



**BUSINESS  
CREATIVE  
REPORT**  
adforum

THE MOST CREATIVE  
CAMPAIGNS, BRANDS & AGENCIES  
BY BUSINESS SECTOR



## WELCOME TO THIS YEAR'S REPORT

It gives us great pleasure to present the fourth edition of the Business Creative Report – a unique ranking of the world's most-awarded campaigns by individual business sector.

Based on the results of more than 20 different award shows globally, it is the only ranking of its kind. The report allows advertisers and agencies to benchmark their creative impact against competitors in the same sector.

This year the report once again covers eight categories: Automotive, Finance, Food & Beverages, Health & Beauty, Luxury, Retail, Technology and Transport & Tourism.

The ranking allows us to see which clients are backing and inspiring ground-breaking campaigns. In that respect Burger King was a clear leader, with the top position in both Food & Beverage and Retail, as well being the brand behind the world's most-awarded ad overall: The Moldy Whopper.

This year's results bear witness to the continuing popularity of cause-related campaigns and technology-driven brand experiences among juries. However, strong storytelling and craft continue to break through. In Automotive, for example, while Volvo's cause-related E.V.A. Initiative retains the top slot from last year, the more recent "Small Escape" from BMW, a cinematic drama-driven tale, comes in at number two.

In Finance, apart from Mastercard's "Astronomical Sales" at number one - which equates a solar eclipse with its logo - the most-awarded ads also tend to be

purpose-driven, suggesting that financial services companies are ready to portray themselves as the good guys.

The Health & Beauty category bears little resemblance to last year's results, perhaps due to the influence of the pandemic, with the "Courage Is Beautiful" campaign from Dove (and Ogilvy) – praising front line medical workers – in leading position.

In the Luxury sector the highest spot is once again occupied by Lacoste (and its agency BETC), while premium automotive brands Volvo, BMW and Mercedes jostle for the remaining places.

While the Tech category features plenty of cause-related work – with "Changing The Game" for the Xbox rising to the top slot from last year's number three – Apple is at number two with "Bounce", a jazzy, uplifting film. In fact Apple was the most-awarded brand in the Technology sector because it had four ads in the top ten.

The purpose-driven trend made itself felt yet again in the Transport & Tourism sector. Rising to the top slot is the amazing "Go Back to Africa" from Black & Abroad (FCB/Six), which turned a racist slur on its head to encourage African American travellers to visit Africa.

You'll find many other trends and insights in the content that follows. Enjoy revisiting the world's best campaigns in their competitive context.

Maud Largeaud, Chief Information Officer  
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# HOW WE DEvised THE RANKING

## A brief guide to the methodology:

This report is based on the results of the many awards shows monitored by AdForum. This year, as a result of the pandemic, some shows were cancelled. But the BCR nonetheless includes the results of more than 20 award shows. Points are attributed depending on the level of award won:

Grand Prix or Special Award: 6 ● Gold: 4 ● Silver: 3 ● Bronze: 2 ●

## Coefficients are based on the prominence of the awards show:

### High:

The top international creative awards, including D&AD, Epica Awards, One Show, etc. Large regional and selected international awards, including New York Festivals, Shark Awards, Eurobest, ADC\*E, Ad Stars.



Creative awards in specific business sectors, eg. the FAB Awards for Food & Beverages, etc., were given a higher coefficient depending on number of entries and geographic coverage (global or regional).

### Middle:

Specialist and smaller international shows, including, White Square. etc.

### Low:

Less prominent or purely local awards: AICP Show, Cannes Corporate, etc.

*NB: As this is purely a creative report, the results of the EFFIE Awards are not taken into account.*

(non- exhaustive list)

# AUTOMOTIVE

**While innovation remained important, many of the most-awarded auto campaigns were driven by story.**

The creative landscape in the automotive sector looks familiar this year, with Volvo, VW and Mercedes-Benz still jostling for position in the top five (pursued in sixth place by Jeep, with its loveable Groundhog Day tribute). This meant that Forsman & Bodenfors passed the chequered flag first with not one but two editions of the E.V.A. Initiative – focused on safety equality – in the top five. But let's shine a searchlight on BMW's superb Cold War thriller "The Small Escape" at number two, which also enabled Jung Von Matt to accelerate into second place in the list of best-performing agencies. Interesting to note that both BMW and Mercedes ("Bertha Benz") achieved awards show glory with reality-inspired stories, which may set a trend. Copywriters: start your inspiration engines.

