BUSINESS CREATIVE REPORT adforum

The Most Creative Campaigns, Brands & Agencies by Business Sector 2021

WELCOME TO THIS YEAR'S REPORT



It gives us great pleasure to present the 5th edition of the Business Creative Report – a unique ranking of the world's most-awarded campaigns by industry sector in 2021. Which advertisers and agencies are creating work that consistently wins prizes?

After a tumultuous 2020, when the awards calendar was turned upside down, last year saw the return of many competitions. This report is therefore based on the results of 40 awards shows, both local and global. We've also integrated more specialist awards such as Clio Health, FAB Awards, Best!N Food, Autovision and the World Luxury Awards.

The BCR ranking covers 8 categories: Automotive, Finance, Food & Beverages, Health & Beauty, Luxury, Retail, Technology Transport & Tourism. The only report of its kind, it allows advertisers and agencies to benchmark their creative impact against competitors in the same sector, and to draw inspiration from the campaigns that have made headlines.

One of the most surprising changes this year was in the Health & Beauty sector, where pandemic-related advertising took a back seat to cause-driven work, which is hopefully a good sign. The same could be said of the Technology category. On the other hand, the impact of the pandemic was still highly apparent in the Transport & Tourism sectors, where brands – notably Thai Airways – found ways of staying top-of-mind with customers who were unable to travel.

Change was also strikingly apparent in the Automotive category, where the big winners continue to reflect the shift to electric and sustainable and away from old tropes like power and handling. In the Luxury sector Lacoste and Diesel continue to shine – but a new star emerged in the form of Burberry, which delivered an eloquent lesson in how to make a brand relevant today while seamlessly integrating its past.

Retail was once again dominated by Burger King, whose diverse array of agencies confirms that a marketer with a taste for creative innovation can make a major impact. In Finance we see a friendlier and more progressive face of banking, symbolized by Mastercard and McCann's outstanding "True Name" initiative. Perhaps after the turmoil of the past two years we're all ready to show our more sensitive sides.

Maud Largeaud, Chief Information Officer Maud@adforum.com





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, the BCR includes the results of 40 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 Shark Awards, Eurobest, ADC*E, Ad Stars.

Middle: Specialist and smaller international shows, including, White Square. Tambuli Awards, Caples Awards etc.

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

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).

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













FAB



(non-exhaustive list)



AUTOMOTIVE 2021

As an industry embraces change, electric and digital campaigns zoom into leading positions. The auto line-up looks radically different from the past two years, when Volvo, VW and Mercedes-Benz dominated the top five. It's also indicative of a changing industry, with the shift to electric coming very much to the fore. The most awarded campaigns tended to be branded content or digital initiatives, but in the top slot is the beautifully crafted "Upstream" film for Toyota, from Saatchi & Saatchi US, featuring paralympic swimming champ Jessica Long. Publicis Conseil follow with a compelling project that turned a French village 100% electric, car-wise. The United Arab Emirates breaks into the top five thanks to "MINImalism", a perfectly on-brand graphic campaign. Audi's "Don't Hate, Imitate" from POL Oslo used humour to promote Norway's electric car leadership. And Commonwealth/McCann devised a rugged real-life adventure for Chevrolet.



AUTOMOTIVE

THE **15** MOST-AWARDED CAMPAIGNS 2021

1 "Upstream"

- 2 "100% electric vehicles town"
- 3 "MINImalism"
- **4** "Don't hate. Imitate"
- 5 "Lost Roads"
- 6 "The E.V.A. Initiative"
- 7 "The Parents"
- 8 "The Hy Project"
- 9 "The Small Escape"
- 10 "Drive Like A Bosch"
-]] "Tough Turban"
- 12 "Volvo Lifesaver"
- 1.3 "Abandoned Stations"
- 14 "ADAPTIVELEDHEADLIGHTS"
- 15 "PARKDISTANCECONTROL"

Saatchi & Saatchi NY
Publicis Conseil
Serviceplan MEA
POL Oslo
Commonwealth/McCann
Forsman & Bodenfors
Forsman & Bodenfors
The Electric Factory
Jung von Matt AG
Jung von Matt/Next Alster Gmb
Zulu Alpha Kilo
Ogilvy Social Lab
Cheil Hong Kong
Serviceplan MEA
Serviceplan MEA

