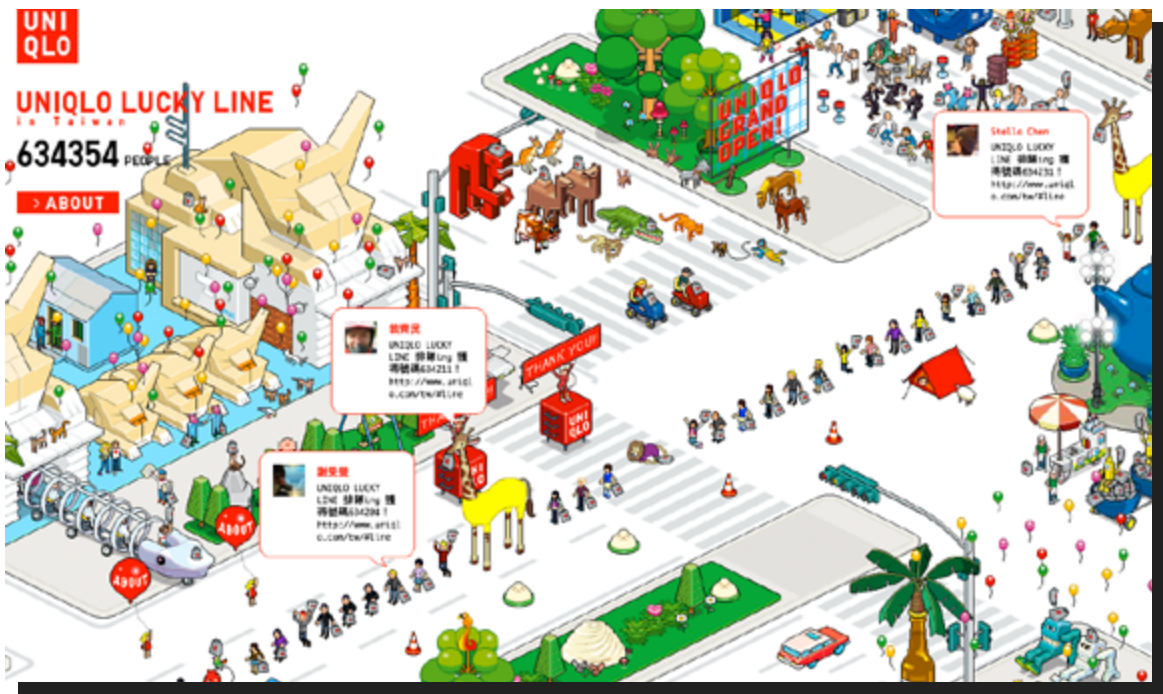
[Explore on The Work](#)



ICONIC WORK

Regional Agency of the Decade - Asia Dentsu Inc. Tokyo

With an impressive trophy count of 127 Lions including 60 Bronze, 40 Silver, 24 Gold, a Titanium Lion and 2 Grands Prix Lions, Dentsu Inc., Tokyo’s work is a showcase of exceptional creative talent. Here is a selection of their Lion-winning work.

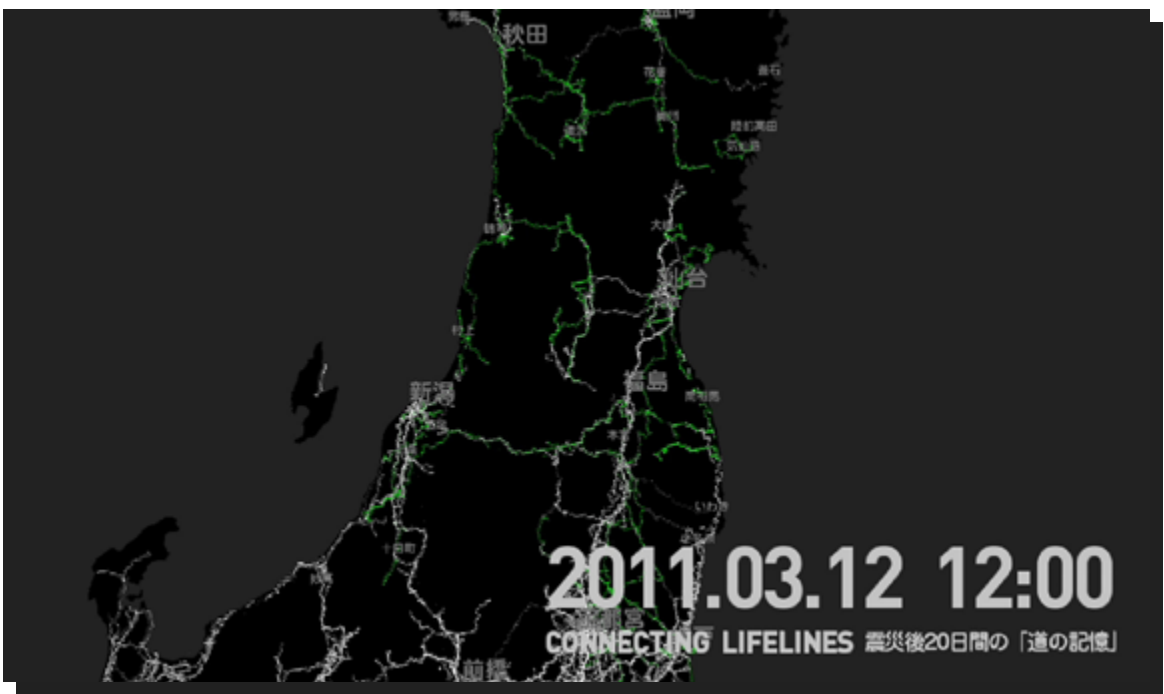


Lucky Line, UNIQLO (2010)

Cyber; Gold x 1, Silver x 1, Bronze x 1

While many retailers were still figuring out their omnichannel strategies, UNIQLO was quick off the blocks in showing how to convert people’s online activity into purchase. Here, visitors to the UNIQLO website had to tweet about the brand to join a virtual queue where they qualified for coupons they could redeem in-store. More than 2.2 million people from Japan, Taiwan and China joined the line, while others queued outside stores. It’s a phenomenal demonstration of how to reward people for their engagement, and how to spring-board from interest into sales. Lucky Line led to a single day sales record in Japan.

[Explore on The Work](#)



Connecting Lifelines, Honda Motor (2012)

Cyber; Gold x 1 / Direct; Silver x 1 / Media; Silver x 1 / Titanium; Titanium Lion x 1

In the immediate aftermath of 2011’s massive earthquake and tsunami in Japan, Honda stepped up to contribute to the relief effort in a crucial way. It shared information collected in real-time via Internavi, its vehicles telematics system, through Google Maps and other online services. Honda released its data in open source format, enabling it to be shared freely. This helped those who were orchestrating rescue efforts to know what roads were functioning. This action enabled Honda to demonstrate Internavi’s accuracy while, more importantly, putting all the data to good use when it was most needed.

[Explore on The Work](#)



Mother Book, Kishokai Medical Corporation (2014)

Design; Gold x 2, Silver x 1 / Health & Wellness; Grand Prix x 1, Gold x 1

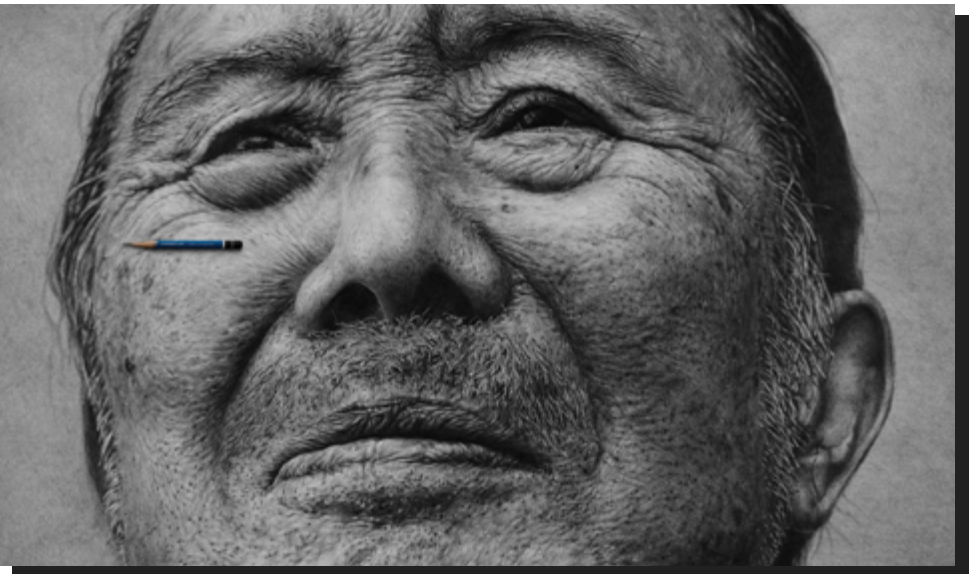
Bell Network, a chain of clinics offering obstetrics care throughout Japan, produced a beautiful book for expectant mothers to write down messages for their babies. The charming design grew with every page as the mother’s pregnancy advanced, mirroring the progress of the baby in utero. The special design was also highly informative, explaining to mothers when the baby’s nervous system was formed, or when they could first taste food. This won the Health & Wellness Grand Prix and demonstrates how medical services can benefit from building emotional bonds with people, particularly when they’re undergoing life-changing experiences like pregnancy and birth.

[Explore on The Work](#)

THE ULTIMATE PENCIL, STAEDTLER NIPPON (2013)

Design; Gold x 2

[Explore on The Work](#)



GET BACK, TOHOKU., EAST JAPAN RAILWAY COMPANY (2012)

Design; Gold x 2, Bronze x 1 / Industry Craft; Silver x 1

[Explore on The Work](#)



ICONIC WORK

Regional Agency of the Decade - Asia Dentsu Inc. Tokyo

(Continued)



Sound of Honda /Ayrton Senna 1989, Honda (2014)

Branded Content & Entertainment; Silver x 1 / Cyber; Gold x 2, Silver x 2 / Design; Silver x 1, Bronze x 1 / Direct; Gold x 1, Silver x 1 / Film; Gold x 1 / Outdoor; Gold x 1 / Promo & Activation; Gold x 1, Silver x 1 / Titanium & Integrated; Titanium & Integrated Grand Prix x 1

Internavi, Honda’s in-car navigation system, dates back to the 1980s when Honda introduced an early iteration for F1 racing cars. This included Ayrton Senna’s vehicle when he set the world’s fastest lap in 1989. Honda’s telemetry system recorded acceleration and engine data, so Honda returned to it 25 years later and re-enacted the lap with engine sounds and LEDs. It exploded over the internet and was covered by media outlets all over the world. Using this data demonstrated Honda’s impressive tech credentials and heritage and shows how data can fuel highly emotional experiences. It won the Titanium Grand Prix and 14 Lions.

[Explore on The Work](#)

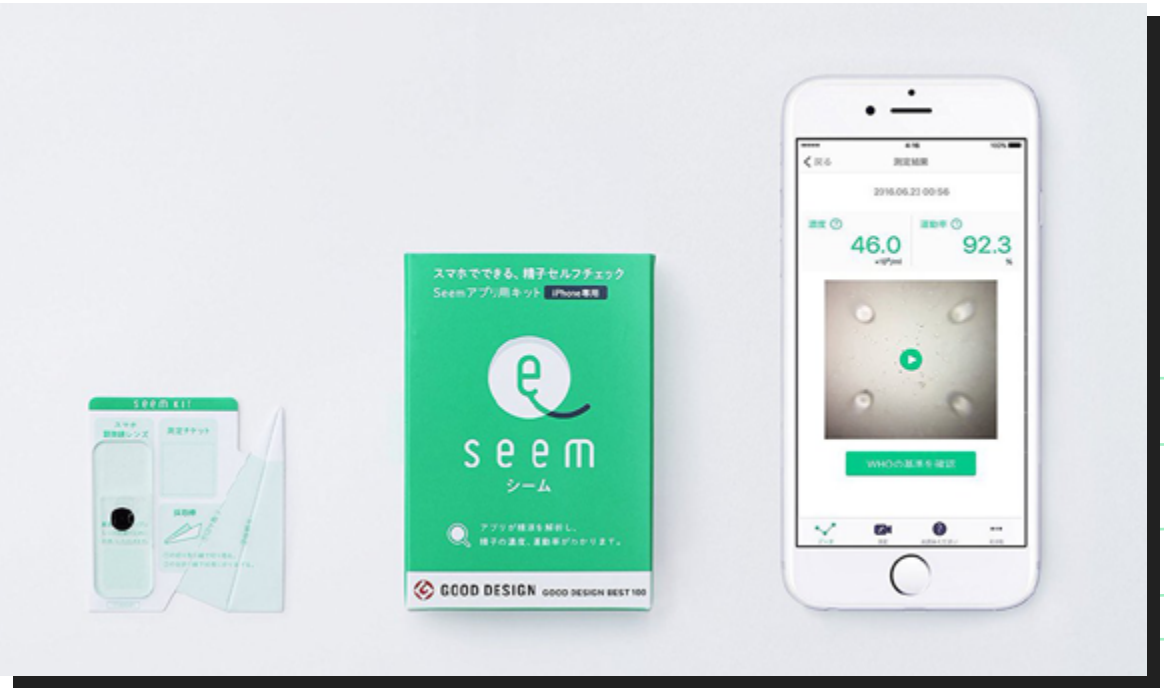


Life is Electric, Panasonic (2016)

Design; Grand Prix x 1, Silver x 5, Bronze x 1 / Direct; Bronze x 1

How can you change the way that people think about electricity and encourage them to see it in a new light? Panasonic’s experiment involved charging 21 batteries in 21 different ways, from a hamster on a wheel to pom-pom-wielding cheerleaders. The batteries were then packaged with beautiful illustrations reflecting the experiment, and made available to buy via Amazon. This piece of work won the Design Grand Prix and shows how to use design in a smart way to broaden people’s perception of your brand. In this case, from a consumer electronics company that manufactures hardware to an organisation that places a premium on energy.

[Explore on The Work](#)



The Family Way, Recruit Lifestyle Co (2017)

Glass: The Lion for Change; Bronze x 1 / Mobile; Grand Prix x 1, Gold x 1, Silver x 1

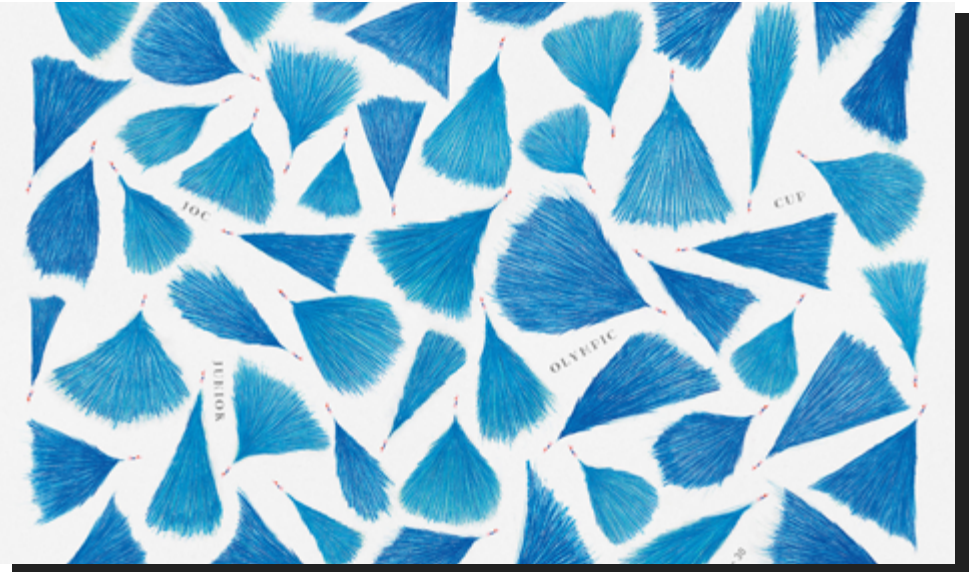
Seem is a personal at-home semen testing kit that can be purchased online so that men can discreetly check the quality of their sperm without having to visit a clinic. Seem became a top-selling product in Amazon’s healthcare category, as well as prompting men who’d used the kit to visit a clinic. As well as helping in a practical way, Seem was also instrumental in proving that infertility treatment isn’t limited to women only: following its introduction, areas in Japan that were experiencing declining populations and low birth-rates began to subsidise male infertility treatment too.