THE 15 MOST-AWARDED CAMPAIGNS 2020

1	"The E.V.A. Initiative"	Forsman & Bodenfors	Sweden	Volvo
2	"The Small Escape"	Jung von Matt	Germany	BMW
3	"Bertha Benz"	antoni	Germany	Mercedes-Benz
4	"Road Tales"	ACHTUNG! mcgarrybowen	Netherlands	Volkswagen
5	"The E.V.A. Initiative 2"	Forsman & Bodenfors	Sweden	Volvo
6	"Groundhog Day"	Highdive	United States	Jeep
7	"Volvo – Lifesaver"	Ogilvy Social.Lab	Netherlands	Volvo
8	"The Parents"	Forsman & Bodenfors	Sweden	Volvo XC60
9	"World's Smartest Radio Spot"	Publicis Emil	Turkey	smart
10	"The Last Mile"	Johannes Leonardo	United States	Citroën's 100 Anniversary
11	"100 years making history board"	HOY	Argentina	Honda
12	"Made in France"	The&Partnership	France	Toyota France
13	"The others"	DDB Paris	France	Volkswagen
14	"Truck-Thru"	FCB	Canada	Fountain Tires
15	"Qashqai Sound Odyssey"	Nissan United	France	Nissan Qashqai

TOP 5 AGENCIES 2020

1	Forsman & Bodenfors	Forsman & Bodenfors, Sweden
2	Jung von Matt	Jung von Matt, Germany
3	antoni	Antoni, Germany
4	dentsu ACHTUNG!	dentsuACHTUNG!, Netherlands
5	INNOCEAN WORLDWIDE	Innocean, Germany

TOP 5 BRANDS 2020


1		Volvo
2		Volkswagen
3		BMW
4		Mercedes-Benz
5		Toyota

MORE INFO  
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1

**"The E.V.A Initiative", Volvo**


Equal Vehicles for All. Most crash test dummies are modelled on men, meaning that women behind the wheel are more vulnerable. But Volvo bases its cars on data from real accidents, making them safer for everyone. This data was made public.



2

**"The Small Escape", BMW**


This suspenseful film shows how an escapee from East Germany crossed the border at Checkpoint Charlie crammed into a secret compartment in a tiny BMW Isetta. For BMW, driving equals freedom.



3

**"Bertha Benz", Mercedes-Benz**

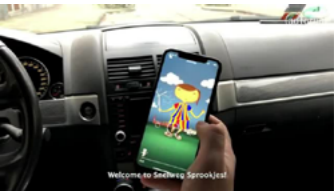
Bertha Benz was the first to test her husband's invention, the "horseless carriage", on a cross-country trip. The journey becomes the basis for a dramatic film as Bertha stands up to ridicule and scepticism in order to buy fuel.



4

**"Road Tales", Volkswagen**


To encourage kids to appreciate the scenery during long car journeys, this app turned real landmarks along the route into the highlights of spoken word stories, luring kids away from their screens for once.



5

**"The E.V.A Initiative 2", Volvo**

The print version of the initiative challenged people to place their hands on the outline of a palm. If their hand was too small – indicating that they might be female – they stood a greater chance of being killed in a car accident.





# FINANCE

**The financial industry embraced advertising and innovation “for good”, an evolution applauded by awards juries.**

Banks have often been portrayed as the bad guys, but here it seems they’ve been focused on doing good. From Doconomy’s carbon-capping credit card to VUB’s “Mony Savineg Button”, which actually discourages consumers from spending, not to mention Santander Bank’s “Fieeld” device for the visually impaired, these financial giants clearly aimed to contribute to society. In the top slot is the “Astronomical Sales” event from Mastercard and FP7/DXB McCann Worldgroup (Dubai), which cleverly equated a solar eclipse with the brand’s logo. The agency’s regional ECD Fouad Abdel Malak pointed out that the campaign reflects the longstanding role of astronomy in Arab culture, from the importance of the stars in desert navigation to the fact that some of the earliest astronomers were from the Middle East. Mustapha Kassem, Vice President, Marketing & Communications, MENA, for Mastercard, told us: “It’s an incredible feeling to see your brand recreated in the sky. We are proud to have shared this once-in-a-lifetime opportunity with our cardholders and create a truly priceless campaign that celebrated a unique phenomenon.”

THE 15 MOST-AWARDED CAMPAIGNS 2020

1 "Astronomical Sales"	FP7/DXB - McCann	UAE	Mastercard
2 "Film 4 Idents"	Saatchi & Saatchi	UK	Direct Line
3 "Do Black"	RBK Communication	Sweden	Doconomy
4 "VUB money saving button"	Triad Advertising s.r.o	Slovakia	VUB Bank savings account
5 "Fieeld"	Havas Madrid	Spain	Santander Bank
6 "Mr Humfreez"	TBWA Group	New Zealand	ANZ Bank
7 "In Someone Else's Shoes"	Arnold	United States	Santander
8 "Secure Your Account"	Leo Burnett MIE	UAE	Emirates NBD
9 "10   The Book That Grew"	Rothco	Ireland	Allied Irish Bank
10 "Secrets"	Joe Public United	South Africa	Nedbank
11 "TDinosaur Vs Unicorn"	DDB NZ	New Zealand	AA Insurance
12 "All at once"	Voskhod	Russia	Tochka Bank
13 Heartbeats 4 Sneakers"		Sweden	Klarna
14 "Moving Box Furniture"	JvM/Limmat	Switzerland	Die Mobiliar
15 "The Dark Side of Money"	N=5	Netherlands	ABN Amro