	United States	Toyota
	France	Renault Zoe
	United Arab Emirates	MINI
	Norway	Audi e-tron
	Colombia	Chevrolet
	Sweden	Volvo
	Sweden	Volvo XC60
	Uruguay	Ayax Toyota
	Germany	BMW
bН	Germany	Bosch
	Canada	Tough Turban
	Netherlands	Volvo
	Hong Kong	Volkswagen
	United Arab Emirates	MINI
	United Arab Emirates	MINI

TOP 5 AGENCIES 2021

1	SERVICEPLAN GROUP	Serviceplan MEA, UAE
2	forsman&bodenfors	Forsman & Bodenfors, Sweden
3		Publicis Conseil, France

4 SAATCHI & SAATCHI Saatchi & Saatchi NY, USA



POL, Norway

TOP 5 BRANDS 2021 Volvo Volkswagen MINI Toyota ΤΟΥΟΤΑ RENAULT

Renault

2



"Upstream", Toyota

Paralympic swimming phenomenon Jessica Long takes a swim through her own story thanks to lush visual effects in this highly polished film.



"100% Electric Vehicles Town", Renault Zoe

A beautiful French village with the cute name of Appy goes 100% electric thanks to the Renault Zoe and Publicis - and good-humoured branded content documents the results.



"MINImalism", MINI

This impactful, graphic campaign used the "wings" of the MINI logo to demonstrate desirable aspects of the plucky motor car.

"Don't Hate, Imitate", Audi e-tron

A Norwegian is nonplussed by the hate (humorously) meted out to his country in GM's Super Bowl spot "No Way, Norway". As Norway dominates in electric vehicle ownership, he thinks others should follow its example.

"Lost Roads", Chevrolet

In an adventurous branded content initiative, Chevrolet SUVs help visitors explore wild regions of Colombia that were previously off-limits due to a guerilla war, with former guerillas as guides.

TOP 5 AUTOMOTIVE CAMPAIGNS 2021















FINANCE 2021

A sector often viewed as cold and distant shows its more customer-friendly side via innovative services and tools. It isn't always easy for banks to seem approachable, but the top campaigns this year leaned in to the customer experience. Starting with the brave and laudable "True Name", from Mastercard and McCann New York, which allowed transgender and non-binary people to display their chosen name on their cards. The campaign appears here twice – both as a film and a broader campaign that saw the policy adopted by several banks. Mastercard also crops up in fifth place with a very on-brand promotion linked to a solar eclipse. Elsewhere, time travel was trending. For Sberkassa in Russia, a visitor from 1973 discovered the advantages of digital banking. And an ad for the documentary The Last Dance, about Michael Jordan, used Deep Fake technology to whisk a famous TV sports presenter back to the 90s.





TOP 5 FINANCE CAMPAIGNS 2021

THE **15** MOST-AWARDED CAMPAIGNS 2021

1 "True Name" McCa 2 "George from 1973" Leo Bu 3 "True Name" McCa 4 "The Last Dance Deep Fake" Transl 5 "Astronomical Sales" FP7/D 6 "The Homeless Bank Account" Wunde 7 "The last older person to die in loneliness" LLYC 8 "Secure Your Account" McCa 9 "Roadside Market" McCa 10 "World's Oldest E sports Team CS" Zulu Al CHE Pr 11 "Sloways" 12 "Warning Spots" Ogilvy 1,3 "Climate Warriors (Trailer)" Thinke 14 "Mr Humfreez" TBWA 15 "See Stress Differently McCa

ann New York	United States	Mastercard	
Burnett Moscow	Russia	Sberkassa	
ann New York	United States	Mastercard	
slation/ ESPN CW	United States	State Farm	
DXB - McCann Worldgroup	United Arab Emirates	Mastercard	
derman Thompson	United Kingdom	HSBC	
	Spain	BBK	
ann Worldgroup Sp. z o.o.	Poland	Mastercard	
ann Worldgroup	Romania	Mastercard	
Alpha Kilo	Canada	HomeEquity Bank	
Proximity	Australia	NRMA	
y Melbourne	Australia	AAMI	
erbell Pty Ltd	Australia	NRMA	
Group New Zealand	New Zealand	ANZ Bank	
ann Hong Kong	Hong Kong	CIGNA	



"True Name", Mastercard

To their frustration, transgender and non-binary people were forced to used their birth names on their credit cards. That's until Mastercard changed the rules and allowed them to use their chosen names, as shown in this heart-warming film.