[Explore on The Work](#)

JUNIOR SWIMMING
CHAMPIONSHIPS, TOKIO
MARINE NICHIDO (2015)

Design; Gold x 1, Silver x 1

[Explore on The Work](#)



NAMELESS PAINTS,
KOKUYO (2016)

Design; Silver x 1 / Product
Design; Product Design

Lion x 1

[Explore on The Work](#)



Regional Agency of the Decade Europe

LIONS GREATIVITY
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REGIONAL AGENCY OF THE DECADE EUROPE

The Regional Agency of the Decade Award - Europe goes to the agency that has performed best in Europe across the annual agency rankings over the last decade.

Despite only appearing in the annual ranking from 2013, adam&eveDDB London is the Regional Agency of the Decade in Europe, having placed first or second each year between 2014 and 2018. The agency has worked on a series of standout campaigns including the long-term John Lewis Christmas work as well as Project 84 for CALM in 2018. In total, the agency has won six Grands Prix over the decade, including the Creative Effectiveness Grand Prix for Monty’s Christmas in 2016 and the Titanium Grand Prix for Christmas for Harvey Nichols in 2014.

AMVBBDO London places second with recent successes including two Titanium Lions and a Grand Prix for Bloodnormal and Viva La Vulva for Essity. This meant that in the annual rankings, the agency ranked second in 2018 and won last year.

Fifth-placed Jung von Matt Hamburg is the only independent agency in the ranking with a strong performance at the beginning of the decade, winning three years in a row from 2010 to 2012. However, it has only appeared twice in the annual rankings since, with successful work for Edeka, BVG and BMW leading it to third place in 2018.

An agency to note for the next decade is LOLA MullenLowe Madrid, which ranked ninth in the decade

rankings, but has climbed the annual rankings in recent years, placing fourth and third in the 2018 and 2019 annual rankings respectively for work with brands including Burger King and Magnum.

Across the ranking for Europe, the UK and France have three agencies each with other ranking agencies located in Germany, Spain, Sweden and Turkey.

REGIONAL AGENCY OF THE DECADE - EUROPE 2010–2019			
Rank	Agency	City	Location
1	adam&eveDDB	London	United Kingdom
2	AMVBBDO	London	United Kingdom
3	OGILVY	Paris	France
4	TRIBAL NÉE DDB & CO.	Istanbul	Turkey
5	JUNG VON MATT	Hamburg	Germany
6	BETC	Paris	France
7	FORSMAN & BODENFORS	Gothenberg	Sweden
8	MARCEL	Paris	France
9	LOLA MULLENLOWE	Madrid	Spain
10	BBH	London	United Kingdom



CHRISTMAS, HARVEY NICHOLS (2014)
Design; Silver x 1, Bronze x 2 / Direct; Gold x 1 / Film; Grand Prix x 1 / Outdoor; Gold x 2 / Press; Grand Prix x 1 / Promo & Activation; Grand Prix x 1, Gold x 2 / Titanium & Integrated; Integrated Grand Prix x 1

[Explore on The Work](#)



LOVERS, DON'T SPREAD THE HATE, UNILEVER (2019)
Outdoor; Silver x 1 / Print & Publishing; Gold x

[Explore on The Work](#)



ICONIC WORK

Regional Agency of the Decade - Europe adam&eveDDB London

8 Grands Prix, 1 Creative Effectiveness Lion, 27 Gold, 46 Silver and 59 Bronze Lions over the last ten years go some way to justify why adam&eveDDB London are deserving of this achievement. Here’s a flavour of the depth and breadth of their work.



From Crying to Buying: How John Lewis Harnessed the Selling Power of Emotion, John Lewis (2013)

Creative Effectiveness Lion x 1

This heartwarming love story is part of the ongoing success story for John Lewis that has helped to rewrite the rules for seasonal advertising. It showed how to put an instantly recognisable Christmas asset in as many places as possible – in-store, on bags, in story books and all over mainstream and social media. And it had a charitable dimension too: sales of the soundtrack raised money for Save The Children. From the start, it was admired, copied, parodied and, most of all, talked about, helping to drive footfall at a critical time in the UK retail calendar.

[Explore on The Work](#)



Sorry I Spent It On Myself, Harvey Nichols (2014)

Design; Silver x 1, Bronze x 2 / Direct; Gold x 1 / Film; Grand Prix x 1 / Outdoor; Gold x 2 / Press; Grand Prix x 1 / Promo & Activation; Grand Prix x 1, Gold x 2 / Titanium & Integrated; Integrated Grand Prix x 1

It takes a certain swagger to reframe Christmas shopping away from the thoughtful gifting that’s made John Lewis so famous. But Harvey Nichols made Christmas all about self-indulgence in a way that only a luxury British department store chain could get away with. The hilarious ads showed givers fondling their new luxurious dresses and gorgeous bags while handing over packs of toothpicks and paper clips to confused partners and relatives. The quintessentially British scenario of awkward gift giving was brilliantly executed in the ad, while the alternative gifts range – including bags of gravel and a multi-bristled toothbrush – completely sold out.

[Explore on The Work](#)



Shoplifters, Harvey Nichols (2016)

Film; Grand Prix x 1 / Promo & Activation; Bronze x 1

How do you persuade people to download yet another loyalty app? Harvey Nichols focused on the benefits in a novel way: by showing actual footage of real shoplifters stealing from its stores. The end-line delivered the fantastic pay-off: ‘Love freebies? Get them legally’ and a call to action to download the app. It’s a bold move to show rough and ready footage – even with the cartoon faces – and, at first glance, doesn’t seem very on brand for a premium department store. Yet it’s compulsive viewing and the wit behind the idea is entirely in keeping with the brand’s personality.

[Explore on The Work](#)

KETCHUP; PASTA; MAYO, UNILEVER ((2014)

Film; Gold x 1 / Outdoor; Gold x 1

[Explore on The Work](#)



MONTY'S CHRISTMAS, JOHN LEWIS PARTNERSHIP (2015)

Branded Content & Entertainment; Gold x 1 / Film; Silver x 1 / Film Craft; Grand Prix x 1, Gold x 1 / Titanium & Integrated; Bronze x 1 / Creative Effectiveness; Grand Prix x 1

[Explore on The Work](#)



ICONIC WORK

Regional Agency of the Decade - Europe adam&eveDDB London

(Continued)



#TrollingIsUgly, Cybersmile (2018)

Mobile; Gold x 1, Silver x 1, Bronze x 1

This initiative took internet trolls at their word, with each and every harsh criticism they made feeding into a digitally altered image of influencer Chessie King. Every damning comment about her appearance culminated in a striking visual representation that distorted her natural beauty. Her waist was cinched in, her lips exaggerated and her eyes widened, as if she'd been the victim of plastic surgery that had gone very wrong. This arresting image sent a clear message to trolls to think before they post. Amidst a wealth of content about cyber-bullying, this image cut through, showing the harm of online hate.

[Explore on The Work](#)



Gene Project, Unilever (2018)

Creative Data; Gold x 1 / Direct; Silver x 1, Bronze x 1 / Film; Gold x 1 / Film Craft; Silver x 2, Bronze x 1

This piece of work showed how to revitalise long-standing brand positioning with fresh creative thinking. Marmite has long been known as the yeast extract spread that people either love or hate and this idea took it to the extreme: the brand introduced an actual DNA test to prove if people were genetically disposed towards one or the other. This scientifically backed up approach breathed new life into the love/ hate positioning and got people taking the test themselves, as well as generating PR and prompting people to talk about the brand. It pushed sales up year-on-year by 14%.

[Explore on The Work](#)



Project 84, CALM (2018)

Creative Strategy; Bronze x 1 / Design; Silver x 1 / Health & Wellness; Gold x 1 / Media; Gold x 1 / PR; Silver x 2, Bronze x 1 / Sustainable Development Goals; Silver x 1 / Creative Effectiveness; Silver x 1

Putting 84 statues on top of a central London building was always going to attract attention. But when it transpired that they represented the 84 British men who commit suicide every week, the statues became synonymous with an unacceptable truth. The creativity didn't stop there; it extended to channel selection, with CALM partnering with a popular daytime TV show. This gave it the reach that, as a non-profit with a minimal budget, it would not otherwise have been able to afford. It proves that a creative idea, combined with mindful channel planning, can stop people in their tracks, forcing them to pay attention.

[Explore on The Work](#)

TINY DANCER, JOHN LEWIS
INSURANCE (2016)

Film; Gold x 1 / Film Craft;
Bronze x 2 / Creative
Effectiveness; Bronze x 1

[Explore on The Work](#)



GIVE THE RAINBOW, MARS
(2017)

Design; Bronze x 1 / Outdoor;
Gold x 1, Bronze x 2 / Promo
& Activation; Gold x 1, Silver
x 1

[Explore on The Work](#)



Regional Agency of the Decade Middle East & Africa

LIONS CREATIVITY
REPORT OF THE
DECADE

REGIONAL AGENCY OF THE DECADE MIDDLE EAST & AFRICA

The Regional Agency of the Decade Award - Middle East & Africa goes to the agency that has performed best in the Middle East & Africa across the annual agency rankings over the last decade.

VMLY&R Dubai is the agency of the decade in the Middle East & Africa, having placed in the top ten in every year barring 2015, and winning twice over this period of time. Its work with the Interreligious Council of Bosnia and Herzegovina, including One Book for Peace and One Poster for Peace, won Gold in 2017 and 2018. This work helped to show Christians and Muslims that there is more they have in common than that which divides them.

TBWA\Hunt\Lascaris Johannesburg follows in second place, having placed in the top four of the Regional Agency of the Year - Middle East & Africa ranking every year bar 2017. It has seen recent success with City Lodge Group, winning Gold Lions for Nothing for Mahala and The Real Cost in 2019 – placing second in last year’s annual ranking.

Third-placed Ogilvy Johannesburg has placed in the top ten seven times, winning once in 2014. Over the last few years, successful Grand Prix-winning work for KFC, such as The Everyman Meal and Double Down in 2016 and 2017 respectively, have fuelled this ranking, with the agency placing third in the most recent 2019 rankings.

The strength of the Ogilvy network in the Middle East & Africa region is evident in the top ten: its offices in Johannesburg, Cape Town and Dubai rank third, fourth and fifth respectively.

There is an equal split regionally between the Middle East and Africa in the location of the top ten agencies, with all but one agency based in the United Arab Emirates or South Africa.



Y&R Dubai winning an Industry Craft Gold Lion at Cannes Lions 2018

REGIONAL AGENCY OF THE DECADE - MIDDLE EAST & AFRICA 2010–2019			
Rank	Agency	City	Location
1	VMLY&R DUBAI NÉE Y&R DUBAI	Dubai	United Arab Emirates
2	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
3	OGILVY	Johannesburg	South Africa
4	OGILVY	Cape Town	South Africa
5	MEMAC OGILVY	Dubai	United Arab Emirates
6	IMPACT BBDO	Dubai	United Arab Emirates
7	NET#WORK BBDO	Johannesburg	South Africa
8	TBWA\RAAD	Dubai	United Arab Emirates
9	LEO BURNETT	Beirut	Lebanon
10	VMLY&R NÉE Y&R	Cape Town	South Africa



SPLITTING HEADACHE,
PARAS PHARMA (2011)
Design; Silver x 1
[Explore on The Work](#)



MOSAICS; DOOR; RELIEF;
CARPET; STAINED GLASS; BEADS,
INTERRELIGIOUS COUNCIL IN
BOSNIA & HERZEGOVINA (2018)
Industry Craft; Gold x 1
[Explore on The Work](#)

ICONIC WORK

Regional Agency of the Decade - Middle East & Africa VMLY&R DUBAI

An impressive haul of 44 Lions this decade makes VMLY&R Dubai deserving of their title. They have won a staggering 9 Gold, 17 Silver and 18 Bronze Lions and these pieces are among the pieces of work that brought home some of that awards glory.



Polar Bear, Reindeer, Pelican, Walrus, Neenah Paper Worldwide (2010)

Press; Silver x 1

It's a challenge for paper brands to stand out and forge an emotional connection with audiences. But Neenah managed to achieve just that. It decided to show off its sustainability credentials and convey a key brand message: that premium-quality paper should not come at the expense of the environment. These clever print ads depicted endangered species such as polar bears that had died naturally, of old age. It's the type of print ad that requires a bit of extra thought, working as a subtle yet effective way to communicate a key point of difference in a highly commodified sector.

[Explore on The Work](#)



Dubai's Got Culture, Quint (2013)

Design; Silver x 1

Arts and culture magazine Quint wanted to show the people of Dubai that the metropolitan city, home to people from 186 countries, was steeped in culture. So, it decided to show another side to the city, beyond the tourist attractions and the shopping malls. It enlisted residents of the city to do charcoal rubbings of everyday objects, from the boat stops in Old Dubai to traditional carvings. They then captured this imagery in a calendar so people could hang it in their homes as a potent reminder that Dubai was not the culturally bereft city that they had mistaken it for.

[Explore on The Work](#)



Pelicans, Harvey Nichols Dubai (2013)

Outdoor; Gold x 1, Silver x 1 / Press; Gold x 1

A huge squadron of pelicans gathers around one fish. One version of this ad carried only the date: "June 1". A second ad, with the same visual, carries a recommendation: "Prepare to attack". It's a funny and original way to drive anticipation about the upcoming sale at Harvey Nichols, leaving a tantalising hint at the incredible designer gear that will be available at bargain prices. The pelicans surrounding the fish suggest that all decorum will be lost and sharp-elbowed shoppers will regress into hungry birds at feeding time. Squarely on brand, this print work beautifully captures the department store's hallmark haughty wit.

[Explore on The Work](#)

THE 'HEADLINE NEWS' CUP SLEEVE, AL NISR PUBLISHING (2012)

Media; Silver x 1
[Explore on The Work](#)



CROSSOVER; ROLLUP; FOLDOUT; TWIN LOOP; TEAM LOOP, ABU DHABI AIRPORTS COMPANY (2013)

Outdoor; Silver x 1
[Explore on The Work](#)



ICONIC WORK

Regional Agency of the Decade - Middle East & Africa VMLY&R DUBAI

(Continued)



Goliath Tarantula; Dhab Lizard; Fruit Bat; Wildebeest Eyeballs, Land Rover (2013)

Design; Silver x 1, Bronze x 1 / Press; Gold x 1, Silver x 1

Land Rover is all about adventure and new experiences and this series of print ads aimed to capture the auto brand's restless spirit. This print ad featured toasted Goliath Tarantula, describing it as a favourite snack for children in the Orinoco River Basin. Lavishly photographed nestling on a bed of red chilis – in a style which is more high-end cookbook than car brand – the tarantulas look surprisingly appetising. By spotlighting adventure as opposed to tech specs, the focus is on how the Land Rover makes a driver feel as opposed to the car itself: a clear indicator of a confident brand.