TOP 5 AGENCIES 2020

1	FP7McCANN DUBAI	FP7/DXB - McCann Worldgroup, UAE
2	RBK	RBK Communication, Sweden
3	ARNOLD	Arnold, United States
4	havas	Havas Madrid
5	VMLY&R	VMLY&R Poland, Poland

TOP 5 BRANDS 2020

1	mastercard	Mastercard
2	Direct Line	Direct Line
3	Santander	Santander
4	ANZ	ANZ Bank
5	NEDBANK	Nedbank

MORE INFO  
[Click Here](#)

- 1

**"Astronomical Sales", Mastercard**

At a certain moment a solar eclipse looks like the Mastercard logo. So Mastercard celebrated the event by linking with a shopping site and offering price cuts based on the amount of light "lost" as a result of the eclipse.
- 2

**"Film Four Idents", Direct Line**

During the commercial breaks between classic movies, insurer Direct Line inserted vignettes of its call center advisors referring to the action just seen on screen. For example, after "The Shining" we see one advisor answering a question about door damage.
- 3

**"DO Black", Doconomy**

Swedish fintech company Doconomy launched a credit card that tracks the carbon dioxide emissions of purchases and caps the climate impact of users' spending.
- 4

**"Money Saving Button", VUB Bank**

To combat impulse spending, the bank created a button that appears on Slovakia's most popular shopping sites. Sitting alongside the shopping basket, it says "Rather Save", enabling consumers to transfer the sum directly to their savings account instead.
- 5

**"Fieeld", Santander Bank**

As a sponsor of football, the bank wanted to help the blind and visually impaired enjoy matches. So it created "Fieeld", a device that replicates the movements in the game using electric impulses and allows users to "feel" the match.





# FOOD & BEVERAGES

**A single brand almost swept the board among this year's most successful food and drink advertisers.**

Only two words are needed to describe this year's biggest trend in food and drink advertising: Burger King. The restaurant chain's innovative "Moldy Whopper" campaign munched four out of the top five places, while the equally smart "Stevenage Challenge" provided some extra filling at the fourth slot. As most of adland knows by now, the magnificent "Moldy" was a collaboration between three agencies: INGO Stockholm, David Miami and Publicis Worldwide. The back story? All of them had come up with similar ideas while working to slightly different briefs. BK marketing supremo Fernando Machado took note and invited them to work together on the ultimate execution. "It goes against every rule of food advertising," he told INGO ECD Bjorn Stahl. "We have to do it!" At David Miami, global creative chief Pancho Cassis remarked: "Fernando realised that if the three of us were working on it, the end result could only be better." With its budget somewhat tighter than that of rival McDonald's, BK is obliged to hit above its creative weight. And under Machado that's exactly what it's been doing, whether it's in Stockholm, Miami, Spain – or Stevenage.

FOOD & BEVERAGES

TOP 5 FOOD & BEVERAGES CAMPAIGNS 2020


THE 15 MOST-AWARDED CAMPAIGNS 2020

1	"Moldy Whopper"	INGO, DAVID, Publicis	USA/ Sweden	Burger King
2	"The Moldy Whopper 1"	INGO, DAVID, Publicis	USA/ Sweden	Burger King
3	"The Moldy Whopper 3"	INGO, DAVID, Publicis	USA/ Sweden	Burger King
4	"Stevenage Challenge"	David the Agency	Spain	Burger King
5	"The Moldy Whopper 2"	INGO, DAVID, Publicis	USA/ Sweden	Burger King
6	"Homework"	Cheil Hong Kong	Hong Kong	Chupa Chups
7	"REBRAND THE GAME (Hero 1)"	MullenLowe SSP3	Colombia	Budweiser
8	"Burn That Ad"	David The Agency	Brazil	Burger King
9	"The traffic jam whopper"	We Believers	United States	Burger King
10	"Pocky THE GIFT"	Dentsu	Japan	Ezaki Glico
11	"Magnum Pleasure Icon Spain"	LOLA MullenLowe	Spain	Magnum
12	Jimmy Dean's 50th Anniversary (Film Case)"	Ogilvy & Mather	United States	Jimmy Dean
13	"For the Throne"	Droga5	United States	HBO / Bud Light
14	"Tidy-up"	Cheil Hong Kong	Hong Kong	Chupa Chups
15	"Coke fzzzzzz"	DAVID The Agency	United States	Coca-Cola

TOP 5 AGENCIES 2020

1		INGO, DAVID, Publicis, USA/Sweden
2		MullenLowe SSP3, Colombia
3		Cheil, Hong Kong
4		David the Agency, Spain
5		David The Agency, USA

TOP 5 BRANDS 2020

1		Burger King
2		Coca-Cola
3		McDonald's
4		Budweiser
5		Chupa Chups

MORE INFO  
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1

"The Moldy Whopper", Burger King

BK's daring campaign from a trio of agencies showcases a rotting Whopper to demonstrate that the iconic burger no longer contains artificial preservatives, unlike rival products. The film is not time-lapse but stop motion: still photographs strung together.