"George From 1973", Sberkassa

A time-travelling visitor from the 70s discovers the advantages of today's digital banking tools, transforming him into perhaps the only person who thinks current times are more fun than the past.

3	

"True Name", Mastercard

The award-winning film was just one element of a wide-reaching campaign. It finally persuaded several banks to adopt the policy of allowing transgender and non-binary people to use their chosen names on their cards.

"The Last Dance Deep Fake", State Farm

Insurance group State Farm can turn back the clock when things go wrong. But this time they reversed time for positive reasons. Using Deep Fake technology, they sent TV sports presenter Kenny Mayne back to the 90s for an ad promoting a documentary about Michael Jordan, The Last Dance – sponsored by State Farm.

"Astronomical Sales", Mastercard

You may not have noticed this, but a solar eclipse resembles the Mastercard logo. The brand and its agency did, so they created a sales promotion in which falling prices at Mastercard's shopping partners were linked to the percentage of the sun lost during the eclipse, culminating in a 90% discount.

TOP **5** AGENCIES 2021



TOP **5 BRANDS 2021**

- 1Image: Mastercard2Image: Mastercard3Image: Sberbank3Image: Sberbank
- 4 State Farm State Farm

HSBC HSBC

4















FOOD & BEVERAGES 2021

Burger King is back but faces a challenge at the top from an innovative Michelob. The "Moldy Whopper" will always remain a fresh idea, but it hails from a time before masks and lockdowns. At the number two slot is a campaign from the heart of the pandemic era, as Michelob and FCB found a way to bring fans to NBA games, even though arenas were closed to the public. Contemporary in a different way is Oreo's "Doomsday Vault", an activation inspired by a fan's tweet (and possibly the end of the world). Michelob and FCB crop up again at number five with an extraordinary campaign encouraging farmers to return to organic produce – with a guarantee that the transition will be profitable.



FOOD & BEVERAGES

THE 15 MOST-AWARDED CAMPAIGNS 2021

- 1 "Moldy Whopper"
- 2 "Michelob ULTRA Courtside"
- 3 "Stevenage Challenge (Case Film)"
- 4 "The OREO Doomsday Vault"
- 5 "Contract for Change"
- 6 "Shutter Ads
- 7 "BK Cows' Menu"
- 8 "Your Way, Way Better"
- 9 "Tienda Cercar"
- 10 "The Future Official Sponsors of the NWSL"
- 11 "A New Jingle For A New Erg"
- 12 "Moldy Whopper (day 32)"
- 13 "Sneezing into Bumping Elbows"
- 14 "Sixties"
- 15 "Playlist Timer"

INGO, DAVID	
FCB New York	
DAVID the Agency	
the community	
FCB Chicago	
Publicis Italy	
We Believers	
Jones Knowles Ritchie	
DraftLine Maz	
VaynerMedia	
Edelman Worldwide H	Q
INGO, DAVID	
DAVID	
Leo Burnett London	
Publicis Italy	

- United States **United States** Spain United States United States Italy United States United States Colombia United States United States United States United States United Kingdom Italv
 - **Burger King** Michelob ULTRA, Microsoft, NBA Burger King OREO Anheuser Busch, Heineken Burger King Global Burger King Tiendacerca.co Budweiser Good Humor Burger King Burger King McDonald's Barilla



2

3

"Moldy Whopper", Burger King

The burger that was filmed going way past its sell-by date to make a statement about preservative-free inaredients proved impossible to topple.

"Courtside", Michelob ULTRA, Microsoft, NBA

Crowds were barred from NBA games due to the pandemic, so Michelob allowed them to be present virtually. After scanning a code on the bottle with their phones, they could claim a seat on the giant screens around the court.

"The Stevenage Challenge", Burger King

Gamers playing a soccer video game were keen to outfit the avatars of the most famous footballers in the world in shirts usually worn by humble Stevenage FC, which lurks at the bottom of the league. But the team also happens to be sponsored by Burger King.