[Explore on The Work](#)



Blonde, Clown, Tart, Starco Fashion Group (2014)

Press; Gold x 1, Silver x 1

Envy is a common sentiment among fashionistas, and the message here is that Woz shoes are so incredibly stylish that they make anyone who knows anything about fashion seriously envious. The bizarre collection of weird and wonderful objects around the shoe represent the insults lobbied by people consumed by envy at those lucky enough to own a pair. The print and outdoor ads were so vibrant and distinctive - embodying the swaggering attitude of the brand so perfectly - that they were given away as posters with each pair of shoes sold.

[Explore on The Work](#)



One Book for Peace, Interreligious Council of Bosnia and Herzegovina (2017)

Design; Gold x 1 / PR; Bronze x 1 / Print & Publishing; Bronze x 1 / Promo & Activation; Silver x 1 / Radio & Audio; Bronze x 1

This piece of work highlighted the similarities between Christianity and Islam. The colourful OOH and print work drew on art from the different faiths, from stained glass windows to carvings, placing them side by side or on top of each other so the likeness was unmissable; they looked like the same piece. The initiative travelled to peace conferences and galleries around the world with the mission of showing that there is more that unites us than divides us. Religious differences continue to remain at the heart of so much unrest, so this timely and highly creative project served a very worthy purpose.

[Explore on the Work](#)

PERSONAL EXTINCTION PREVENTION BOOK, LAND ROVER (2013))

Design; Silver x 1
[Explore on The Work](#)



DESERT; RIVER; MOUNTAIN, AUDI SCHWEIZ, AMAG (2014)

Press; Silver x 2
[Explore on The Work](#)



Regional Agency of the Decade Pacific

LIONS GREATIVITY
REPORT OF THE
DECADE

REGIONAL AGENCY OF THE DECADE PACIFIC

Regional Agency of the Decade - Pacific goes to the agency that has performed best in Australia and New Zealand across the annual agency rankings over the last decade.

Colenso BBDO Auckland is the Regional Agency of the Decade for the Pacific, winning in four of the last ten years and not dropping out of the top ten in this time. Its work on Heineken’s Brewtroleum earned a Grand Prix and a Titanium Lion in 2016, and from 2016 to 2018, work for Pedigree and Fonterra has been decorated with Gold Lions.

Clemenger BBDO Melbourne follows in second place, having ranked in the top ten in the annual rankings each year (barring 2015), and winning in 2017 and 2019. These wins correlate with the three Grands Prix won for Meet Graham for the Transport Accident Commission in 2017 and The Lion’s Share for Mars in 2019.

Third-placed Leo Burnett Sydney consistently ranked in the top ten between 2010 and 2017 and won in 2010 and 2014.

Notably, there is a strong Omnicom presence in Australia and New Zealand, with five of the top ten agencies belonging to the holding company. Three agencies (including first and second place) are part of the BBDO Worldwide network, and DDB Auckland and DDB Sydney from DDB Worldwide rank fourth and fifth respectively.

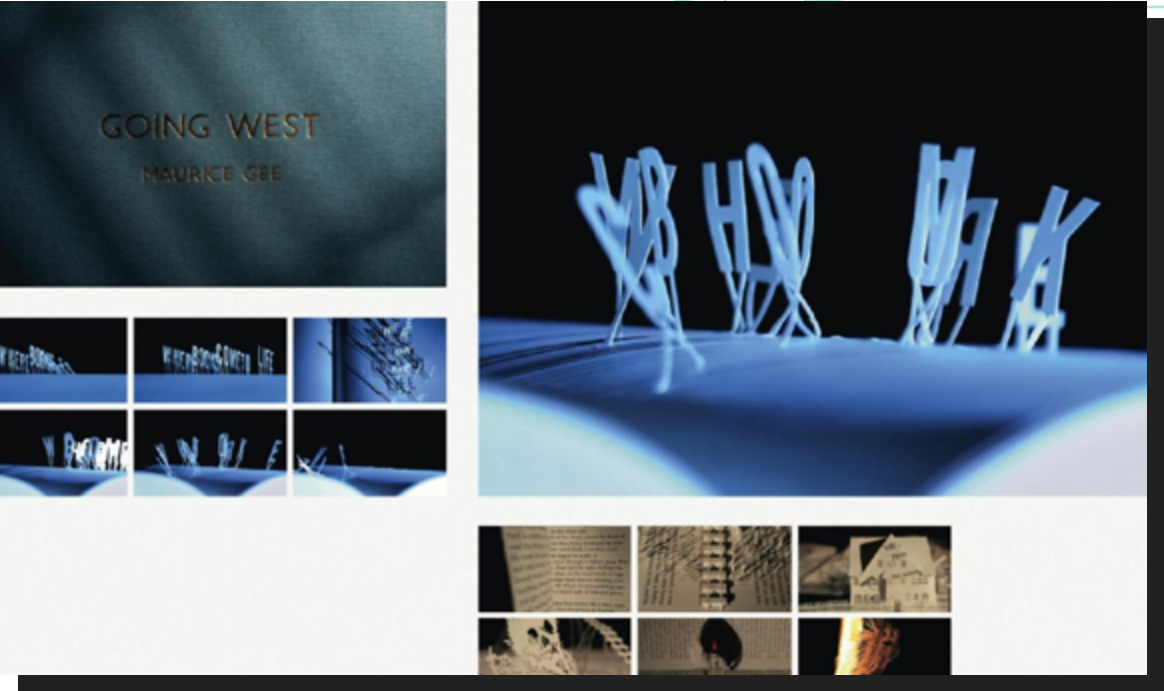
There is a fairly even split between Australia and New Zealand in the Pacific ranking, with six and four agencies respectively.

REGIONAL AGENCY OF THE DECADE - PACIFIC 2010–2019			
Rank	Agency	City	Location
1	COLENZO BBDO	Auckland	New Zealand
2	CLEMENGER BBDO	Melbourne	Australia
3	LEO BURNETT SYDNEY	Sydney	Australia
4	DDB	Auckland	New Zealand
5	DDB	Sydney	Australia
6	VMLY&R NÉE Y&R	Melbourne	Australia
7	FCB	Auckland	New Zealand
8	SAATCHI & SAATCHI	Sydney	Australia
9	McCANN MELBOURNE	Melbourne	Australia
10	CLEMENGER BBDO	Wellington	New Zealand



Colenso BBDO Auckland winning a Creative Effectiveness Gold Lion at Cannes Lions 2018 with Jury President Fernando Machado

GOING WEST, NEW ZEALAND
BOOK COUNCIL (2010)
Film Craft; Gold x 2
Explore on The Work



TUB, BOAT, MAN & BOOK,
MARS NZ (2017)
Print & Publishing; Gold x 1
Explore on The Work



ICONIC WORK

Regional Agency of the Decade - Pacific Colenso BBDO Auckland

Colenso BBDO Auckland have picked up 1 Grand Prix, 1 Creative Effectiveness Lion, 1 Titanium, 24 Gold, 28 Silver and 42 Bronze Lion trophies. An achievement that has them leading the way for the Pacific region this decade.



Yellow Chocolate, Yellow Pages (2010)

Cyber; Bronze x 1 / Media; Gold x 1 / Titanium; Silver x 1

To 'create a chocolate that tastes yellow' is a tough brief for even the most gifted creative team. Yet this was the task that one brave Kiwi took on, using only the Yellow Pages to source contacts and suppliers. Meanwhile, New Zealand tracked his progress in real-time on Facebook and Twitter. This was a memorable way to create buzz around Yellow Pages and showed it still had a role to play in helping to build businesses from scratch. What's more, the partnerships with social platforms reinforced that it hadn't lost touch with the modern world and was still relevant.

[Explore on The Work](#)



The Pacific, TVNZ (2011)

Media; Bronze x 1 / Creative Effectiveness Lion x 1

Colenso BBDO Auckland went beyond the conventional combination of broadcast trailers and OOH to encourage people to watch TVNZ's new war drama miniseries, The Pacific. Instead, it took a new approach, relying on history itself to persuade them. It sent households in New Zealand replicas of real letters from soldiers who had fought in Japan, as well as recreating a World War II dogfight in Auckland's Mission Bay. The combination of these two activations meant that New Zealanders already had an emotional investment in the show: nearly a quarter of the country tuned in, netting it a Gold Creative Effectiveness Lion.

[Explore on The Work](#)



A Cream That Gives You Wrinkles, Skinfood / New Zealand Breast Cancer Foundation (2015)

Press; Gold x 1

If women use this breast cream regularly, they'll be more likely to detect lumps earlier. Not because the cream itself has magical properties, but simply because women will get used to habitually checking their breasts. That simple act could prolong their life, aging them and giving them wrinkles. This clever subversion of the typical messages communicated by the skincare sector made the product and the brand stand out and generate coverage. Most importantly, it used wit, charm and common sense to persuade women not to limit their attention to the skin on their face.

[Explore on The Work](#)

DONATION GLASSES, MARS (2012)

Promo & Activation; Gold x 1
[Explore on The Work](#)



SORRY ABOUT THE TWIGS, FOLKS, DB BREWERIES (2012)

Media; Bronze x 1 / Outdoor; Gold x 1 / Promo & Activation; Gold x 1, Silver x 1, Bronze x 1
[Explore on The Work](#)



ICONIC WORK

Regional Agency of the Decade - Pacific Colenso BBDO Auckland

(Continued)



Brewtroleum, Heineken (2016)

Direct; Gold x 2 / Integrated; Bronze x 1 / Outdoor; Grand Prix x 1, Gold x 2 / Promo & Activation; Gold x 3 / Titanium; Titanium Lion x 1 / Media; Gold x 1

The premise of a beer brand petrol is almost as far-fetched as the idea that buying beer could save the world. And yet Heineken stayed true to its word, developing a biofuel that genuinely reduced New Zealand’s carbon emissions. This shows how a highly creative move outside your category that’s also for the greater good can really capture attention for your brand: who doesn’t love the idea of drinking a beer as an act of selfless environmental heroism? It grew sales of DB Export by 10% in a declining category and won the 2016 Outdoor Grand Prix.

[Explore on The Work](#)

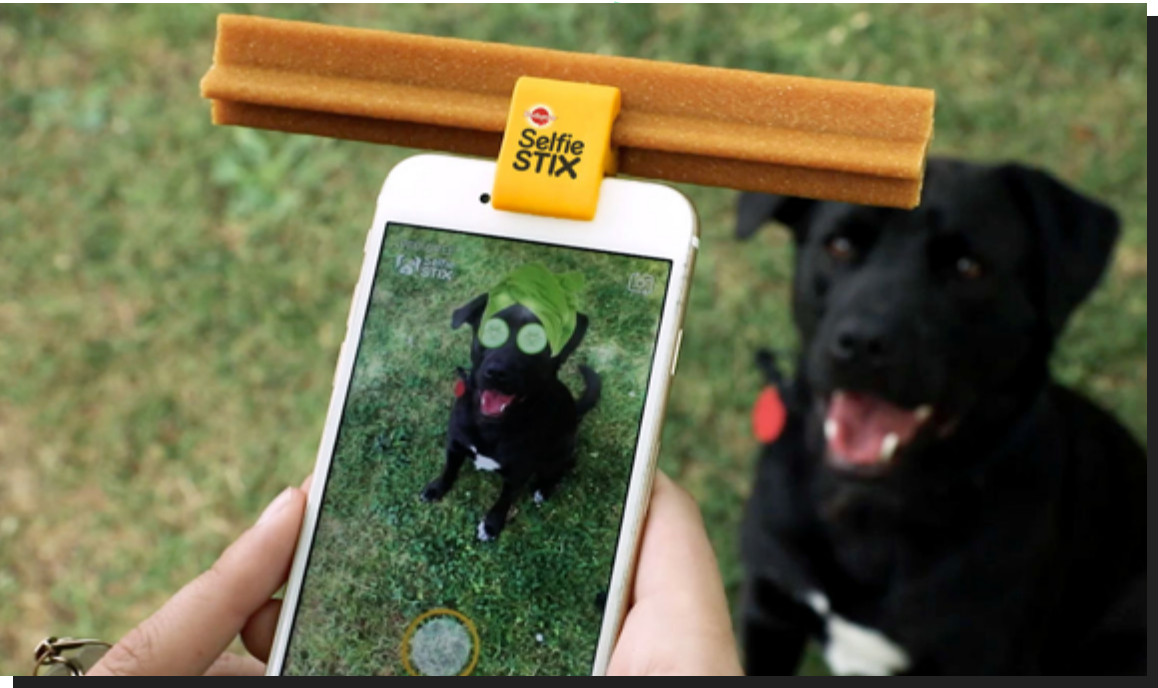


Child Replacement Programme, Pedigree (2017)

Direct; Gold x 1 / Film; Silver x 1 / Integrated; Gold x 1 / Media; Gold x 1 / Print & Publishing; Gold x 1 / Promo & Activation; Silver x 1 / Radio & Audio; Silver x 1 / Health & Wellness; Bronze x 1 / Creative Effectiveness; Gold x 1

Rather than tug at the heartstrings with endless galleries of sad-faced hounds in search of their forever homes, Pedigree made people smile instead. The premise of it was simple: now that your child has left home, rehome a dog. New empty-nesters were encouraged to fill the child-shaped void in their homes and could even go further, turning their kids’ abandoned gear into accessories for their new four-legged friends - think duvets transformed into pet beds. Not only did this boost adoptions, it also led to a 16% sales increase and a Gold Creative Effectiveness Lion.

[Explore on The Work](#)



SelfieSTIX, Pedigree (2017)

Brand Experience & Activation; Bronze x 1 / Design; Bronze x 1 / Mobile; Gold x 1, Silver x 1, Bronze x 1

Another simple yet striking initiative for Pedigree was SelfieSTIX. This piece of plastic that hooked onto smartphones and held a DentaStix treat aimed to solve the pain point of capturing a decent selfie with a pet: when dogs look at the snack suspended above the screen, they’re also looking right into the phone’s camera. It shows that the creative solution isn’t always an ad campaign; sometimes product innovation can be a more effective way to connect with audiences and prove that you understand them. The product was given away in-store with packs of DentaStix and drove purchase and created multiple new consumption occasions.

[Explore on The Work](#)

X-RAY CASTS, FONTERRA BRANDS NEW ZEALAND, ANCHOR (2016)

Health & Wellness; Gold x 1 / Media; Silver x 1 / Outdoor; Bronze x 1

[Explore on The Work](#)



MILK SLAMS, FONTERRA (2017)

Health & Wellness; Gold x 1 / Radio & Audio; Silver x 1, Bronze x 1

[Explore on The Work](#)



Brand Marketer of the Decade

LIONS GREATEST
REPORT OF THE
DECADE

BRAND MARKETER OF THE DECADE

Brand Marketer of the Decade is awarded to the brand marketer with the best overall performance in the annual Creative Brand of the Year special awards since 2010.