2

"The Moldy Whopper 1", Burger King

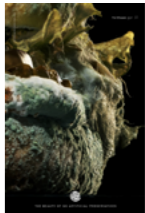
A poster version of the multi-award winning campaign. Photographer Pål Allan slept overnight in the studio to capture the images that made it to the definitive version.



3

"The Moldy Whopper 3", Burger King

Another angle on the deteriorating burger. INGO Stockholm, which crafted the final images, experimented with many different burgers and "molding" methods before finding one that delivered a photogenic result



4

"The Stevenage Challenge", Burger King

In real life, Stevenage Football Club in the UK is at the very bottom of the league. Nonetheless, it's sponsored by Burger King. Players of a soccer video game, however, could recruit the world's greatest soccer stars for any team they pleased. Which is how avatars of star players ended up dressed in BK-sponsored kit.



5

"The Moldy Whopper 2", Burger King

When seen in the street, the outdoor version of the rancid Whopper no doubt stopped people in their tracks. There may well be a 'before and after' The Moldy Whopper. Eduardo Marques, CCO Publicis Spain, commented: "Other brands will look at this and say to themselves: 'We need to be more real. We need to be more transparent'. We need to be more honest.





# HEALTH & BEAUTY

**The pandemic was present but failed to overwhelm advertising in this sector, which also had other issues to address.**

It was inevitable that this category would reflect the COVID-19 era, and indeed the most-awarded ad was “Amanda”, from Dove and Ogilvy, part of the “Courage Is Beautiful” series depicting front line medical workers. Daniel Fisher, global ECD Ogilvy & WPP, commented: “Campaigns in this category typically take over 12 months to create. From briefing to going live, ‘Courage Is Beautiful’ took just six days. But in a way, you could say that it was 14 years in the making, because the campaign was able to stand on the shoulders of the brand’s ‘Campaign for Real Beauty’ and its heritage of defining beauty as being about who we are and what we do, as opposed to how we look. And in the early days of the global pandemic, this had never rang truer. “Dove was also concerned about unrealistic images of women, which resulted in its #showme campaign. There was an overall surge in purpose-driven work, from Ory Laboratory’s “Avatar Café”, which used remote controlled robots to allow severely disabled people to work at a special café, to feminine hygiene brand Saforelle’s “Missing Page”. The most-awarded agency was Impact BBDO in Dubai, because three of its witty Novomed print ads are in the top ten. Good to see print still making its mark.

HEALTH & BEAUTY

TOP 5 HEALTH & BEAUTY CAMPAIGNS 2020

THE 15 MOST-AWARDED CAMPAIGNS 2020

1 "Courage Amanda"	Ogilvy	Canada	Dove
2 "Avatar Robot Cafe"	ADK Creative One	Japan	Ory Laboratory
3 "Project #showus!"	Publicis Sapient	United States	Dove
4 "THE MISSING PAGE"	Serviceplan France	France	Saforelle
5 "Wingmen: A Roll Call of Icons"	Global UK	UK	Lynx
5 "One Word"	FCB Health Network	United States	The learning corp
7 "Unapologetically Human"	Broken Heart Love Affair	Canada	Cashmere®, Purex®, SpongeTowels®, Scotties®
7 "Bad Reviews"	Kworq	United States	Etat Libre d'Orange
9 "The Soap with a Lump"	Wunderman Thompson SA	India	Lux
9 "Novomed Dog"	Impact BBDO	UAE	Novomed
9 "Novomed Grey Cat"	Impact BBDO	UAE	Novomed
9 "Novomed White Cat"	impact BBDO	UAE	Novomed
13 "Smile strong 1"	VMLY&R Dubai	UAE	Colgate
13 "FIRST SHAVE"	GREY NY + GREY Toronto	United States	GILLETTE/P&G
13 "New Normal"	Mekanism + MJZ	United States	MedMen

TOP 5 AGENCIES 2020

1	IMPACT BBDO	Impact BBDO, Dubai
2	SAATCHI & SAATCHI	Saatchi & Saatchi, Dubai
3	McCANN HEALTH	McCann Health, São Paulo
4	ADK Creative One Inc.	ADK Creative One, Tokyo
5	Ogilvy	Ogilvy, Toronto

TOP 5 BRANDS 2020

1	Dove	Dove
2	novomed group	Novomed
3	EASE LABS	Ease Labs
4	head & shoulders.	Head & Shoulders
5	SHISEIDO	Shiseido

MORE INFO  
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1

"Courage: Amanda", Dove

This striking image of a real-life front-line medical worker is part of Dove and Ogilvy's "Courage Is Beautiful" campaign. It reminds viewers of the battle waged by hospital staff through photographs of the raw marks left by masks on their skin.



2

"Avatar Robot Café", Ory Laboratory.

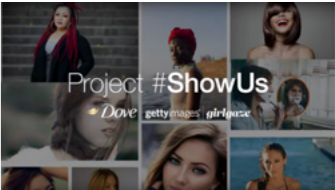
Many severely disabled people are unable to socialise or interact with others. They certainly can't hold down a job. Or can they? In this experiment, disabled individuals used remote controlled "avatars" - small robots - to serve at a specially designed café and connect with customers.