"The OREO Doomsday Vault", Oreo

There was a miniscule chance that an asteroid would hit the earth, but when a fan on Twitter wondered who'd save all the Oreos, the brand built an apocalypse-proof facility to protect the cookies. The activation hit the sweet spot with media and fans.

"Contract For Change", Anheuser Busch, Michelob ULTRA

It takes three years for farmers to transition back to organic crops, and even then they're not guaranteed a buyer. So Michelob gave them a contract promising to support them after the shift.

TOP 5 AGENCIES 2021

- DAVID the Agency, Spain 2 FCBNY FCB New York, United States 3 INGO, DAVID, Publicis,
- 4 work output of the second se
- TBWA TBWA\PARIS, France

TOP 5 BRANDS 2021			
1	BURGER	Burger King	
2	M	McDonald's	
3	Michelob ULTRA	Michelob Ultra	
4	OEIIO	Oreo	



Le Chocolat Des Francais



5

TOP 5 FOOD & BEVERAGES CAMPAIGNS 2021













HEALTH & BEAUTY 2021

Front line workers were justly hailed as heroes, but as the pandemic wore on, innovative approaches to sensitive subjects managed to overshadow Covid-related communications. Advertising for feminine care products has evolved tremendously in recent years, as evidenced by the incredible "Wombstories" by AMV BBDO for Essity's Bodyform. It appears twice in the top five as a film and a case study. Meanwhile, Ogilvy's "Courage Is Beautiful" for Dove continued to solidify its status as the most iconic campaign of the Covid era. As a complete contrast, Area 23's animated tale for Insmed clearly tugged a few heartstrings. Rounding out the top five is the edgy "Publicly Traded" for LifeStyle Condoms, which created a fluctuating "stock index" of sexually transmitted infections in an unexpected crusade for sexual health.



HEALTH & BEAUTY

THE 15 MOST-AWARDED CAMPAIGNS 2021

"Wombstories" AMV BBDO 2 "Courage Is Beautiful" **Ogilvy UK** 3 "#Painwombstories by Libresse" AMV BBDO "Unbreakable" Area 23 5 "Publicly Traded" FCB/SIX 6 "The CO2 Inhaler" 7 "Degree Inclusive" 8 "The Most Epic Seafaring Legend Ever Told" 9 "Courage Amanda" Ogilvy UK 10 "Courage Patricia" Ogilvy UK 11 "Hero 1" 12 "Dot Go. The First Customizable Object Recognition App For The Visually Impaired" 13 "Design For Everyone" 14 "The Artist" Ogilvy India 15 "Braun x Formosa Chang"

McCann Health Wunderman Thompson Leo Burnett Madrid McCann Health Serviceplan Group The&Partnership United Communications Group

United Kingdom United Kingdom **United States** Canada United States Argentina Spain Canada Canada United States Germany United Kingdom India

Taiwan

3

United Kingdom

5 AGENCIES 2021

- AMVBBDO AMV BBDO, United Kingdom
- **)**gilvy 2

а.

Δ

- Ogilvy UK, United Kingdom
- **McCANN** 3

MADRID

- McCann Health, United States
- Leo Burnett Madrid, Spain
 - Area 23. An FCB Health Network Co. **United States**

5 BRANDS 2021

)OVP Dove Bodyform/Libresse Old Spice **Old Spice** Mucinex LifeStyles Condoms .ifeStyle

- Bodyform Dove Bodyform/Libresse Insmed LifeStyles Condoms Astrazeneca Rexona Old Spice Dove Dove Mucinex Dot Incorporation Design For Everyone Savlon
- Braun x



5

"Wombstories", Bodyform

A combination of live action and animation allows women to tell stories that need to be heard in this ground-breaking film.

2

3

"#painwombstories", Bodyform/Libresse

Telling stories - from the uplifting to the harrowing - rarely heard in the context of advertising, this campaign changes the game for the feminine care category.

"Unbreakable", Insmed

height of the pandemic.

A heart-warming animated tale with a serious message, the story of a cute toy rabbit with a fault is a metaphor for the challenges faced by sufferers of NTM (nontuberculous mycobacterial) lung disease.

"Publicly Traded", LifeStyles Condoms

Real-time search activity around sexually transmitted infections (STIs) was used to generate "stock" chart visualizations, which in turn impacted the price of condoms, making them more affordable when transmission was on the rise.