This award exists to reward those that are brave, forward-thinking and value the importance of creativity for business – a mission that has remained unchanged since we awarded Volkswagen the first ever Advertiser of the Year award 29 years ago at the 1991 Festival.

Looking back at the last decade, our winner has appeared in the top ten every year, winning twice in 2011 and 2015. Procter & Gamble is the Brand Marketer of the Decade, having won seven Grands Prix and two Titanium Lions through brands such as Old Spice, Always and Tide.

Nike follows in second place with strong performances in the annual ranking between 2011 and 2015, as well as recent success from 2017 to 2019. The brand won five Grands Prix and two Titanium Lions over this time, for work such as Nothing Beats a Londoner and Dream Crazy.

Volkswagen places third, consistently ranking in the top ten between 2010 and 2015, while Mars is fourth, winning in 2017 and 2018.

Burger King has been the brand to watch in recent years, climbing the annual rankings from fifth in 2015 to first in 2019, resulting in sixth place for the decade. Over the last five years, the fast food retailer has won six Grands Prix, a Titanium Lion and a Titanium Grand Prix for work including McWhopper, Google Home of the Whopper, Burning Stores and The Whopper Detour.

BRAND MARKETER OF THE DECADE 2010-2019	
Rank	Brand/Marketer
1	PROCTER & GAMBLE
2	NIKE
3	VOLKSWAGEN
4	MARS
5	UNILEVER
6	BURGER KING
7	HEINEKEN
8	COCA-COLA
9	GOOGLE
10	SAMSUNG



THE TALK, P&G, BBDO New York (2018)
Entertainment; Silver x 1 / Film Craft; Silver x 2, Bronze x 2 / Film; Grand Prix x 1, Gold x 1 / Social & Influencer; Silver x 1 / Sustainable Development Goals; Bronze x 1

[Explore on The Work](#)

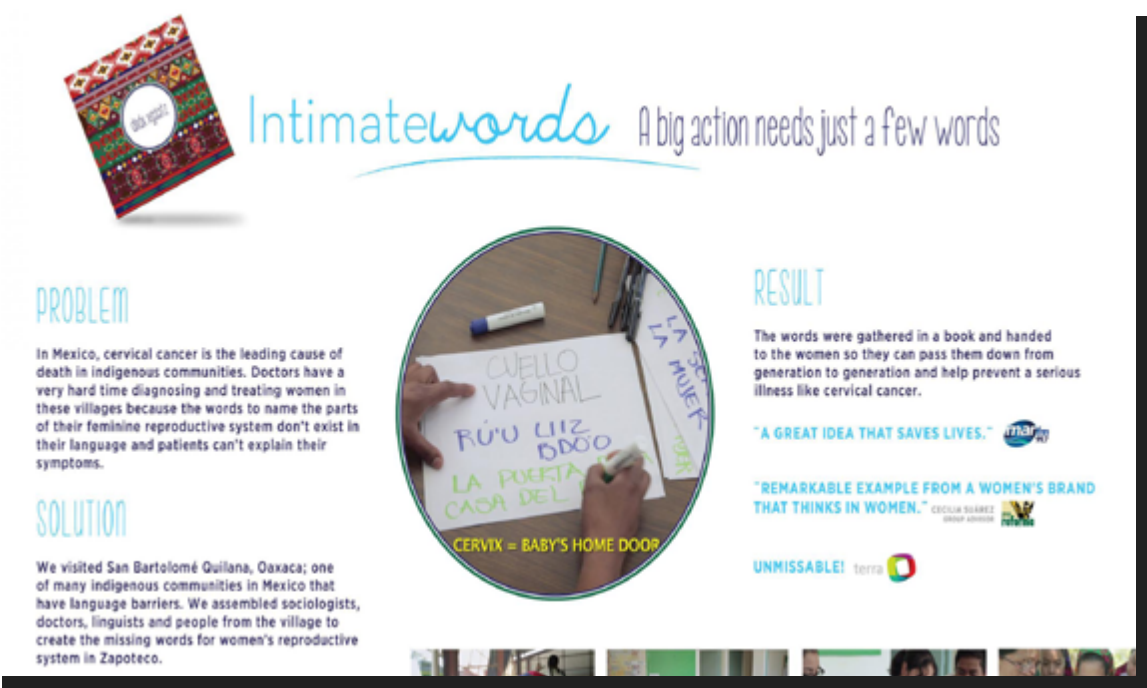


ICONIC WORK

Brand Marketer of the Decade Procter & Gamble

Procter & Gamble’s decade of creativity has seen them gather a pride of 7 Grands Prix, 1 Grand Prix for Good, 3 Creative Effectiveness Lions, 2 Titanium, 49 Gold, 4 Glass, 77 Silver and 100 Bronze Lions.

They have done it with humour and dedication to social and environmental issues as shown in these examples.

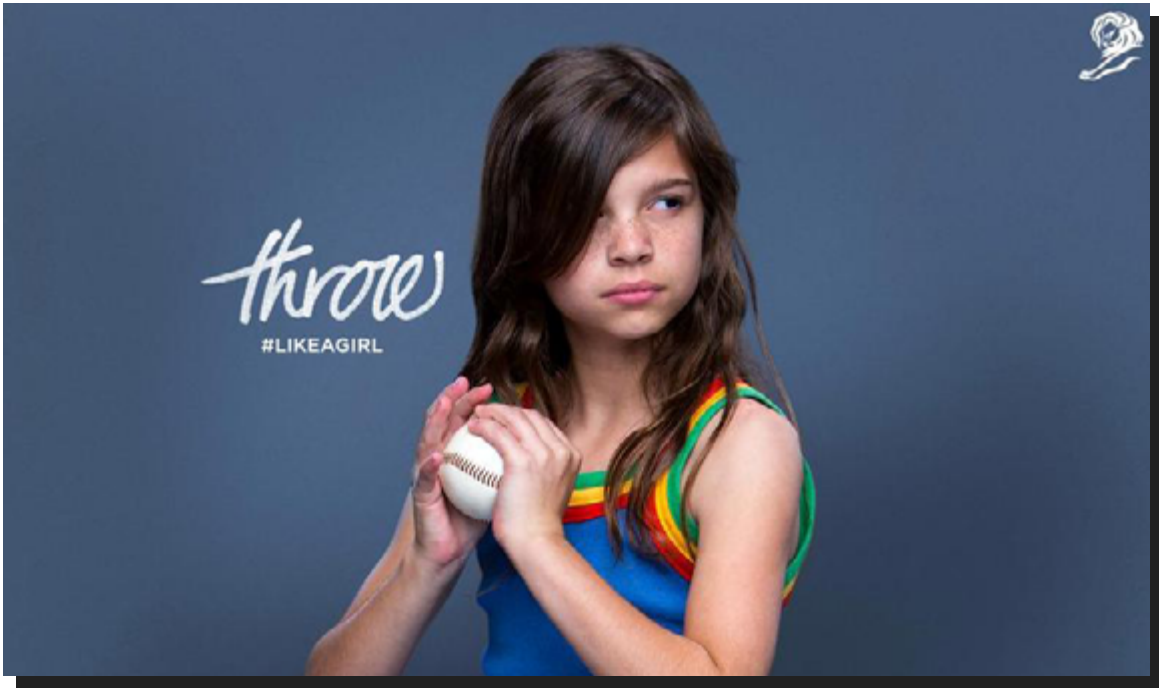


Intimate Words, Always, Leo Burnett Mexico City (2015)

Health & Wellness; Grand Prix x 1, Silver x 1 / Outdoor; Bronze x 1 / PR; Silver x 1

Cervical cancer is a leading cause of death among women in Mexico’s indigenous communities. Why? Because the words used to describe women’s anatomy are considered taboo. Always worked with Mexican women on developing new words so they could describe their symptoms more comfortably. The co-created lexicon was published in a book called Intimate Words that could be passed down through generations. The words were designed to assist in earlier detection of cervical cancer, meaning that women would no longer suffer in silence. This won the Health & Wellness Lions Grand Prix and demonstrates how to work with communities on creative problem-solving.

[Explore on The Work](#)



Like A Girl, Always, Leo Burnett Toronto (2015)

Branded Content & Entertainment; Silver x 1 / Cyber; Gold x 2 / Direct; Gold x 1, Silver x 1 / Film; Gold x 1 / Glass: The Lion For Change; Glass Lion x 1 / Promo & Activation; Gold x 1, Bronze x 1 / Titanium & Integrated; Titanium x 1 / Media; Gold x 1, Bronze x 1

Always used its market-leading position to help instil higher self-esteem in future generations of women. The film asked young women, men and boys to perform certain actions ‘like a girl’ and then asked the same of young girls. The difference was astonishing. The first group’s interpretation of ‘like a girl’ comprised flailing limbs and pathetic facial expressions, while the young girls behaved with integrity and conviction. Always wasn’t the first brand to embrace brand feminism, but Like A Girl firmly staked its proudly feminist flag in the ground, netting a Glass and a Titanium Lion.

[Explore on The Work](#)



Breathe Happy, Febreze, Grey New York (2012)

Promo & Activation; Bronze x 1 / Creative Effectiveness Lion x 1

Social experiments have become more popular in advertising over the last half of the decade as our consumption of online video and social media has grown exponentially. Febreze was a trailblazer: this work showed blindfolded people surrounded by feet, fish and body odour who could detect only the fresh scent of just-sprayed Febreze odour eliminator. It’s a tough category to communicate product benefits without falling back on cliché, but this highly creative approach showed how to do it with flair and humour. Having pushed up sales, the concept was rolled out in other markets and it won a Gold Lion for Creative Effectiveness.

[Explore on The Work](#)

RESPONSE CAMPAIGN,
PROCTER & GAMBLE,
WIEDEN+KENNEDY Portland
(2011)

Cyber; Grand Prix x 1, Gold x 2 / Direct; Gold x 1
[Explore on The Work](#)



TOUCH THE PICKLE,
PROCTER & GAMBLE INDIA,
BBDO INDIA Mumbai (2015)

Glass: The Lion for Change;
Grand Prix x 1 / Media;
Bronze x 1
[Explore on The Work](#)



ICONIC WORK

Brand Marketer of the Decade Procter & Gamble

(Continued)



Marriage Market Takeover, SK-II, Forsman & Bodenfors Gothenburg (2016)

Entertainment; Bronze x 1 / Glass: The Lion For Change; Glass Lion x 1 / PR; Gold x 1 / Creative Effectiveness; Bronze x 1

Unmarried ‘Sheng Nu’ women are regarded as ‘leftover’ women in China and come under immense familial and societal pressure to get married. This piece of work was designed to give them a voice and show the rest of the world – particularly their parents – that they were happy with their single status. A Shanghai marriage market was taken over by statements written by the women where they defended their independence, while a film followed four individual stories. It generated 25 million views all over the world, helping SK-II to show its audience that its brand was right behind them, regardless of their marital status.

[Explore on The Work](#)



It's A Tide Ad, Tide, Saatchi & Saatchi New York (2018)

Direct; Gold x 1, Silver x 1 / Media; Bronze x 2 / Titanium; Titanium Lion x 1

Having spent many Super Bowls being all about stain removal, Tide did something completely different for the 2018 game: it associated its brand with clean clothes, instead. Throughout the game’s ad breaks, Tide kept popping up in 15-second spoofs of other styles of Super Bowl advertising where all the characters had one thing in common: spotless outfits. Tide dominated the conversation around the Super Bowl and converted this into sales in an incredibly commodified sector where visibility is key. This proves how a creative approach to channel planning combined with a brilliant and instantly memorable idea can drive effectiveness.

[Explore on The Work](#)



Share the Load, Procter & Gamble, BBDO Mumbai (2015)

Glass: The Lion for Change; Glass Lion x 1 / Creative Effectiveness; Gold x 1, Bronze x 1

Asking the right question can be a powerful way for brands to address societal issues. Ariel asked: ‘Is laundry only a woman’s job?’ prompting a debate about ‘the double shift’ that extended far beyond India. The channel selection, from enlisting celebrities to care labels in clothes stating that an item could be washed by either a man or a woman, ensured nationwide reach. Men in their millions pledged to share the load and help address this inequality. High levels of engagement led to a 60% sales increase for Ariel. And the ultimate endorsement? Facebook’s Chief Operating Officer Sheryl Sandberg name-checked it.

[Explore on The Work](#)

W.A.L.S. - WOMEN AGAINST LAZY STUBBLE, PROCTER & GAMBLE, BBDO INDIA Mumbai (2011)

PR; Silver x 1 / Creative Effectiveness Lion x 1

[Explore on The Work](#)



HANDLE WITH CARE, GILLETTE, GREY New York (2017)

Entertainment; Bronze x 1 / Film; Bronze x 1 / Health & Wellness; Gold x 1, Silver x 2 / Promo & Activation; Gold Lion x 2

[Explore on The Work](#)



Rankings of the Decade

HOLDING COMPANY OF THE DECADE

HOLDING COMPANY OF THE DECADE

Rank	Holding Company
1	WPP
2	OMNICOM
3	INTERPUBLIC GROUP
4	PUBLICIS GROUPE
5	HAVAS GROUP
6	DENTSU GROUP
7	MDC PARTNERS
8	HAKUHODO DY HOLDINGS
9	GRUPO ABC
10	BLUEFOCUS GROUP

2019

Rank	Holding Company
1	OMNICOM
2	INTERPUBLIC GROUP
3	WPP
4	PUBLICIS GROUPE
5	DENTSU GROUP
6	MDC PARTNERS
7	HAVAS GROUP
8	BLUEFOCUS GROUP
9	HAKUHODO DY HOLDINGS
10	ENERO

2018

Rank	Holding Company
1	OMNICOM
2	WPP
3	INTERPUBLIC GROUP
4	PUBLICIS GROUPE
5	HAVAS GROUP
6	DENTSU GROUP
7	HAKUHODO DY HOLDINGS
8	MDC PARTNERS
9	BLUEFOCUS GROUP
10	ENERO

2017

Rank	Holding Company
1	WPP
2	OMNICOM
3	INTERPUBLIC GROUP
4	PUBLICIS GROUPE
5	HAVAS GROUP
6	DENTSU GROUP
7	MDC PARTNERS
8	HAKUHODO DY HOLDINGS
9	BLUEFOCUS GROUP
10	ENERO

2016

Rank	Holding Company
1	WPP
2	OMNICOM
3	INTERPUBLIC GROUP
4	PUBLICIS GROUPE
5	DENTSU GROUP
6	HAVAS GROUP
7	MDC PARTNERS
8	CHEIL WORLDWIDE
9	HAKUHODO DY HOLDINGS
10	M&C SAATCHI

2015

Rank	Holding Company
1	WPP
2	OMNICOM
3	PUBLICIS GROUPE
4	INTERPUBLIC GROUP
5	HAVAS GROUP
6	DENTSU GROUP
7	GRUPO ABC
8	MDC PARTNERS
9	CHEIL WORLDWIDE
10	HAKUHODO DY HOLDINGS

2014

Rank	Holding Company
1	WPP
2	OMNICOM
3	PUBLICIS GROUPE
4	INTERPUBLIC GROUP
5	DENTSU GROUP
6	HAVAS GROUP
7	GRUPO ABC
8	HAKUHODO DY HOLDINGS
9	CHEIL WORLDWIDE
10	MDC PARTNERS