3

"Project #ShowUs", Dove

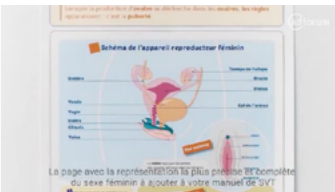
Many women have a problem with unrealistic beauty standards in media and advertising. Dove took action with Getty Images and Girlgaze to create Project #ShowUs, a stock photo library, created by women, which shatters beauty stereotypes.



4

"The Missing Page", Saforelle

Ancient male prejudices meant that French biology school books still didn't show an accurate diagram of female genitals. So the agency and its client created The Missing Page, which fully represents women's anatomy, including the clitoris and its role in sexuality.



5

"Wingmen: a roll call of icons", Lynx

This amusing radio ad was a hymn to the role of "wingmen" - the best friend who always has the hero's back. From Robin to Batman and Goose to Maverick, faithful sidekicks were given their due.



5

"One Word", The Learning Corp

Aphasia - language impairment - caused by brain trauma is depicted via the animated embodiment of a single word, "baby", dodging many obstacles while escaping from a ruined landscape.





# LUXURY

**Lacoste serves a great game  
but desirable cars are the stars  
of the luxury sector.**

It's always interesting to note that the rarefied brands most closely associated with luxury – the Chanel and Cartiers of the world – tend to snub awards shows. And indeed not one of them is present in the top 15. What we see here are more accessible luxury brands. Lacoste tops the line-up with the emotive “Crocodile Inside” film, then “croc” up again at number 5 with its “Crocodile Free” initiative, making it the most-awarded luxury brand. The rest of the peloton is filled with automotive brands: Volvo, BMW and Mercedes. Later in the top ten we find Diesel, purveyor of premium casual wear and back on a creative roll that recalls its glory days in the 1990s, sending Publicis Italy to the second slot on the list of 'most-awarded' agencies (after Lacoste's BETC).



LUXURY

TOP 5 LUXURY CAMPAIGNS 2020

THE 15 MOST-AWARDED CAMPAIGNS 2020






- 1 "Crocodile Inside"
- 2 "The E.V.A. Initiative"
- 3 "The Small Escape"
- 4 "Bertha Benz: The Journey That Changed Everything"
- 5 "Crocodile Free (Film Case)"
- 6 "Road Tales"
- 7 "Enjoy Before Returning"
- 8 "The E.V.A. Initiative 2"
- 9 "SIDE:BIZ"
- 10 "Ha(u)te Couture"
- 11 "Volvo - Lifesaver"
- 12 "Return Policy"
- 13 "Influencers spend of lot of time doing laundry"
- 14 "The Parents"
- 15 "Bad Reviews"

TOP 5 AGENCIES 2020

- 1 **BETC** BETC, France
- 2  Publicis Italy
- 3  Forsman & Bodenfors, Sweden
- 4  Jung von Matt, Germany
- 5 **antoni** Antoni, Germany

<b>BETC Paris</b>	<b>France</b>	<b>Lacoste</b>
<b>Forsman &amp; Bodenfors</b>	<b>Sweden</b>	<b>Volvo</b>
<b>Jung von Matt</b>	<b>Germany</b>	<b>BMW</b>
<b>antoni</b>	<b>Germany</b>	<b>Mercedes-Benz</b>
<b>BETC Paris</b>	<b>France</b>	<b>Lacoste</b>
dentsu	Netherlands	Volkswagen
Publicis Italy	Italy	Diesel
Forsman & Bodenfors	Sweden	Volvo
Publicis Italy	Italy	Diesel
Publicis Italy	Italy	Diesel
Ogilvy Social Lab	Netherlands	Volvo
Publicis Italy	Italy	Diesel
Publicis Italy	Italy	Diesel
Forsman & Bodenfors	Sweden	Volvo XC60
Kworq	United States	Etat Libre d'Orange

TOP 5 BRANDS 2020


- 1  Lacoste
- 2  Volvo
- 3  Diesel
- 4  BMW
- 5  Mercedes-Benz

MORE INFO  
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1

### "Crocodile Inside", Lacoste


Lacoste and BETC continue the "Life Is A Beautiful Sport" saga with this effects-packed film about a couple who argue, split up – and then reunite before their lives literally break apart.



2

### "The E.V.A. Initiative", Volvo

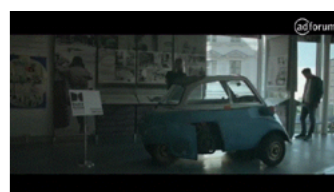
Equal Vehicles for All. Most crash test dummies are modelled on men, so women behind the wheel are more vulnerable. But Volvo bases its cars on data from real accidents, making them safer for everyone. This data was shared to benefit all auto makers – and all drivers.