TOP 5 HEALTH & BEAUTY CAMPAIGNS 2021



"Courage Is Beautiful", Dove

The brand's "real beauty" message is adapted for the Covid era as we see how the experience of treating patients on the front line marked the faces of medical workers at the









LUXURY 2021

Dominated by automobiles in the previous edition of the report, this year's luxury category is fashion-forward. Fashion at its best is both glamorous and artistic, words that could easily be applied to Burberry's superbly-choreographed epic in the top slot, which winks at the brand's heritage while nodding at the golden age of Hollywood. Publicis Italy continues to put Diesel back in the awards spotlight with the provocative "Enjoy Before Wearing", while Lacoste and BETC return to the category with "Crocodile Inside". Audi's "Don't Hate, Imitate" proved even more popular than the Super Bowl spot it spoofed – and Volvo's laudable "E.V.A Initiative" continued to reap awards glory.



THE **15** MOST-AWARDED CAMPAIGNS 2021

1 "Festive"

- 2 "Enjoy Before Returning"
- 3 "Crocodile Inside"
- **4** "Don't hate. Imitate"
- 5 "The E.V.A. Initiative"
- 6 "The Parents"
- 7 "The Small Escape"
- 8 "Crocodile Free (Film Case)"
- 9 "Volvo Lifesaver"
- 10 "La Chanel Factory 5"
- 11 "Give For Good"
- 12 "The Invisible Store"
- 13 "The Most Expensive T-Shirt"
- 14 "Francesca"
- 15 "Musée Atelier Audemars Piguet"

Riff Raff Films	United Kingd	
Publicis Italy	Italy	
BETC Paris	France	
POL Oslo	Norway	
Forsman & Bodenfors	Sweden	
Forsman & Bodenfors	Sweden	
Jung von Matt AG	Germany	
BETC Paris	France	
Ogilvy Social Lab	Netherlands	
Groupe Mazarine	France	
BETC Paris	France	
Publicis Italy	Italy	
Small Agency	United States	
Publicis Italy	Italy	
Atelier Brückner	Germany	

ted Kingdom Burberry Diesel Lacoste Audi e-tron Volvo Volvo XC60 BMW Lacoste / IUCN Volvo Chanel Lacoste Bottega Veneta Diesel Diesel Audemars Piguet





Dancers dodge falling chunks of ice in a musical homage to the brand's heritage as a provider of outerwear to polar explorers, while celebrating its iconic raincoats and fashion, all to a contemporary version of "Singing In the Rain".



"Enjoy Before Returning", Diesel

Fashion retailers know consumers sometimes wear items before returning them, but Diesel was the only one to encourage the activity and even celebrate it in a campaign. Just make sure the label's visible.

3	

"Crocodile Inside", Lacoste

The upmarket French sportswear brand continues to remind us that "life is a beautiful sport" in this tale of a couple who break up and make up in the most dramatic of circumstances.

TOP 5 AGENCIES 2021

- riffraff Riff Raff Films, United Kingdom
- 2 🐝 PubliciS
- BETC 3

Δ

BETC Paris. France

Publicis Italv

forsman&bodenfors Forsman & Bodenfors, Sweden

POL Oslo, Norway

TOP 5 BRANDS 2021

1 BURBERRY Burberry DIESEL 2 Diesel LACOSTE Lacoste 2 VOLVO Δ

5

Volvo

BMW



5

"Don't Hate, Imitate", Audi

Responding to GM's Super Bowl spot "No Way, Norway", a Norwegian driver is perplexed by all the hate. Indeed, as the leader in electric car ownership, Norway is a country to be admired.

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

Most crash test dummies are modelled on men, so female drivers are more vulnerable. But Volvo bases its safety features on data from real accidents, making its cars safer for everyone. This data was shared to benefit all auto makers. Equal Vehicles for All.















RETAIL 2021

As Burger King continues to blaze a trail through awards shows, this year's Retail top five resembles the previous edition – with a notable exception. Burger King continues to set standards for creativity in the Retail category (just as it does in Food). The "Moldy Whopper" remained an awards show favourite into last year, accompanied once again by the "Stevenage Challenge". But it's joined by two other BK campaigns in the top five: a bold new take on the brand's visual identity by Jones Knowles Ritchie; and an all-singing environmental message from We Believers. It's interesting to note that these BK winners come from different agencies, suggesting once again that creative clients inspire creative campaigns. The cause-driven "Bread Exam" for UAE-based supermarket chain Spinneys stands alone amidst all the burgers.