2013

Rank	Holding Company
1	WPP
2	OMNICOM
3	PUBLICIS GROUPE
4	INTERPUBLIC GROUP
5	DENTSU GROUP
6	HAVAS GROUP
7	GRUPO ABC
8	CHEIL WORLDWIDE
9	HAKUHODO DY HOLDINGS
10	MDC PARTNERS

2012

Rank	Holding Company
1	WPP
2	OMNICOM
3	PUBLICIS GROUPE
4	INTERPUBLIC GROUP
5	HAVAS GROUP
6	HAKUHODO DY HOLDINGS
7	MDC PARTNERS
8	DENTSU GROUP
9	CHEIL WORLDWIDE
10	AEGIS MEDIA

2011

Rank	Holding Company
1	WPP
2	OMNICOM
3	PUBLICIS GROUPE
4	INTERPUBLIC GROUP
5	HAVAS GROUP
6	DENTSU GROUP
7	CHEIL WORLDWIDE
8	HAKUHODO DY HOLDINGS
9	MDC PARTNERS
10	AEGIS MEDIA

NETWORK OF THE DECADE

NETWORK OF THE DECADE

Rank	Network
1	BBDO WORLDWIDE
2	OGILVY
3	DDB WORLDWIDE
4	VMLY&R NÉE Y&R
5	McCANN WORLDGROUP
6	TBWA WORLDWIDE
7	LEO BURNETT
8	GREY
9	PUBLICIS WORLDWIDE
10	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON

2019	Rank	Network
	1	McCANN WORLDGROUP
	2	DDB WORLDWIDE
	3	FCB
	4	BBDO WORLDWIDE
	5	TBWA WORLDWIDE
	6	OGILVY
	7	GREY
	8	WIEDEN+KENNEDY
	9	DROGA5
	10	VMLY&R NÉE Y&R

2014	Rank	Network
	1	OGILVY
	2	BBDO WORLDWIDE
	3	DDB WORLDWIDE
	4	VMLY&R NÉE Y&R
	5	LEO BURNETT
	6	TBWA WORLDWIDE
	7	McCANN WORLDGROUP
	8	PUBLICIS WORLDWIDE
	9	GREY
	10	MULLENLOWE GROUP

2018	Rank	Network
	1	BBDO WORLDWIDE
	2	OGILVY
	3	DDB WORLDWIDE
	4	McCANN WORLDGROUP
	5	TBWA WORLDWIDE
	6	VMLY&R NÉE Y&R
	7	GREY
	8	havas
	9	PUBLICIS WORLDWIDE
	10	MULLENLOWE GROUP

2013	Rank	Network
	1	OGILVY
	2	BBDO WORLDWIDE
	3	DDB WORLDWIDE
	4	VMLY&R NÉE Y&R
	5	McCANN WORLDGROUP
	6	LEO BURNETT
	7	PUBLICIS WORLDWIDE
	8	TBWA WORLDWIDE
	9	GREY
	10	SAATCHI & SAATCHI

2017	Rank	Network
	1	BBDO WORLDWIDE
	2	OGILVY
	3	McCANN WORLDGROUP
	4	VMLY&R NÉE Y&R
	5	DDB WORLDWIDE
	6	TBWA WORLDWIDE
	7	GREY
	8	LEO BURNETT
	9	PUBLICIS WORLDWIDE
	10	FCB

2012	Rank	Network
	1	OGILVY
	2	BBDO WORLDWIDE
	3	DDB WORLDWIDE
	4	VMLY&R NÉE Y&R
	5	LEO BURNETT
	6	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON
	7	PUBLICIS WORLDWIDE
	8	SAATCHI & SAATCHI
	9	TBWA WORLDWIDE
	10	WIEDEN+KENNEDY

2016	Rank	Network
	1	OGILVY
	2	BBDO WORLDWIDE
	3	VMLY&R NÉE Y&R
	4	DDB WORLDWIDE
	5	GREY
	6	McCANN WORLDGROUP
	7	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON
	8	TBWA WORLDWIDE
	9	LEO BURNETT
	10	FCB

2011	Rank	Network
	1	BBDO WORLDWIDE
	2	OGILVY
	3	DDB WORLDWIDE
	4	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON
	5	LEO BURNETT
	6	VMLY&R NÉE Y&R
	7	PUBLICIS WORLDWIDE
	8	SAATCHI & SAATCHI
	9	TBWA WORLDWIDE
	10	GREY

2015	Rank	Network
	1	OGILVY
	2	BBDO WORLDWIDE
	3	GREY
	4	VMLY&R NÉE Y&R
	5	DDB WORLDWIDE
	6	LEO BURNETT
	7	McCANN WORLDGROUP
	8	TBWA WORLDWIDE
	9	PUBLICIS WORLDWIDE
	10	FCB

2010	Rank	Network
	1	BBDO WORLDWIDE
	2	DDB WORLDWIDE
	3	VMLY&R NÉE Y&R
	4	TBWA WORLDWIDE
	5	LEO BURNETT
	6	OGILVY
	7	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON
	8	SAATCHI & SAATCHI
	9	GREY
	10	havas NÉE EURO RSCG

AGENCY OF THE DECADE

AGENCY OF THE DECADE

Rank	Agency	Town	Location
1	ALMAPBBDO	São Paulo	Brazil
2	WIEDEN+KENNEDY	Portland	USA
3	BBDO NEW YORK	New York	USA
4	DROGA5	New York	USA
5	adam&eveDDB	London	United Kingdom
6	OGILVY BRASIL	São Paulo	Brazil
7	McCANN NEW YORK	New York	USA
8	AMVBBDO	London	United Kingdom
9	GREY NEW YORK	New York	USA
10	COLENSO BBDO	Auckland	New Zealand

2019

Rank	Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	McCANN NEW YORK	New York	USA
3	DROGA5	New York	USA
4	AMVBBDO	London	United Kingdom
5	FCB NEW YORK	New York	USA
6	TBWA\CHIAT\DAY	New York	USA
7	DAVID	Miami	USA
8	FCB INFERNO	London	United Kingdom
9	LOLA MULLENLOWE	Madrid	Spain
10	SCHOLZ & FRIENDS	Berlin	Germany

2018

Rank	Agency	Town	Location
1	adam&eveDDB	London	United Kingdom
2	AMVBBDO	London	United Kingdom
3	BBDO NEW YORK	New York	USA
4	McCANN NEW YORK	New York	USA
5	TBWA\MEDIA ARTS LAB	Los Angeles	USA
6	OGILVY	Chicago	USA
7	HOST/HAVAS	Sydney	Australia
8	AFRICA	São Paulo	Brazil
9	SAATCHI & SAATCHI	New York	USA
10	VMLY&R NÉE Y&R	Kansas City	USA

2017

Rank	Agency	Town	Location
1	CLEMENGER BBDO MELBOURNE	Melbourne	Australia
2	ALMAPBBDO	São Paulo	Brazil
3	McCANN NEW YORK	New York	USA
4	DAVID	Miami	USA
5	BETC	Paris	France
6	adam&eveDDB	London	United Kingdom
7	COLENSO BBDO	Auckland	New Zealand
8	OGILVY NEW YORK	New York	USA
9	DROGA5	New York	USA
10	180LA	Los Angeles	USA

2016

Rank	Agency	Town	Location
1	ALMAPBBDO	São Paulo	Brazil
2	GREY NEW YORK	New York	USA
3	INGO	Stockholm	Sweden
4	McCANN NEW YORK	New York	USA
5	DAVID	Buenos Aires	Argentina
6	adam&eveDDB	London	United Kingdom
7	COLENSO BBDO	Auckland	New Zealand
8	BBDO NEW YORK	New York	USA
9	FORSMAN & BODENFORS	Göteborg	Sweden
10	LEO BURNETT CHICAGO	Chicago	USA

2015

Rank	Agency	Town	Location
1	R/GA	New York	USA
2	GREY NEW YORK	New York	USA
3	OGILVY BRASIL	São Paulo	Brazil
4	BBDO NEW YORK	New York	USA
5	DROGA5	New York	USA
6	ALMAPBBDO	São Paulo	Brazil
7	WIEDEN+KENNEDY	Portland	USA
8	adam&eveDDB	London	United Kingdom
9	GREY LONDON	London	United Kingdom
10	COLENSO BBDO	Auckland	New Zealand

2014

Rank	Agency	Town	Location
1	adam&eveDDB	London	United Kingdom
2	DENTSU INC.	Tokyo	Japan
3	ALMAPBBDO	São Paulo	Brazil
4	LEO BURNETT TAILOR MADE	São Paulo	Brazil
5	OGILVY BRASIL	São Paulo	Brazil
6	FORSMAN & BODENFORS	Göteborg	Sweden
7	WIEDEN+KENNEDY	Portland	USA
8	GREY NEW YORK	New York	USA
9	DROGA5	New York	USA
10	VMLY&R NÉE Y&R	São Paulo	Brazil

2013

Rank	Agency	Town	Location
1	OGILVY BRASIL	São Paulo	Brazil
2	McCANN MELBOURNE	Melbourne	Australia
3	ALMAPBBDO	São Paulo	Brazil
4	VMLY&R DUBAI NÉE Y&R DUBAI	Dubai	United Arab Emirates
5	BBDO GERMANY	Düsseldorf	Germany
6	OGILVY FRANCE	Paris	France
7	OGILVY	London	United Kingdom
8	BBDO NEW YORK	New York	USA
9	WIEDEN+KENNEDY	Portland	USA
10	PEREIRA & O'DELL	San Francisco	USA

2012

Rank	Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	BBH LONDON	London	United Kingdom
3	OGILVY BRASIL	São Paulo	Brazil
4	JUNG VON MATT	Hamburg	Germany
5	VMLY&R NÉE Y&R	São Paulo	Brazil
6	AMVBBDO	London	United Kingdom
7	DUVAL GUILLAUME MODEM	Antwerp	Belgium
8	ALMAPBBDO	São Paulo	Brazil
9	DDB SINGAPORE	Singapore	Singapore
10	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Buenos Aires	Argentina

2011

Rank	Agency	Town	Location
1	ALMAPBBDO	São Paulo	Brazil
2	WIEDEN+KENNEDY	Portland	USA
3	BBDO NEW YORK	New York	USA
4	DROGA5	New York	USA
5	DEL CAMPO/NAZCA SAATCHI & SAATCHI	Buenos Aires	Argentina
6	VMLY&R DUBAI NÉE Y&R DUBAI	Dubai	United Arab Emirates
7	DENTSU INC.	Tokyo	Japan
8	LEO BURNETT IBERIA	Madrid	Spain
9	OGILVY BRASIL	São Paulo	Brazil
10	R/GA	New York	USA

2010

Rank	Agency	Town	Location
1	ALMAPBBDO	São Paulo	Brazil
2	VMLY&R NÉE Y&R	New York	USA
3	WIEDEN+KENNEDY	Portland	USA
4	TRIBAL NÉE DDB&CO.	Istanbul	Turkey
5	VMLY&R NEE Y&R	London	United Kingdom
6	TBWA\CHIAT\DAY	New York	USA
7	BETC	Paris	France
8	DDB	London	United Kingdom
9	LEW'LARA\TBWA	São Paulo	Brazil
10	BBDO GERMANY	Düsseldorf	Germany

INDEPENDENT AGENCY OF THE DECADE

INDEPENDENT AGENCY OF THE DECADE

Rank	Independent Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	DROGA5	New York	USA
3	FORSMAN & BODENFORS (YEARS 2010-2016)	Gothenburg	Sweden
4	JUNG VON MATT	Hamburg	Germany
5	SERVICEPLAN	Munich	Germany
6	WIEDEN+KENNEDY	London	United Kingdom
7	GRABARZ & PARTNER	Hamburg	Germany
8	MOTHER	London	United Kingdom
9	WIEDEN+KENNEDY	Amsterdam	The Netherlands
10	KOLLE REBBE (YEARS 2010-2018)	Hamburg	Germany

2019

Rank	Independent Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	DROGA5	New York	USA
3	JOHNXHANNES NEW YORK	New York	USA
4	RBK COMMUNICATION	Stockholm	Sweden
5	DROGA5	London	United Kingdom
6	WIEDEN+KENNEDY	São Paulo	Brazil
7	MOTHER NEW YORK	New York	USA
8	TECH AND SOUL	São Paulo	Brazil
9	MOTHER	London	United Kingdom
10	180HEARTBEATS + JUNG VON MATT	Warsaw	Poland

2018

Rank	Independent Agency	Town	Location
1	JUNG VON MATT	Hamburg	Germany
2	DROGA5	New York	USA
3	WIEDEN+KENNEDY	London	United Kingdom
4	WIEDEN+KENNEDY	Portland	USA
5	MOTHER	London	United Kingdom
6	JOHNXHANNES NEW YORK	New York	USA
7	N=5	Amsterdam	The Netherlands
8	GRABARZ & PARTNER	Hamburg	Germany
9	SERVICEPLAN	Munich	Germany
10	RPA	Los Angeles	USA

2017

Rank	Independent Agency	Town	Location
1	DROGA5	New York	USA
2	WIEDEN+KENNEDY	Portland	USA
3	4CREATIVE	London	United Kingdom
4	POL	Oslo	Norway
5	BLACK FRAME	New York	USA
6	GRABARZ & PARTNER	Hamburg	Germany
7	CJ WORX	Bangkok	Thailand
8	FRED & FARID PARIS	Paris	France
9	DON'T PANIC	London	United Kingdom
10	SERVICEPLAN FRANCE	Paris	France

2016

Rank	Independent Agency	Town	Location
1	DROGA5	New York	USA
2	JUNG VON MATT	Hamburg	Germany
3	WIEDEN+KENNEDY	Portland	USA
4	VENABLES BELL & PARTNERS	San Francisco	USA
5	FORSMAN & BODENFORS	Gothenburg	Sweden
6	SERVICEPLAN	Munich	Germany
7	FRED & FARID PARIS	Paris	France
8	MEDULLA COMMUNICATIONS	Mumbai	India
9	84.PARIS	Paris	France
10	WE BELIEVERS	New York	USA

2015

Rank	Independent Agency	Town	Location
1	DROGA5	New York	USA
2	WIEDEN+KENNEDY	Portland	USA
3	WIEDEN+KENNEDY	London	United Kingdom
4	FORSMAN & BODENFORS	Gothenburg	Sweden
5	GRABARZ & PARTNER	Hamburg	Germany
6	WIEDEN+KENNEDY	New York	USA
7	SERVICEPLAN	Munich	Germany
8	WIEDEN+KENNEDY	Amsterdam	The Netherlands
9	LANGLAND	Windsor	United Kingdom
10	SID LEE	Paris	France

2014

Rank	Independent Agency	Town	Location
1	FORSMAN & BODENFORS	Gothenburg	Sweden
2	LEMZ	Amsterdam	The Netherlands
3	WIEDEN+KENNEDY	Portland	USA
4	CREATIVE ARTISTS AGENCY	Los Angeles	USA
5	DROGA5	New York	USA
6	SID LEE	Paris	France
7	PEREIRA & O'DELL	San Francisco	USA
8	WIEDEN+KENNEDY	London	United Kingdom
9	KOLLE REBBE	Hamburg	Germany
10	SS+K	New York	USA