3

### "The Small Escape", BMW

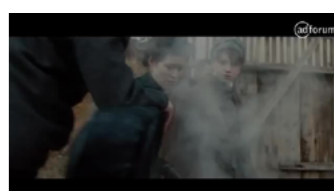
BMW is undoubtedly a luxury car brand, but the irony is that this highly cinematic Cold War story about an escape from East Berlin features its cuddly little single-cylinder three-wheeler, the Isetta.



4

### "Bertha Benz," Mercedes Benz

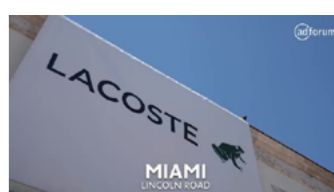
Another entry in the ranking for Bertha, who bravely set off across country in her husband's invention to prove that the first car was the future of transport. Suspicion and sexism added drama to her trip.



5

### "Crocodile Free", Lacoste

On May 22, the International Day for Biological Diversity, the chic sportswear brand removed the iconic crocodile from all its communications and in-store branding and replaced it with ten endangered species.





# RETAIL

**Only IKEA is able to challenge  
Burger King's reign over  
the retail category.**

As in the Food & Beverage sector, Burger King is the big story here, with the ground-breaking “Moldy Whopper” in the top two slots while “The Stevenage Challenge” and “Burn That Ad” take third and fifth place. Which leaves IKEA as the only other retail contender in the top five. While the rotting Whopper is a new approach, IKEA’s “Silence The Critics” is a good old-fashioned guilt-tripping romp, suggesting that our homes are passé without Swedish design to pep them up. IKEA also appears twice in the top ten with the remarkable ThisAbles – add-ons to adapt its furniture for people with disabilities – and the Black Friday (Re)Sale, which proposes recycling its products.

RETAIL

TOP 5 RETAIL CAMPAIGNS 2020

THE 15 MOST-AWARDED CAMPAIGNS 2020

1	"Moldy Whopper"	INGO, DAVID, Publicis	USA/ Sweden	Burger King
2	"The Moldy Whopper 1"	INGO, DAVID, Publicis	USA/ Sweden	Burger King
3	"Stevenage Challenge"	David the Agency	Spain	Burger King
4	"Silence The Critics"	MJZ	United States	IKEA
5	"Burn That Ad"	David The Agency	Brazil	Burger King
6	"The traffic jam whopper"	We Believers	United States	Burger King
7	"ThisAbles"	McCann Tel Aviv	Israel	IKEA
8	"Black Friday (Re)Sale"	Hjaltelin, Stahl & Co.	Denmark	IKEA
9	"A Hard Pill To Swallow"	Åkestam Holst	Sweden	Apotek Hjärtat"
10	"Mad Cousin"	Flock Creative Network	Indonesia	McDonald's
11	"IKEA BLANKET FORTS"	Instinct	Russia	IKEA
12	"StrikeOut Cancer"	Pages BBDO	Dominican Republic	La Sirena
13	"Moldy Whopper (Day 35)"	Ingo	United States	Burger King
14	"Chicken Wars (Film Case)"	GSD&M	United States	Popeyes Lousiana Kitchen
15	"KFC Secret Menu (Case Film)"	Ogilvy Sydney	Australia	KFC

TOP 5 AGENCIES 2020

1		INGO, DAVID, Publicis, USA/Sweden
2		David the Agency, Spain
3		MJZ, United States
4		TBWA\PARIS, France
5		Flock Creative Network, Jakarta

TOP 5 BRANDS 2020

1		Burger King
2		IKEA
3		McDonald's
4		KFC
5		Chicken Licken

MORE INFO  
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1

### "The Moldy Whopper", Burger King

To promote the new preservative-free Whopper, the iconic product was left to rot and the unexpectedly artistic results were turned into a risky but rewarding campaign.



2

### "The Moldy Whopper", Burger King

Whether in its film or out-of-home incarnations, the Whopper that went well beyond its sell-by date attracted eyeballs and opinions.



3

### "The Stevenage Challenge", Burger King

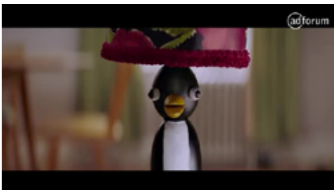
In real life, few people know the players of the humble Stevenage Football Club, even though it's sponsored by BK. But video gamers could recruit any famous player's likeness for their favourite team – and many chose to dress global soccer stars in the BK-sponsored Stevenage shirt.



4

### "Silence the Critics", IKEA

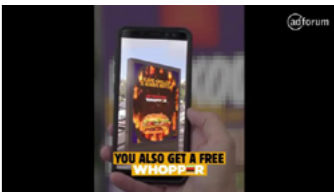
In a family home, the ornaments, statuettes and toys suddenly begin criticising the outmoded furnishings in the form of a catchy song. Despairing, the homeowners splash out on some fresh IKEA furniture.



5

### "Burn That Ad", Burger King

With the help of David The Agency in Sao Paulo, BK developed a remarkable AR feature on its app that enabled users to point it at McDonald's ads and...well, burn them. It was all a tribute to the flame grilled Whopper.