THE **15** MOST-AWARDED CAMPAIGNS 2021

- 1 "Moldy Whopper"
- 2 "The Bread Exam"
- 3 "Stevenage Challenge (Case Film)"
- **4** "Your Way, Way Better"
- 5 "BK Cows' Menu"
- 6 "Moldy Whopper (day 32)"
- 7 "Sneezing Into Bumping Elbows"
- 8 "Sixties"
- 9 "Chicken Wars (Film Case)"
- 10 "Super Wendy's World"
- 11 "Act For Food"
- 12 "That Look from Popeyes"
- 13 "Shop Unfriend"
- 14 "Flavour of Home"
- 15 "McDo"

2

INGO, DAVID McCann Paris **DAVID** the Agency JKR We Believers INGO, DAVID DAVID the Agency Leo Burnett London GSD&M VMLY&R Marcel **GUT** Agency Wolf Bangkok Hakuhodo Indonesia Nord DDB STO

Spain **United States United States** United States Spain United Kingdom United States United States France United States Thailand Indonesia Sweden

United States

France

Burger King
Spinneys
Burger King
Burger King
Burger King Global
Burger King
Burger King
McDonald's
Popeyes Lousiana Kitchen
Wendy's
Carrefour
Popeyes
Central Midnight Sale
Sushi Sei
McDonald's

TOP 5 RETAIL CAMPAIGNS 2021



"Moldy Whopper", Burger King

The rotting burger to promote a preservative-free menu item was a bold idea that continued to reap awards glory in 2021.

|--|

"The Bread Exam", Spinneys

Aimed at Lebanese women, a supermarket chain's well-crafted message about checking for early signs of breast cancer using dough as a metaphor made its point while respecting sensitivities.

"The Stevenage Challenge", Burger King

Few people know the players of the humble Stevenage Football Club, even though it's sponsored by BK. But gamers who were fans of the brand chose to dress the avatars of international soccer stars in the BK-sponsored Stevenage shirt.

TOP 5 AGENCIES 2021

- 1 GODAV? INGO, DAVID, Publicis, United States 🐝 PubliciS
- DAVID the Agency, Spain
- 3 McCANN McCann Paris, France
- 4 Leo Burnet Leo Burnett London, UK
- 5 **WMLY&R** VMLY&R, United States

TOP **5** BRANDS 2021 **Burger King** KING McDonald's 2 Spinneys Spinneys 3 Ş KFC Δ KFC

Popeyes

A refresh of the brand's visual identity perfectly captured its bright, fun, sometimes irreverent spirit.

"BK Cows' Menu", Burger King

Country-singing kids in a surreal music video explain how BK is changing its cows' menu so they...ahem...emit less methane gas.





"Your Way, Way Better", Burger King







TECHNOLOGY 2021

The digital sector delivers not only the tools that have kept us occupied and in touch during the pandemic, but also solutions for those suffering from far more than lockdowns. Whether working from home, connecting with loved ones, or attempting to escape the bad news cycle, the pandemic has encouraged us to rely on digital technology more than ever before. Some of the most awarded campaigns reflect this, but three out of the top five projects address concerns that exist apart from the current situation. While technology may dominate lives, it can improve them too.



TECHNOLOGY

TOP 5 TECHNOLOGY CAMPAIGNS 2021

THE **15** MOST-AWARDED CAMPAIGNS 2021

2	"SICK BEATS" "The Whole Working-From-Home Thing" "You Love Me"
-	"The Birth of Gaming Tourism"
	"Tallk"
6	"Alone With Me"
7	"Reddit - Superb Owl"
8	"Shot on iPhone: The Stunt Double"
9	"Swipe Night"
10	"Reddit - Up The Vote"
11	"Fantastic Voyage"
12	"The VAR Discount"
13	"POOJA DIDI"
14	"Google - Black Owned Friday"
15	"Tipping Point"