2013

Rank	Independent Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	SERVICEPLAN	Munich	Germany
3	WIEDEN+KENNEDY	New York	USA
4	VOSKHOD	Yekaterinburg	Russia
5	LODUCCA	São Paulo	Brazil
6	AKESTAM HOLST	Stockholm	Sweden
7	DROGA5	New York	USA
8	KOLLE REBBE	Hamburg	Germany
9	MORTIERBRIGADE	Brussels	Belgium
10	AFRICA	São Paulo	Brazil

2012

Rank	Independent Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	JUNG VON MATT	Hamburg	Germany
3	SERVICEPLAN	Munich	Germany
4	CHEIL WORLDWIDE	Seoul	Korea
5	WIEDEN+KENNEDY	London	United Kingdom
6	PARTY	Tokyo	Japan
7	DROGA5	New York	USA
8	CREATIVE ARTISTS AGENCY	Los Angeles	USA
9	KOLLE REBBE	Hamburg	Germany
10	PROJECTOR	Tokyo	Japan

2011

Rank	Independent Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	DROGA5	New York	USA
3	JUNG VON MATT	Hamburg	Germany
4	WIEDEN+KENNEDY	Amsterdam	The Netherlands
5	THJNK NÉE KEMPERTRAUTMANN	Hamburg	Germany
6	FORSMAN & BODENFORS	Gothenburg	Sweden
7	LODUCCA	São Paulo	Brazil
8	SCHOLZ & FRIENDS	Berlin	Germany
9	GRABARZ & PARTNER	Hamburg	Germany
10	SERVICEPLAN	Munich	Germany

2010

Rank	Independent Agency	Town	Location
1	JUNG VON MATT	Hamburg	Germany
2	WIEDEN+KENNEDY	Portland	USA
3	FORSMAN & BODENFORS	Gothenburg	Sweden
4	BOONDOGGLE	Leuven	Belgium
5	MOTHER	London	United Kingdom
6	GRABARZ & PARTNER	Hamburg	Germany
7	DROGA5	Sydney	Australia
8	SPECIAL GROUP	Sydney	Australia
9	HAPPINESS BRUSSELS	Brussels	Belgium
10	KOKOKAKA	Gothenburg	Sweden

PALME D'OR OF THE DECADE

PALME D'OR OF THE DECADE

Rank	Production Company	Location
1	MJZ	USA
2	SMUGGLER	USA
3	O POSITIVE FILMS	USA
4	BISCUIT FILMWORKS	USA
5	BLINK PRODUCTIONS	United Kingdom
6	STINK	United Kingdom
7	PARK PICTURES	USA
8	HUNGRY MAN	USA
9	RATTLING STICK	United Kingdom
10	OUTSIDER	United Kingdom

2019

Rank	Production Company	Location
1	PARK PICTURES	USA
2	HUNGRY MAN	USA
3	SOMESUCH	United Kingdom
4	BUCK	USA
5	BISCUIT FILMWORKS	USA
6	SMUGGLER	USA
7	SOMESUCH	USA
8=	HWY 61 FILMS	USA
8=	SAVILLE	USA
10	EPOCH FILMS	USA

2018

Rank	Production Company	Location
1	MJZ	USA
2	REVOLVER/WILL O'ROURKE	Australia
3	THE CORNER SHOP	USA
4	BLUR FILMS	Spain
5	THE MILL	USA
6	HUB HO HIN BANGKOK	Thailand
7	THE PLANE	France
8	BBDO STUDIOS	USA
9	OUTSIDER	United Kingdom
10	BLINK PRODUCTIONS	United Kingdom

2017

Rank	Production Company	Location
1	MJZ	USA
2	SMUGGLER	USA
3	THE MILL	USA
4	TOHOKUSHINSHA FILM CORPORATION	Japan
5	ICONOCLAST	USA
6	BLINK PRODUCTIONS	United Kingdom
7	STINK	United Kingdom
8	CAVIAR	USA
9	LIME STUDIOS	USA
10	O POSITIVE FILMS	USA

2016

Rank	Production Company	Location
1	TOOL	USA
2	EPOCH FILMS	USA
3	STINK	United Kingdom
4	VRSE.WORKS	USA
5	O POSITIVE FILMS	USA
6	LANDIA	Argentina
7	UNIVERSAL PRODUCTION PARTNERS	Czech Republic
8	GUILTY CONTENT	Australia
9	ANONYMOUS CONTENT	USA
10	OUTSIDER	United Kingdom

2015

Rank	Production Company	Location
1	SMUGGLER	USA
2	BLINK PRODUCTIONS	United Kingdom
3	SOMESUCH	United Kingdom
4	PARK PICTURES	USA
5	BISCUIT FILMWORKS	USA
6	CAVIAR	USA
7	AOI PRO.	Japan
8	ROGUE	United Kingdom
9	MJZ	United Kingdom
10	MJZ	USA

2014

Rank	Production Company	Location
1	MJZ	USA
2	O POSITIVE FILMS	USA
3	OUTSIDER	United Kingdom
4	MJZ	United Kingdom
5	BLINK PRODUCTIONS	United Kingdom
6	FOLKE STOCKHOLM	Sweden
7	BISCUIT FILMWORKS	USA
8	MOONBOT STUDIOS	USA
9	PARK PICTURES	USA
10	FURLINED	USA

2013

Rank	Production Company	Location
1	MJZ	USA
2	BISCUIT FILMWORKS	USA
3	O POSITIVE FILMS	USA
4	BLINK PRODUCTIONS	United Kingdom
5	RATTLING STICK	United Kingdom
6	ACADEMY FILMS	United Kingdom
7	B-REEL	USA
8	4CREATIVE	United Kingdom
9	CAVIAR	Belgium
10	GORGEOUS	United Kingdom

2012

Rank	Production Company	Location
1	MJZ	USA
2	RATTLING STICK	United Kingdom
3	BISCUIT FILMWORKS	USA
4	CAVIAR	USA
5	SMUGGLER	USA
6	PARANOIDBR	Brazil
7	PRIMO	Argentina
8	O POSITIVE FILMS	USA
9	ANONYMOUS CONTENT	USA
10	SOIXANTE QUINZE	France

2011

Rank	Production Company	Location
1	SMUGGLER	USA
2	O POSITIVE FILMS	USA
3	MJZ	USA
4	STINK	United Kingdom
5	PRIMO	Argentina
6	HUNGRY MAN	USA
7	INDEPENDENT	United Kingdom
8	SMUGGLER	United Kingdom
9	RABBIT CONTENT	USA
10	SONNY	United Kingdom

2010

Rank	Production Company	Location
1	MJZ	USA
2	HUNGRY MAN	USA
3	SMUGGLER	USA
4	BISCUIT FILMWORKS	USA
5	RSA FILMS	United Kingdom
6	O POSITIVE FILMS	USA
7	KNUCKLEHEAD	United Kingdom
8	STATION FILM	USA
9	ARGENTINECINE	Argentina
10	BLINK PRODUCTIONS	United Kingdom

AGENCY OF THE DECADE - ASIA

AGENCY OF THE DECADE - ASIA

Rank	Agency	City	Location
1	DENTSU INC.	Tokyo	Japan
2	HAKUHODO INC.	Tokyo	Japan
3	OGILVY	Bangkok	Thailand
4	OGILVY	Mumbai	India
5	DDB	Singapore	Singapore
6	McCANN	Mumbai	India
7	OGILVY	Singapore	Singapore
8	CHEIL WORLDWIDE	Seoul	South Korea
9	TBWA\HAKUHODO INC.	Tokyo	Japan
10	MULLENLOWE SINGAPORE	Singapore	Singapore

2019

Rank	Agency	Town	Location
1	McCANN HEALTH	Shanghai	China
2	DENTSU INC.	Tokyo	Japan
3	TBWA\HAKUHODO INC.	Tokyo	Japan
4	BBDO PAKISTAN	Lahore	Pakistan
5	CHEIL WORLDWIDE	Hong Kong	Hong Kong SAR
6	DENTSU WEBCHUTNEY	Bangalore	India
7	GREY BANGLADESH	Dhaka	Bangladesh
8	FCBULKA	Delhi	India
9	OGILVY	Hong Kong	Hong Kong SAR
10	HO COMMUNICATION	Shanghai	China

2018

Rank	Agency	Town	Location
1	DENTSU INC.	Tokyo	Japan
2	OGILVY	Hong Kong	Hong Kong SAR
3	OGILVY	Mumbai	India
4	OGILVY	Bangkok	Thailand
5	TBWA\INDIA	Mumbai	India
6	GREYNJ UNITED	Bangkok	Thailand
7	FCB INDIA	Mumbai	India
8	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Bangkok	Thailand
9	HAKUHODO INC.	Tokyo	Japan
10	JAYMESYFU	Manila	The Philippines

2017

Rank	Agency	Town	Location
1	DENTSU INC.	Tokyo	Japan
2	BBH	Singapore	Singapore
3	OGILVY	Mumbai	India
4	McCANN	Mumbai	India
5	OGILVY	Singapore	Singapore
6	HAKUHODO INC.	Tokyo	Japan
7	TBWATHAILAND	Bangkok	Thailand
8	CJ WORX	Bangkok	Thailand
9	LEO BURNETT	Mumbai	India
10	TBWA\HAKUHODO INC.	Tokyo	Japan

2012

Rank	Agency	Town	Location
1	DENTSU INC.	Tokyo	Japan
2	HAKUHODO INC.	Tokyo	Japan
3	CHEIL WORLDWIDE	Seoul	South Korea
4	DDB	Singapore	Singapore
5	PROJECTOR	Tokyo	Japan
6	PARTY	Tokyo	Japan
7	LEO BURNETT	Mumbai	India
8	MULLENLOWE SINGAPORE	Singapore	Singapore
9	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Shanghai	China
10	VMLY&R NÉE Y&R	Kuala Lumpur	Malaysia

2016

Rank	Agency	Town	Location
1	DENTSU INC.	Tokyo	Japan
2	OGILVY	Bangkok	Thailand
3	TBWA\HAKUHODO INC.	Tokyo	Japan
4	MEDULLA COMMUNICATIONS	Mumbai	India
5	VMLY&R NÉE Y&R	Shanghai	China
6	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Bangkok	Thailand
7	BBDO INDIA	Mumbai	India
8	OGILVY	Mumbai	India
9	HAKUHODO INC.	Tokyo	Japan
10	MONDAY	Bangkok	Thailand

2011

Rank	Agency	Town	Location
1	DENTSU INC.	Tokyo	Japan
2	DDB	Singapore	Singapore
3	MUDRA DDB GROUP	Mumbai	India
4	CHEIL WORLDWIDE	Seoul	South Korea
5	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Shanghai	China
6	OGILVY MALAYSIA	Kuala Lumpur	Malaysia
7	VMLY&R NÉE Y&R	Bangkok	Thailand
8	BBDO INDIA	Mumbai	India
9	DDB GROUP HONG KONG	Hong Kong	Hong Kong SAR
10	HAKUHODO INC.	Tokyo	Japan

2015

Rank	Agency	Town	Location
1	VMLY&R NÉE Y&R	Shanghai	China
2	DENTSU INC.	Tokyo	Japan
3	GREY GROUP	Singapore	Singapore
4	McCANN	Mumbai	India
5	BBDO PROXIMITY THAILAND	Bangkok	Thailand
6	CHEIL WORLDWIDE	Seoul	South Korea
7	HAKUHODO INC.	Tokyo	Japan
8	BBDO INDIA	Mumbai	India
9	DDB	Singapore	Singapore
10	MULLENLOWE SINGAPORE	Singapore	Singapore

2010

Rank	Agency	Town	Location
1	DENTSU INC.	Tokyo	Japan
2	LEO BURNETT	Hong Kong	Hong Kong SAR
3	DDB	Singapore	Singapore
4	OGILVY	Bangkok	Thailand
5	MUDRA DDB GROUP	Mumbai	India
6	CREATIVE JUICE\BANGKOK	Bangkok	Thailand
7	OGILVY	Shanghai	China
8	LEO BURNETT	Mumbai	India
9	HAKUHODO INC.	Tokyo	Japan
10	OGILVY	Mumbai	India

AGENCY OF THE DECADE - EUROPE

AGENCY OF THE DECADE - EUROPE

Rank	Agency	City	Location
1	adam&eveDDB	London	United Kingdom
2	AMVBBDO	London	United Kingdom
3	OGILVY	Paris	France
4	TRIBAL NÉE DDB & CO.	Istanbul	Turkey
5	JUNG VON MATT	Hamburg	Germany
6	BETC	Paris	France
7	FORSMAN & BODENFORS	Gothenberg	Sweden
8	MARCEL	Paris	France
9	LOLA MULLENLOWE	Madrid	Spain
10	BBH	London	United Kingdom

2019

Rank	Agency	Town	Location
1	AMVBBDO	London	United Kingdom
2	FCB INFERNO	London	United Kingdom
3	LOLA MULLENLOWE	Madrid	Spain
4	SCHOLZ & FRIENDS	Berlin	Germany
5	adam&eveDDB	London	United Kingdom
6	TBWA\PARIS	Paris	France
7	McCANN	Tel Aviv	Israel
8	DDB PARIS	Paris	France
9	McCANN PARIS	Paris	France
10	VMLY&R NÉE Y&R	Warsaw	Poland

2018

Rank	Agency	Town	Location
1	adam&eveDDB	London	United Kingdom
2	AMVBBDO	London	United Kingdom
3	JUNG VON MATT	Hamburg	Germany
4	LOLA MULLENLOWE	Madrid	Spain
5	McCANN LONDON	London	United Kingdom
6	WIEDEN+KENNEDY	London	United Kingdom
7	MARCEL	Paris	France
8	BETC	Paris	France
9	ROTHCO ACCENTURE INTERACTIVE	Dublin	Ireland
10	ÅKESTAM HOLST	Stockholm	Sweden

2017

Rank	Agency	Town	Location
1	BETC	Paris	France
2	adam&eveDDB	London	United Kingdom
3	VMLY&R NÉE Y&R	Madrid	Spain
4	DDB PARIS	Paris	France
5	&CO	Copenhagen	Denmark
6	SAATCHI & SAATCHI	London	United Kingdom
7	PUBLICIS ITALY	Milan	Italy
8	TBWA\PARIS	Paris	France
9	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	London	United Kingdom
10	4CREATIVE	London	United Kingdom

2012

Rank	Agency	Town	Location
1	JUNG VON MATT	Hamburg	Germany
2	DUVAL GUILLAUME MODEM	Antwerp	Belgium
3	BBH	London	United Kingdom
4	SERVICEPLAN	Munich	Germany
5	AMVBBDO	London	United Kingdom
6	SAATCHI & SAATCHI	Milan	Italy
7	MARCEL	Paris	France
8	OGILVY GERMANY	Frankfurt	Germany
9	BAUMANN BER RIVNAY SAATCHI & SAAT	Ramat Gan	Israel
10	KOLLE REBBE	Hamburg	Germany

2016

Rank	Agency	Town	Location
1	INGO	Stockholm	Sweden
2	adam&eveDDB	London	United Kingdom
3	FORSMAN & BODENFORS	Gothenberg	Sweden
4	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Amsterdam	The Netherlands
5	AMVBBDO	London	United Kingdom
6	GREY	London	United Kingdom
7	OGILVY	London	United Kingdom
8	JUNG VON MATT	Hamburg	Germany
9	VMLY&R NÉE Y&R	Madrid	Spain
10	McCANN LONDON	London	United Kingdom