# TECHNOLOGY

**The warmer side of technology was on show with innovations that aided accessibility and even saved lives. Plus, a joyful film.**

Rivals Microsoft and Apple duked it out at the top of the ranking with Microsoft grabbing the most-awarded campaign for “Changing The Game”, by McCann New York, for the Xbox. The game changer? Making the device more accessible for kids with disabilities – and making a beautiful film about it.

Despite that, Apple was the most-awarded brand in this sector because it had four ads in the top ten – starting at number two with “Bounce”, its jazzy, literally uplifting film. Apple’s success bounced TBWA\Media Arts Lab to the top of the most-awarded agency list, too.

But this was not a game for just two players. Also in the top five were Tinder with the interactive adventure “Swipe Night” from 72andSunny, Samsung with “BACK2LIFE” from Cheil China – showing gamers a life-saving first aid technique – and finally Wavio’s “See Sound” device, from Area 23, which visually alerts the deaf to sounds in their homes. Further down the ranking, Amazon, Spotify and Facebook completed the list of tech superstars with multi-awarded campaigns.






TECHNOLOGY

TOP 5 TECHNOLOGY CAMPAIGNS 2020






THE 15 MOST-AWARDED CAMPAIGNS 2020

1	"Changing the game"	McCann New York	United States	XBOX
2	"Bounce"	TBWA\Media Arts Lab	United States	Apple
3	"Swipe Night"	72andSunny	United States	Tinder
4	"BACK2LIFE"	Cheil China	China	Samsung
5	"See Sound"	Area 23	United States	Wavio
6	"The Birth of Gaming Tourism"	McCann London	United Kingdom	Xbox / Microsoft
7	"Apple at work: the underdogs"	Apple	United States	Apple
8	"Before Alexa"	Droga5	United States	Amazon
9	"AirPods Pro"	Apple	United Kingdom	Apple
10	"Wonderful Tools"	BUCK + TBWA\Media Arts Lab	United States	Apple
11	"Ad-within-an-ad-within-an-ad (Film Case)"	adam&eveDDB	United Kingdom	Samsung
12	"Galaxy Graffiti"	Cheil Worldwide	South Korea	Samsung
13	"The Decade Wrapped (Film Case)"		United States	Spotify
14	"Never Lost"	Droga5	United States	Facebook
15	"Caught on camera"	Apple	United States	Apple TV

TOP 5 AGENCIES 2020

1		TBWA\Media Arts Lab, Los Angeles
2		McCann New York
3		72andSunny, Los Angeles
4		Cheil China, Beijing
5		Area 23, New York

TOP 5 BRANDS 2020

1		Apple
2		Microsoft
3		Samsung
4		Tinder
5		Wavio

MORE INFO  
[Click Here](#)

1

“Changing the Game”, Microsoft Xbox

With its adaptive controller, Microsoft made the Xbox more accessible for kids with disabilities. The film that demonstrates the product turns the kids into stars and warms the hearts of viewers.



2

“Bounce”, Apple

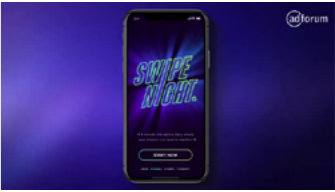
This beautifully jazzy black-and-white film shows a guy leaving for work (remember that?) and finding his walk to the office transformed by the music from his AirPods, putting a giant bounce into his step.



3

“Swipe Night”, 72andSunny

The Tinder app became the gateway to a multi-player adventure that delivered individual stories to players, depending on which way they swiped – and brought them together with others who’d made similar choices.



4

“BACK2LIFE”, Samsung

Few young people in China know how to perform life-saving CPR. Working with one of the country’s biggest game developers, Samsung and Cheil “hacked” the popular game Blood River and built CPR training into the journey.



5

“See Sound”, Wavio

The deaf and hard of hearing have no way of knowing what sounds are occurring in their homes, whether innocuous or dangerous. The See Sound device plugs into an outlet and connects with an app on their phones, detecting and alerting them to specific sounds.



# TRANSPORT & TOURISM

**It's been said that the journey is more important than the destination but in these campaigns good causes took precedence.**

Travel may be rare at the time of writing, but that doesn't mean we can't enjoy the world's most-awarded tourism campaigns. Many of them promote not so much a destination as a cause. Topping the list is the amazing "Go Back to Africa" from Black & Abroad and FCB/Six, which turned a racist slur on its head to encourage African American travelers to visit Africa. Meanwhile, Russian airline S7 radically rebranded to its former name – Siberia – to draw attention to forest fires in the region. Serviceplan's neat "Mind The Gap" gave women cheaper tickets on the Berlin subway to reflect the gender pay gap. Having said that, "The Offline Playlist" for New Orleans featured an integral ingredient of the city – jazz – by turning a Spotify playlist into a live concert. FCB/Six logically tops the agency rankings, but Mensch & Sansir comes in at number two because it has two award-winning campaigns for the Faroe Islands in the top ten.

