

Gunn 100 results announced

The Gunn Report, the global index of creative excellence in advertising, has released the results of the newly launched Gunn 100, with South Africa in the 24th spot on the rankings. The Gunn 100 is a ranking of the top 100 creatively awarded advertising ideas of 2017, regardless of their communication discipline, and the companies behind them.



Meet Graham campaign created by Clemenger BBDO Melbourne for Australia's Transport Accident Commission. Image supplied.

The rankings, which include the top creative agencies, agency networks, holding companies, brands, advertisers and countries, are compiled by analysing the results of more than 40 of the world's most important international, regional and national creative awards shows.

'Meet Graham', most creative campaign in the world

Ranked the most creative campaign in the world is 'Meet Graham', created by Clemenger BBDO Melbourne for Australia's Transport Accident Commission, depicting what a human would have to look like to withstand a low speed crash.

In second place is McCann New York's 'Fearless Girl'. In honour of International Women's Day, asset management firm State Street Global Advisors installed a bronze statue of a defiant girl staring down the iconic Wall Street's 'Charging Bull' sculpture, which sparked a conversation on women's equality issues in the US.

Ranked third is Pedigree's humorous 'Child Replacement Programme' campaign in New Zealand, created by Colenso BBDO Auckland, which encourages parents to adopt a dog once their children have left home.

Themes

Three themes have emerged from the world's most creative campaigns:

- A year of 'purpose': purpose-driven marketing continues to dominate with brands (as opposed to charities or not-for-profit) using social or environmental causes in brand-building activity.
- Creativity meets tech: A number of high-ranking campaigns found innovative ways to use emerging technology.
- Emotion drives film-led work: A combination of emotional engagement and high production values was a recurring theme in film-led campaigns.

BBDO agencies dominate the league tables following an impressive performance around the world with four agencies listed in the top ten. Most notably AlmapBBDO São Paulo tops the most creative agencies leader-board for the fourth time in the 19 years of Gunn Report. BBDO New York is ranked second and Dentsu Tokyo third.

The Work, The Work, The Work

BBDO Worldwide heads the networks table, for an impressive twelfth consecutive year with 36 different offices contributing to their total. McCann Worldgroup are in second place and Ogilvy & Mather third.

Andrew Robertson, president and chief executive BBDO, comments: "We know that award-winning work works better in the marketplace, so topping the Gunn 100 matters. When we say we're focused on The Work. The Work. The Work, we mean it: winning Gunn for 12 years in a row proves it."

For the first time Gunn Report has included a ranking of holding companies based on their creative output. Omnicom takes poll position followed by WPP in second and Interpublic Group in third place.

Nike has bounced back from 12th position last year to take first place in the brands table for the fifth time. Volkswagen, Ikea, Getty Images and McDonald's follow.

Creative advertising that convinces customers

German multinational Volkswagen Group, is the most creative advertiser with both Volkswagen and Audi ranking in the top ten brands. They had two campaigns in the top 100 and a further 30 from across all regions that contributed to their tally. Mars takes second place followed by Nike, Procter & Gamble and Samsung.

Jochen Sengpiehl, head of marketing, Volkswagen, says: "We are very pleased that Volkswagen Group has been named best advertiser of the world in 2017. Our campaigns are based on a tremendous passion for the automobile and people. Volkswagen is committed to creative advertising that convinces customers. This honour shows that our campaigns throughout the world have reached a top-class level and will provide the entire team with motivation to do even better and to defend the title."

USA retains its place as the most creatively awarded country in the world by far. United Kingdom and Australia follow.