2011

Rank	Agency	Town	Location
1	JUNG VON MATT	Hamburg	Germany
2	LEO BURNETT	Madrid	Spain
3	McCANN	Bucharest	Romania
4	THJNK NÉE KEMPERTRAUTMANN	Hamburg	Germany
5	FORSMAN & BODENFORS	Gothenberg	Sweden
6	DDB PARIS	Paris	France
7	WIEDEN+KENNEDY	Amsterdam	The Netherlands
8	DDB	Stockholm	Sweden
9	OGILVY GERMANY	Frankfurt	Germany
10	SERVICEPLAN	Munich	Germany

2015

Rank	Agency	Town	Location
1	adam&eveDDB	London	United Kingdom
2	GREY	London	United Kingdom
3	OGILVY	Paris	France
4	DDB SPAIN	Madrid	Spain
5	MARCEL	Paris	France
6	OGILVY	London	United Kingdom
7	FCB INFERNO	London	United Kingdom
8	FORSMAN & BODENFORS	Gothenberg	Sweden
9	GREY GERMANY	Dusseldorf	Germany
10	LOLA MULLENLOWE	Madrid	Spain

2010

Rank	Agency	Town	Location
1	JUNG VON MATT	Hamburg	Germany
2	AMVBBDO	London	United Kingdom
3	BETC	Paris	France
4	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Milan	Italy
5	BBH	London	United Kingdom
6	DDB	London	United Kingdom
7	TRIBAL NÉE DDB&CO	Istanbul	Turkey
8	VMLY&R NÉE Y&R	London	United Kingdom
9	DDB	Stockholm	Sweden
10	BBDO	Dusseldorf	Germany

AGENCY OF THE DECADE - LATIN AMERICA

AGENCY OF THE DECADE - LATIN AMERICA

Rank	Agency	City	Location
1	ALMAPBBDO	São Paulo	Brazil
2	OGILVY BRASIL	São Paulo	Brazil
3	VMLY&R NEE Y&R	São Paulo	Brazil
4	DEL CAMPO SAATCHI & SAATCHI	Buenos Aires	Argentina
5	DM9DDB	São Paulo	Brazil
6	VMLY&R NEE Y&R	Santiago	Chile
7	AFRICA	São Paulo	Brazil
8	GREY BRAZIL	São Paulo	Brazil
9	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	São Paulo	Brazil
10	MARURI GREY	Guayaquil	Ecuador

2019

Rank	Agency	Town	Location
1	AKQA	São Paulo	Brazil
2	GREY BRAZIL	São Paulo	Brazil
3	AFRICA	São Paulo	Brazil
4	DAVID SAO PAULO	São Paulo	Brazil
5	VMLY&R NÉE Y&R	São Paulo	Brazil
6	WIEDEN+KENNEDY	São Paulo	Brazil
7	ALMAPBBDO	São Paulo	Brazil
8	FAHRENHEIT DDB	Lima	Peru
9	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	São Paulo	Brazil
10	OGILVY BRASIL	São Paulo	Brazil

2018

Rank	Agency	Town	Location
1	AFRICA	São Paulo	Brazil
2	MULLENLOWE SSP3	Bogota	Colombia
3	GREY BRAZIL	São Paulo	Brazil
4	ALMAPBBDO	São Paulo	Brazil
5	VMLY&R NÉE Y&R	São Paulo	Brazil
6	OGILVY BRASIL	São Paulo	Brazil
7	VMLY&R NÉE Y&R	Santiago	Chile
8	DAVID SAO PAULO	São Paulo	Brazil
9	MARURI GREY	Guayaquil	Ecuador
10	DAVID	Buenos Aires	Argentina

2017

Rank	Agency	Town	Location
1	ALMAPBBDO	São Paulo	Brazil
2	OGILVY BRASIL	São Paulo	Brazil
3	GREY COLOMBIA	Bogota	Colombia
4	CIRCUS GREY PERU	Lima	Peru
5	VMLY&R NÉE Y&R	São Paulo	Brazil
6	GREY BRAZIL	São Paulo	Brazil
7	AFRICA	São Paulo	Brazil
8	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	São Paulo	Brazil
9	DM9DDB	São Paulo	Brazil
10	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Bogota	Colombia

2016

Rank	Agency	Town	Location
1	ALMAPBBDO	São Paulo	Brazil
2	DAVID	Buenos Aires	Argentina
3	VMLY&R NÉE Y&R	São Paulo	Brazil
4	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	São Paulo	Brazil
5	DEL CAMPO SAATCHI & SAATCHI	Buenos Aires	Argentina
6	AFRICA	São Paulo	Brazil
7	GREY MEXICO	Mexico City	Mexico
8	DM9DDB	São Paulo	Brazil
9	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Buenos Aires	Argentina
10	GREY BRAZIL	São Paulo	Brazil

2015

Rank	Agency	Town	Location
1	OGILVY BRASIL	São Paulo	Brazil
2	ALMAPBBDO	São Paulo	Brazil
3	AFRICA	São Paulo	Brazil
4	MARURI GREY	Guayaquil	Ecuador
5	VMLY&R NÉE Y&R	Santiago	Chile
6	F/NAZCA SAATCHI & SAATCHI	São Paulo	Brazil
7	FCB BRASIL	São Paulo	Brazil
8	LEO BURNETT ARGENTINA	Buenos Aires	Argentina
9	GREY MEXICO	Mexico City	Mexico
10	VMLY&R NÉE Y&R	São Paulo	Brazil

2014

Rank	Agency	Town	Location
1	ALMAPBBDO	São Paulo	Brazil
2	LEO BURNETT TAILOR MADE	São Paulo	Brazil
3	OGILVY BRASIL	São Paulo	Brazil
4	VMLY&R NÉE Y&R	São Paulo	Brazil
5	DEL CAMPO SAATCHI & SAATCHI	Buenos Aires	Argentina
6	FCB BRASIL	São Paulo	Brazil
7	OGILVY ARGENTINA	Buenos Aires	Argentina
8	LODUCCA	São Paulo	Brazil
9	DM9DDB	São Paulo	Brazil
10	DDB MEXICO	Mexico City	Mexico

2013

Rank	Agency	Town	Location
1	OGILVY BRASIL	São Paulo	Brazil
2	ALMAPBBDO	São Paulo	Brazil
3	VMLY&R NÉE Y&R	São Paulo	Brazil
4	DM9DDB	São Paulo	Brazil
5	LEO BURNETT TAILOR MADE	São Paulo	Brazil
6	VMLY&R NÉE Y&R	Santiago	Chile
7	OGILVY ARGENTINA	Buenos Aires	Argentina
8	VMLY&R NÉE Y&R	Lima	Peru
9	LODUCCA	São Paulo	Brazil
10	MAYO FCB	Lima	Peru

2012

Rank	Agency	Town	Location
1	OGILVY BRASIL	São Paulo	Brazil
2	VMLY&R NÉE Y&R	São Paulo	Brazil
3	DM9DDB	São Paulo	Brazil
4	ALMAPBBDO	São Paulo	Brazil
5	MULLENLOWE-SSP3	Bogota	Colombia
6	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Mexico City	Mexico
7	FCB	Buenos Aires	Argentina
8	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	San Juan	Puerto Rico
9	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Buenos Aires	Argentina
10	DEL CAMPO SAATCHI & SAATCHI	Buenos Aires	Argentina

2011

Rank	Agency	Town	Location
1	ALMAPBBDO	São Paulo	Brazil
2	OGILVY BRASIL	São Paulo	Brazil
3	DEL CAMPO SAATCHI & SAATCHI	Buenos Aires	Argentina
4	OGILVY ARGENTINA	Buenos Aires	Argentina
5	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	São Paulo	Brazil
6	LODUCCA	São Paulo	Brazil
7	Z+	São Paulo	Brazil
8	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Buenos Aires	Argentina
9	VMLY&R NÉE Y&R	São Paulo	Brazil
10	OGILVY MEXICO	Mexico City	Mexico

2010

Rank	Agency	Town	Location
1	ALMAPBBDO	São Paulo	Brazil
2	DEL CAMPO SAATCHI & SAATCHI	Buenos Aires	Argentina
3	LEW'LARA/TBWA	São Paulo	Brazil
4	OGILVY BRASIL	São Paulo	Brazil
5	DM9DDB	São Paulo	Brazil
6	F/NAZCA SAATCHI & SAATCHI	São Paulo	Brazil
7	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Mexico City	Mexico
8	VMLY&R NÉE Y&R	Santiago	Chile
9	TALENT	São Paulo	Brazil
10	VMLY&R NÉE DHALET Y&R	Buenos Aires	Argentina

AGENCY OF THE DECADE - MIDDLE EAST & AFRICA

AGENCY OF THE DECADE - EUROPE

Rank	Agency	City	Location
1	VMLY&R DUBAI NÉE Y&R DUBAI	Dubai	United Arab Emirates
2	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
3	OGILVY	Johannesburg	South Africa
4	OGILVY	Cape Town	South Africa
5	MEMAC OGILVY	Dubai	United Arab Emirates
6	IMPACT BBDO	Dubai	United Arab Emirates
7	NET#WORK BBDO	Johannesburg	South Africa
8	TBWA\RAAD	Dubai	United Arab Emirates
9	LEO BURNETT	Beirut	Lebanon
10	VMLY&R NÉE Y&R	Cape Town	South Africa

2019

Rank	Agency	Town	Location
1	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
2	OGILVY	Johannesburg	South Africa
3	KING JAMES	Cape Town	South Africa
4	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Beirut	Lebanon
5	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Dubai	United Arab Emirates
6	VMLY&R NÉE Y&R	Johannesburg	South Africa
7	TBWA\RAAD	Dubai	United Arab Emirates
8	VMLY&R NÉE Y&R	Dubai	United Arab Emirates
9	INTERESTING TIMES	Beirut	Lebanon
10	NET#WORK BBDO	Johannesburg	South Africa

2014

Rank	Agency	Town	Location
1	OGILVY	Johannesburg	South Africa
2	MEMAC OGILVY	Dubai	United Arab Emirates
3	IMPACT BBDO	Dubai	United Arab Emirates
4	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
5	FCB AFRICA	Johannesburg	South Africa
6	VMLY&R NÉE Y&R	Dubai	United Arab Emirates
7	OGILVY	Cape Town	South Africa
8	M&C SAATCHI ABEL	Cape Town	South Africa
9	LEO BURNETT	Dubai	United Arab Emirates
10	FP7 McCANN	Dubai	United Arab Emirates

2018

Rank	Agency	Town	Location
1	TBWA\RAAD	Dubai	United Arab Emirates
2	OGILVY	Cape Town	South Africa
3	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
4	VMLY&R NÉE Y&R	Dubai	United Arab Emirates
5	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Casablanca	Morocco
6	KING JAMES	Cape Town	South Africa
7	DDB SOUTH AFRICA	Johannesburg	South Africa
8	OGILVY	Johannesburg	South Africa
9	JOE PUBLIC UNITED	Johannesburg	South Africa
10	1886	Johannesburg	South Africa

2013

Rank	Agency	Town	Location
1	VMLY&R NÉE Y&R	Dubai	United Arab Emirates
2	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
3	OGILVY	Cape Town	South Africa
4	NET#WORK BBDO	Johannesburg	South Africa
5	MEMAC OGILVY	Tunis	Tunisia
6	OGILVYACTION	Tunis	Tunisia
7	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Cairo	Egypt
8	VMLY&R NÉE Y&R	Cape Town	South Africa
9	HELLOFCB+	Cape Town	South Africa
10	DDB	Dubai	United Arab Emirates

2017

Rank	Agency	Town	Location
1	VMLY&R NÉE Y&R	Cape Town	South Africa
2	IMPACT BBDO	Dubai	United Arab Emirates
3	MEMAC OGILVY	Dubai	United Arab Emirates
4	VMLY&R NÉE Y&R	Dubai	United Arab Emirates
5	VMLY&R NÉE VML	Cape Town	South Africa
6	OGILVY	Johannesburg	South Africa
7	FP7 McCANN	Cairo	Egypt
8	THE CLASSIC PARTNERSHIP	Dubai	United Arab Emirates
9	HELLOFCB+	Cape Town	South Africa
10	LEO BURNETT	Beirut	Lebanon

2012

Rank	Agency	Town	Location
1	OGILVY	Cape Town	South Africa
2	VMLY&R NÉE Y&R	Dubai	United Arab Emirates
3	NET#WORK BBDO	Johannesburg	South Africa
4	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
5	DDB SOUTH AFRICA	Johannesburg	South Africa
6	MEMAC OGILVY	Tunis	Tunisia
7	TBWA\RAAD	Dubai	United Arab Emirates
8	LEO BURNETT	Beirut	Lebanon
9	VMLY&R NÉE Y&R	Johannesburg	South Africa
10	METROPOLITANREPUBLIC	Johannesburg	South Africa

2016

Rank	Agency	Town	Location
1	MEMAC OGILVY	Dubai	United Arab Emirates
2	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
3	OGILVY	Johannesburg	South Africa
4	VMLY&R NÉE VML	Cape Town	South Africa
5	VMLY&R NÉE Y&R	Dubai	United Arab Emirates
6	LEO BURNETT	Beirut	Lebanon
7	WUNDERMAN THOMP-SON POINTS FROM J. WALTER THOMPSON	Beirut	Lebanon
8	TBWA\RAAD	Dubai	United Arab Emirates
9	IMPACT BBDO	Dubai	United Arab Emirates
10	OGILVY	Cape Town	South Africa

2011

Rank	Agency	Town	Location
1	VMLY&R NÉE Y&R	Dubai	United Arab Emirates
2	NET#WORK BBDO	Johannesburg	South Africa
3	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
4	OGILVY	Johannesburg	South Africa
5	FOXP2	Cape Town	South Africa
6	MEMAC OGILVY	Dubai	United Arab Emirates
7	OGILVY	Cape Town	South Africa
8	GREY AFRICA	Johannesburg	South Africa
9	LEO BURNETT	Dubai	United Arab Emirates
10	FP7 McCANN	Manama	Bahrain

2015

Rank	Agency	Town	Location
1	GEOMETRY GLOBAL	Dubai	United Arab Emirates
2	LEO BURNETT	Beirut	Lebanon
3	MEMAC OGILVY	Dubai	United Arab Emirates
4	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
5	3SG-BBDO,	Tunis	Tunisia
6	VMLY&R NÉE Y&R	Cape Town	South Africa
7	LEO BURNETT	Dubai	United Arab Emirates
8	IMPACT & ECHO BBDO	Kuwait City	Kuwait
9	IMPACT BBDO	Dubai	United Arab Emirates
10	FP7 McCANN	Dubai	United Arab Emirates

2010

Rank	Agency	Town	Location
1	TBWA\HUNT\LASCARIS	Johannesburg	South Africa
2	VMLY&R NÉE Y&R	Dubai	United Arab Emirates
3	OGILVY	Johannesburg	South Africa
4	OGILVY	Cape Town	South Africa
5	FOXP2	Cape Town	South Africa
6	FCB AFRICA	Johannesburg	South Africa
7	ELEPHANT	Cairo	Egypt
8	VMLY&R NÉE Y&R	Johannesburg	South Africa
9	LEO BURNETT	Cairo	Egypt
10	TBWA\RAAD	Dubai	United Arab Emirates