# TOP 5 TRANSPORT & TOURISM CAMPAIGNS 2020

## THE 15 MOST-AWARDED CAMPAIGNS 2020

- 1 "Go Back To Africa"
- 2 "We Are Siberia"
- 3 "Mind the gap"
- 4 "Souvenirs From Travel"
- 5 "The Offline Playlist"
- 6 "Remote Tourismr"
- 7 "#SayYesToEurope"
- 8 "Closed for Maintenance"
- 9 "Save your ears"
- 10 "Wheelchange Tours"
- 11 "Fú"
- 12 "Jeflag Social Club"
- 13 "As far as we go"
- 14 "Creatures of Habit (Bus)"
- 15 "#StayHome Miles Exchange"

### FCB/SIX

TutkovBudkov

Serviceplan Group

Leo Burnett Taiwan

360i

Mensch & Sansir

Kolle Rebbe Werbeagentur

Mensch & Sansir

BBDO Ukraine

FCB Lisbon

Final Frontier/Taiko Studios

Isobar

FP7/RUH

VMLY&R

Wunderman Thompson

### United States

Russia

Germany

Taiwan

USA

Denmark

Germany

Denmark

Ukraine

Portugal

China

France

UAE

UK

Thailand

### Black & Abroad

S7 Airlines

Berliner Verkehrsbetriebe (BVG)

China Airlines

(NOTMC)

Visit Faroe Islands

Lufthansa

Faroe Islands

Bolt

Wheelchange Tours

Airbnb

Flying Blue

Almosafer

It's Everyone's Journey

Thai Airways

## TOP 5 AGENCIES 2020

- 1 **FCB SIX** FCB/SIX, New York
- 2 **MENSCH COLLECTIVE** Mensch & Sansir, Copenhagen
- 3 **M&CSAATCHI** M&C Saatchi, Sydney
- 4 **TBWA HUNT LASCARIS** TBWA\Hunt\Lascaris, Johannesburg
- 5 **TUTKOV BUDKOV** TutkovBudkov, Volgograd, Russia

## TOP 5 BRANDS 2020

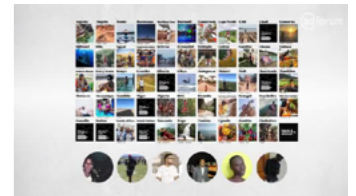
- 1 **black & abroad.** Black & Abroad
- 2 **S7 Airlines** S7 Airlines
- 3 **CHINA AIRLINES** China Airlines
- 4 **BVG** Berliner Verkehrsbetriebe (BVG)
- 5 **Lufthansa** Lufthansa

[MORE INFO](#)  
[Click Here](#)

1

### "Go Back To Africa", Black & Abroad

Tweets featuring the racist insult "Go Back To Africa" were cleaned up and repurposed as headlines for ads for Africa's 54 countries, all leading to the content hub GoBackToAfrica.com.



2

### "We Are Siberia", S7 Airlines

The Russian airline rebranded to its former 1990s name, Siberia, to draw attention to the forest fires raging in the region. Then it announced that it would donate proceeds of ticket sales to a tree-planting initiative.



3

### "Mind The Gap", Berliner Verkehrsbetriebe (BVG)

Women in Germany are paid 21 per cent less than men. To reflect this appalling statistic, the Berlin transport authority made subway tickets 21 per cent cheaper for women travelers on Equal Pay Day.



4

### "Souvenirs From Travel", China Airlines

We all like to pick up souvenirs of our travels. But as this playful film suggests, we may return home with something unexpected, from an expanded waistline to an ill-judged tattoo – or even a marriage certificate. You never know what travel will bring to your life.



5

### "The Offline Playlist", New Orleans Tourism Marketing Corporation

The New Orleans tourist authority created a Spotify playlist featuring many of the city's jazz greats – and then turned it into an awesome one-off concert at Preservation Hall, inviting followers of the list along to hear it played live.



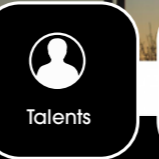
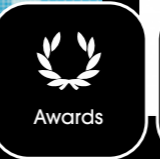
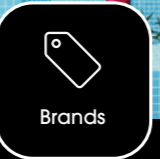
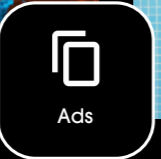


# Where brands meet creativity

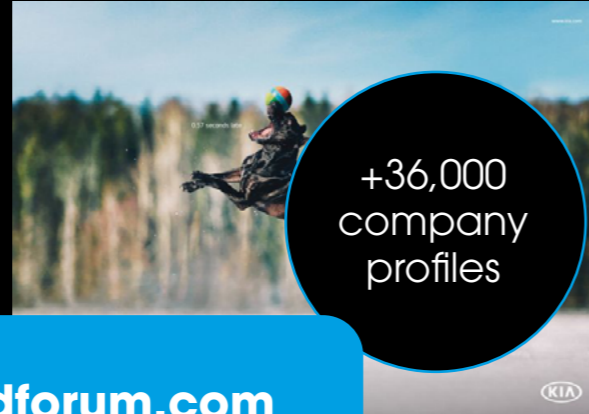
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