The most highly ranked ideas and companies in Gunn 100 are:

Top 10 world's most creatively awarded campaigns

Rank	Campaign title	Brand	Agency	Points
1	Meet Graham	Transport Accident Commission	Clemenger BBDO Melbourne	684
2	Fearless Girl	State Street Global Advisors	McCann	395.6
3	Child Replacement Programme	Pedigree	New York	302.3
4	Evan	Sandy Hook Promise	Colenso BBDO Auckland	300.7

5	Endless Possibilities	Getty Images	BBDO	294.4
6	The Field Trip to Mars	Lockheed Martin	New York	286.9
7	We're The Superhumans	Channel 4 Paralympics	AlmapBBDO	262.9
8	Landcruiser Emergency Network	Toyota	Sao Paulo	256.3
9	Nike Unlimited Stadium	Nike	McCann	254.1
10	Like My Addiction	AddictAide	New York	247.9

Top 10 world's best creative agencies

Rank	Agency	Location	Points
1	AlmapBBDO	São Paulo, Brazil	786.4
2	BBDO	New York, USA	688.3
3	Dentsu	Tokyo, Japan	651.1
4	adam&eveDDB	London, UK	615.8
5	McCann	New York, USA	605.9
6	Wieden+Kennedy	Portland, USA	603.5
7	Clemenger BBDO	Melbourne, Australia	603.1
8	BETC	Paris, France	493.3
9	DAMD	Miami, USA	488.6
10	Colenso BBDO	Auckland, New Zealand	382.3

Top 10 world's best creative agency networks

Rank	Network	Points
1	BBDO Worldwide	4256.4
2	McCann Worldgroup	2940.8
3	Ogilvy & Mather	2928.5
4	DDB Worldwide	2344.6
5	Leo Burnett	1593
6	TBWA Worldwide	1540.5
7	J. Walter Thompson	1401.6
8	Y&R	1396.7
9	Saatchi & Saatchi	901.9
10	Wieden+Kennedy	864

Top 10 world's best creative holding companies

Rank	Holding company	Points
1	Omnicom Group	8891.5
2	WPP	7062.6
3	Interpublic Group	4511
4	Publicis Groupe	4114.4
5	Dentsu	1056.8
6	Havas Group	863.3
7	Hakuhodo DY Group	785.9
8	MDC Partners	551.8
9	BlueFocus Communication Group	331.1
10	Accenture	79.6

Top 10 world's best creative brands

Rank	Brand	Sector	Points
1	Nike	Clothing & Accessories	820.5
2	Volkswagen	Automotive	650.3
3	IKEA	Retail	639.1
4	Getty Images	Business & Industrial	503.9
5	McDonald's	Retail	469.7

6	Audi	Automotive	429.2
7	Burger King	Retail	422.8
8	Snickers	Food	417.1
9	Adidas	Clothing & Accessories	398.9
10	Netflix	Media & Publishing	383.6

Top 10 world's best creative advertisers

Rank	Advertiser	Location	Points
1	Volkswagen Group	Germany	1097.3
2	Mars	USA	1023.4
3	Nike	USA	835
4	Procter & Gamble	Germany	759.3
5	IKEA	Sweden	743.6
6	Samsung	South Korea	606.3
7	Heineken	Netherlands	515
8	The Carlyle Group	USA	508.5
9	Alphabet	USA	489.5
10	Restaurant Brands International	USA	483.7

Top 10 world's most creative countries

Rank	Country	Points
1	USA	8657.2
2	UK	3259.9
3	Australia	2710.7
4	Germany	2089.3
5	France	1978.6
6	Brazil	1637.0
7	Japan	1632.4
8	Argentina	1152.3
9	Thailand	1045.7
10	Canada	1033.3

Encapsulate and inspire the industry

Emma Wilkie, managing director of Gunn Report, says: "Gunn 100 offers an independent and objective overview of the best creative ideas from around the world and the companies behind them providing benchmark rankings that encapsulate and inspire the industry."

The full Gunn 100 rankings – including the world's top 100 creatively awarded campaigns, top 50 creative agencies, agency networks, brands, advertisers, countries and top holding companies as well as commentaries, the work and credits – is available by subscription [here](#).

The Warc 100 effectiveness rankings will be announced on 26 February and the Gunn media rankings are released in March.

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