AGENCY OF THE DECADE - NORTH AMERICA

AGENCY OF THE DECADE - EUROPE

Rank	Agency	City	Location
1	WIEDEN+KENNEDY	Portland	USA
2	BBDO NEW YORK	New York	USA
3	DROGA5	New York	USA
4	McCANN NEW YORK	New York	USA
5	GREY NEW YORK	New York	USA
6	DAVID	Miami	USA
7	R/GA	New York	USA
8	LEO BURNETT CHICAGO	Chicago	USA
9	BBH NEW YORK	New York	USA
10	OGILVY	New York	USA

2019

Rank	Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	McCANN NEW YORK	New York	USA
3	DROGA5	New York	USA
4	FCB NEW YORK	New York	USA
5	TBWA\CHIAT\DAY	New York	USA
6	DAVID	Miami	USA
7	FCB CHICAGO	Chicago	USA
8	AREA 23, AN FCB HEALTH NETWORK COMPANY	New York	USA
9	VMLY&R NÉE VML	Kansas City	USA
10	TBWA\MEDIA ARTS LAB	Los Angeles	USA

2014

Rank	Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	GREY NEW YORK	New York	USA
3	DROGA5	New York	USA
4	BBDO NEW YORK	New York	USA
5	PEREIRA & O'DELL	San Francisco	USA
6	CREATIVE ARTISTS AGENCY	Los Angeles	USA
7	DDB NEW YORK	New York	USA
8	BARTON F. GRAF 9000	New York	USA
9	SS+K	New York	USA
10	BBH NEW YORK	New York	USA

2018

Rank	Agency	Town	Location
1	BBDO NEW YORK	New York	USA
2	McCANN NEW YORK	New York	USA
3	TBWA\MEDIA ARTS LAB	Los Angeles	USA
4	OGILVY	Chicago	USA
5	SAATCHI & SAATCHI	New York	USA
6	VMLY&R NÉE VML	Kansas City	USA
7	DROGA5	New York	USA
8	WIEDEN+KENNEDY	Portland	USA
9	DAVID	Miami	USA
10	FCB/SIX	Toronto	Canada

2013

Rank	Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	BBDO NEW YORK	New York	USA
3	PEREIRA & O'DELL	San Francisco	USA
4	DDB NEW YORK	New York	USA
5	GREY NEW YORK	New York	USA
6	OGILVY	New York	USA
7	LEO BURNETT CHICAGO	Chicago	USA
8	THE MARTIN AGENCY	Richmond	USA
9	DROGA5	New York	USA
10	SAATCHI & SAATCHI LA	Los Angeles	USA

2017

Rank	Agency	Town	Location
1	McCANN NEW YORK	New York	USA
2	DAVID	Miami	USA
3	OGILVY	New York	USA
4	DROGA5	New York	USA
5	180LA	Los Angeles	USA
6	WIEDEN+KENNEDY	Portland	USA
7	BBDO NEW YORK	New York	USA
8	THE MARTIN AGENCY	Richmond	USA
9	OGILVY	Chicago	USA
10	FCB CHICAGO	Chicago	USA

2012

Rank	Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	R/GA	New York	USA
3	GREY NEW YORK	New York	USA
4	DROGA5	New York	USA
5	BBDO NEW YORK	New York	USA
6	CRISPIN PORTER BOGUSKY+	Boulder	USA
7	CREATIVE ARTISTS AGENCY	Los Angeles	USA
8	OGILVY	New York	USA
9	LEO BURNETT NEW YORK	New York	USA
10	LEO BURNETT DETROIT	Detroit	USA

2016

Rank	Agency	Town	Location
1	GREY NEW YORK	New York	USA
2	McCANN NEW YORK	New York	USA
3	BBDO NEW YORK	New York	USA
4	LEO BURNETT CHICAGO	Chicago	USA
5	DROGA5	New York	USA
6	VENABLES BELL & PARTNERS	San Francisco	USA
7	FCB CHICAGO	Chicago	USA
8	WIEDEN+KENNEDY	Portland	USA
9	180LA	Los Angeles	USA
10	GOODBY SILVERSTEIN & PARTNERS	San Francisco	USA

2011

Rank	Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	BBDO NEW YORK	New York	USA
3	DROGA5	New York	USA
4	R/GA	New York	USA
5	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	New York	USA
6	BBDO CANADA	Toronto	Canada
7	LEO BURNETT CHICAGO	Chicago	USA
8	VMLY&R NÉE Y&R	New York	USA
9	CRISPIN PORTER BOGUSKY+	Boulder	USA
10	GREY NEW YORK	New York	USA

2015

Rank	Agency	Town	Location
1	R/GA	New York	USA
2	GREY NEW YORK	New York	USA
3	BBDO NEW YORK	New York	USA
4	DROGA5	New York	USA
5	WIEDEN+KENNEDY	Portland	USA
6	THE MARTIN AGENCY	Richmond	USA
7	GREY CANADA	Toronto	Canada
8	LEO BURNETT CHICAGO	Chicago	USA
9	LEO BURNETT TORONTO	Toronto	Canada
10	DAVID	Miami	USA

2010

Rank	Agency	Town	Location
1	WIEDEN+KENNEDY	Portland	USA
2	VMLY&R NEE Y&R	New York	USA
3	BBDO NEW YORK	New York	USA
4	TBWA\CHIAT\DAY	Los Angeles	USA
5	TBWA\CHIAT\DAY	New York	USA
6	CRISPIN PORTER BOGUSKY+	Boulder	USA
7	GREY NEW YORK	New York	USA
8	BBH NEW YORK	New York	USA
9	LEO BURNETT TORONTO	Toronto	Canada
10	SAATCHI & SAATCHI	New York	USA

AGENCY OF THE DECADE - PACIFIC

AGENCY OF THE DECADE - PACIFIC

Rank	Agency	City	Location
1	COLENZO BBDO	Auckland	New Zealand
2	CLEMENGER BBDO	Melbourne	Australia
3	LEO BURNETT SYDNEY	Sydney	Australia
4	DDB	Auckland	New Zealand
5	DDB	Sydney	Australia
6	VMLY&R NÉE Y&R	Melbourne	Australia
7	FCB	Auckland	New Zealand
8	SAATCHI & SAATCHI	Sydney	Australia
9	McCANN MELBOURNE	Melbourne	Australia
10	CLEMENGER BBDO	Wellington	New Zealand

2019

Rank	Agency	City	Location
1	CLEMENGER BBDO	Melbourne	Australia
2	DDB	Sydney	Australia
3	TBWA\MELBOURNE	Melbourne	Australia
4	COLENZO BBDO	Auckland	New Zealand
5	CHE PROXIMITY	Melbourne	Australia
6	NAKED COMMUNICATIONS	Sydney	Australia
7	SPECIAL GROUP	Sydney	Australia
8	THE BRAND AGENCY	Perth	Australia
9	CLEMENGER BBDO	Wellington	New Zealand
10	WHITEGREY SYDNEY	Sydney	Australia

2018

Rank	Agency	City	Location
1	HOST/HAVAS	Sydney	Australia
2	CHE PROXIMITY	Melbourne	Australia
3	DDB	Auckland	New Zealand
4	BWM DENTSU	Sydney	Australia
5	COLENZO BBDO	Auckland	New Zealand
6	CUMMINS & PARTNERS	Sydney	Australia
7	VMLY&R NÉE Y&R	Melbourne	Australia
8	CLEMENGER BBDO	Sydney	Australia
9	HISTORY WILL BE KIND	Sydney	Australia
10	CLEMENGER BBDO	Melbourne	Australia

2017

Rank	Agency	City	Location
1	CLEMENGER BBDO	Melbourne	Australia
2	COLENZO BBDO	Auckland	New Zealand
3	McCANN MELBOURNE	Melbourne	Australia
4	DDB	Auckland	New Zealand
5	R/GA SYDNEY	Sydney	Australia
6	LEO BURNETT	Melbourne	Australia
7	MARCEL SYDNEY	Sydney	Australia
8	CHE PROXIMITY	Sydney	Australia
9	OGILVY	Melbourne	Australia
10	LEO BURNETT SYDNEY	Sydney	Australia

2016

Rank	Agency	City	Location
1	COLENZO BBDO	Auckland	New Zealand
2	LEO BURNETT SYDNEY	Sydney	Australia
3	CLEMENGER BBDO	Melbourne	Australia
4	VMLY&R NÉE Y&R	Auckland	New Zealand
5	DDB	Auckland	New Zealand
6	DDB	Sydney	Australia
7	TBWA\MELBOURNE	Melbourne	Australia
8	GREY	Melbourne	Australia
9	FCB	Auckland	New Zealand
10	LEO BURNETT	Melbourne	Australia

2015

Rank	Agency	City	Location
1	COLENZO BBDO	Auckland	New Zealand
2	M&C SAATCHI	Sydney	Australia
3	VMLY&R NÉE Y&R	Melbourne	Australia
4	LEO BURNETT SYDNEY	Sydney	Australia
5	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Sydney	Australia
6	VMLY&R NÉE Y&R	Brisbane	Australia
7	McCANN MELBOURNE	Melbourne	Australia
8	DDB	Auckland	New Zealand
9	DDB	Melbourne	Australia
10	SAATCHI & SAATCHI	Sydney	Australia

2014

Rank	Agency	City	Location
1	LEO BURNETT SYDNEY	Sydney	Australia
2	COLENZO BBDO	Auckland	New Zealand
3	SAATCHI & SAATCHI	Sydney	Australia
4	CLEMENGER BBDO	Melbourne	Australia
5	DDB	Auckland	New Zealand
6	FCB	Auckland	New Zealand
7	DDB	Sydney	Australia
8	CLEMENGER BBDO	Wellington	New Zealand
9	McCANN MELBOURNE	Melbourne	Australia
10	TBWA\MELBOURNE	Melbourne	Australia

2013

Rank	Agency	City	Location
1	McCANN MELBOURNE	Melbourne	Australia
2	FCB	Auckland	New Zealand
3	DDB	Auckland	New Zealand
4	LEO BURNETT SYDNEY	Sydney	Australia
5	DDB	Sydney	Australia
6	VMLY&R NÉE Y&R	Melbourne	Australia
7	COLENZO BBDO	Auckland	New Zealand
8	DROGA5	Sydney	Australia
9	CLEMENGER BBDO	Melbourne	Australia
10	TBWA\SYDNEY	Sydney	Australia

2012

Rank	Agency	City	Location
1	COLENZO BBDO	Auckland	New Zealand
2	VMLY&R NÉE Y&R	Melbourne	Australia
3	TBWA\SYDNEY	Sydney	Australia
4	OGILVY	Sydney	Australia
5	CLEMENGER BBDO	Melbourne	Australia
6	LEO BURNETT SYDNEY	Sydney	Australia
7	CLEMENGER BBDO	Wellington	New Zealand
8	DDB	Sydney	Australia
9	LEO BURNETT	Melbourne	Australia
10	WONDER	Sydney	Australia

2011

Rank	Agency	City	Location
1	COLENZO BBDO	Auckland	New Zealand
2	CLEMENGER BBDO	Melbourne	Australia
3	LEO BURNETT SYDNEY	Sydney	Australia
4	WUNDERMAN THOMPSON POINTS FROM J. WALTER THOMPSON	Melbourne	Australia
5	WHITEGREY SYDNEY	Sydney	Australia
6	HAPPY SOLDIERS	Sydney	Australia
7	THE MONKEYS PART OF ACCENTURE INTERACTIVE	Sydney	Australia
8	DDB	Auckland	New Zealand
9	LEO BURNETT	Melbourne	Australia
10	DROGA5	Sydney	Australia

2010

Rank	Agency	City	Location
1	LEO BURNETT SYDNEY	Sydney	Australia
2	COLENZO BBDO	Auckland	New Zealand
3	CLEMENGER BBDO	Melbourne	Australia
4	SAATCHI & SAATCHI	Sydney	Australia
5	DDB	Auckland	New Zealand
6	DROGA5	Sydney	Australia
7	VMLY&R NÉE Y&R	Melbourne	Australia
8	SPECIAL GROUP	Auckland	New Zealand
9	MEERKATS	Perth	Australia
10	THE MONKEYS PART OF ACCENTURE INTERACTIVE	Sydney	Australia

BRAND MARKETER OF THE DECADE

BRAND MARKETER OF THE DECADE

Rank	Brand Marketer
1	PROCTER & GAMBLE
2	NIKE
3	VOLKSWAGEN
4	MARS
5	UNILEVER
6	BURGER KING
7	HEINEKEN
8	COCA-COLA
9	GOOGLE
10	SAMSUNG

2019

Rank	Brand Marketer
1	BURGER KING
2	NIKE
3	ADIDAS
4	UBER
5	APPLE INC.
6	PROCTER & GAMBLE
7	MARS
8	IKEA
9	AB INBEV
10	JOHN LEWIS & PARTNERS

2018

Rank	Brand Marketer
1	MARS
2	PROCTER & GAMBLE
3	APPLE INC.
4	NIKE
5	BURGER KING
6	MCDONALD'S
7	AB INBEV
8	GREENPEACE
9	YUM! BRANDS
10	VOLKSWAGEN

2017

Rank	Brand Marketer
1	MARS
2	NIKE
3	TRANSPORT ACCIDENT COMMISSION VICTORIA
4	BURGER KING
5	PROCTER & GAMBLE
6	AMNESTY INTERNATIONAL
7	ADIDAS
8	GOOGLE
9	VOLKSWAGEN
10	ADDICT'AIDE

2016

Rank	Brand Marketer
1	SAMSUNG
2	BURGER KING
3	MICROSOFT
4	PROCTER & GAMBLE
5	HEINEKEN
6	LOCKHEED MARTIN
7	GOOGLE
8	ING
9	UNDER ARMOUR
10	UNILEVER

2015

Rank	Brand Marketer
1	PROCTER & GAMBLE
2	SAMSUNG
3	NIKE
4	UNILEVER
5	BURGER KING
6	MARS
7	VOLVO
8	HEINEKEN
9	COCA-COLA
10	VOLKSWAGEN
10	UNDER ARMOUR

2014

Rank	Brand Marketer
1	UNILEVER
2	VOLKSWAGEN
3	HONDA
4	PROCTER & GAMBLE
5	VOLVO
6	SONY
7	HEINEKEN
8	SAMSUNG
9	NIKE
10	DIAGEO

2013

Rank	Brand Marketer
1	UNILEVER
2	METRO TRAINS
3	PROCTER & GAMBLE
4	COCA-COLA
5	VOLKSWAGEN
6	NIKE
7	HEINEKEN
8	WWF
9	MCDONALD'S
10	MONDELEZ

2012

Rank	Brand Marketer
1	GOOGLE
2	COCA-COLA
3	PROCTER & GAMBLE
4	MERCEDES-BENZ
5	VOLKSWAGEN
6	NIKE
7	UNILEVER
8	MCDONALD'S
9	PEPSICO
10	MARS

2011

Rank	Brand Marketer
1	PROCTER & GAMBLE
2	VOLKSWAGEN
3	NIKE
4	GOOGLE
5	MARS
6	IKEA
7	COCA-COLA
8	SONY
9	KANDIA DULCE
10	MICROSOFT

2010

Rank	Brand Marketer
1	PEPSICO
2	VOLKSWAGEN
3	PROCTER & GAMBLE
4	TOYOTA
5	HEINEKEN
6	CANON
7	HBO
8	UNILEVER
9	IKEA
10	MARS

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