Smu	ggler
Tran	slation
McC	ann London
Che	il Spain
Spo	ify In-House
R/G	A California
TBW	A\Media Arts Lab
72ai	ndSunny
R/G	A California
72ai	ndSunny
Nord	d DDB STO
Tapr	oot Dentsu
BBH	New York
DDB	Paris

).	United States	Woojer
	United States	Apple
	United States	Beats by Dr. Dre
	United Kingdom	Xbox / Microsoft
	Spain	Samsung
	United States	Spotify
	United States	Reddit
	United States	iPhone
	United States	Tinder
	United States	Reddit - Up The Vote
	United States	Adobe Photoshop
	Sweden	The VAR Discount
	India	Facebook
	United States	Google
	France	Ubisoft



2

"SICK BEATS", Woojer

Kids with cystic fibrosis use uncomfortable vibrating airway clearance vests to clear their lungs. Woojer's SICK BEATS is a music-powered clearance vest that syncs with a smartphone to deliver therapeutic tunes at the ideal 40hz. Kids can create custom playlists from Spotify.

"The Whole Working-From-Home Thing", Apple

This web film sums up how Apple's tech helps when we're working at home - and is also completely hilarious. Guy on phone with colleague while kid screams: "You're going in the naughty corner! Not you, Jerry."

"You Love Me", Beats By Dr. Dre

As racial injustice made headlines, this superbly crafted film asked why Black people are not loved and respected despite global appreciation for their contribution to music, entertainment, sport and style.

TOP 5 AGENCIES 2021



R/GA

R/GA California. United States

TOP **5** BRANDS 2021 Apple Samsung SAMSUNG 3 WO0j01 Wooier Beats by Dr. Dre 4 beats by dr. dre.

reddit



3



"Tallk", Samsung

was even a guidebook to help.

ALS is a disease that decimates the nervous system to such an extent that sufferers can only move their eyes. A free app, Tallk from Samsung, tracks the pupils of ALS patients to transform their movements into words.



Reddit







"The Birth of Gaming Tourism", X-Box

This perfectly-timed campaign proposed turning away from the combative aspect of video games and instead exploring their brilliantly realised landscapes as a tourist. There







TRANSPORT & TOURISM 2021

The industry needed all the creativity it could get to deal with the disruption wrought by the pandemic. With the pandemic interrupting or disrupting travel, the transport and tourism sectors have been on a rollercoaster ride. So it's appropriate that the top slot is occupied by the #StayHomeMilesExchange, which rewarded customers for NOT flying. In second place, for Tourism New Zealand, a video game took the place of a real country (something of a trend). In fact, Tourism New Zealand and Thai Airways both featured twice in the top five, suggesting a taste for creativity. Meanwhile, in fifth place, Scandinavia reminds us why travel is important.





THE 15 MOST-AWARDED CAMPAIGNS 2021

] "#StayHomeMilesExchange" 2 "PLAY NZ 3 "Good Morning World" 4 "Destination Menu" 5 "What is truly Scandinavian?" 6 "The Last Day Pass" 7 "Uber Heetch 8 "#Heetchrégale" 9 "The Offline Playlist" 10 "Sandy" 1] "Marital Bliss" 12 "Voices of Brussels" 13 "Please Don't Travel Under The Social Influence" 14 "Bonnie Bam" 15 "Save your ears"

Wunderman Thompson	Thailand
360i	Australia
Special Group	New Zea
Wunderman Thompson	Thailand
& Co./NOA	Denmarl
Serviceplan Campaign X	Germany
Marcel	France
Marcel	France
360i	United St
Kolle Rebbe Werbeagentur	Germany
TBWA\Hunt\Lascaris Johannesburg	South Afr
mortierbrigade	Belgium
The Yarn Agency	New Zea
Kolle Rebbe Werbeagentur	Germany
BBDO Ukraine	Ukraine

d	Thai Airways
ia	Tourism New Zealand
aland	Tourism New Zealand
d	Thai Airways
rk	SAS - Scandinavian Airlines
лy	LAAX Ski Resort
	Heetch
	Heetch
States	New Orleans Tourism
лy	Lufthansa FlyNet
frica	City Lodge Hotel
n	STIB/MIVB
aland	Tourism New Zealand
лy	Lufthansa FlyNet
	Bolt

TOP 5 AGENCIES 2021

WUNDERMAN Wunderman Thompson, Thailand THOMPSON TBWA\SYDNEY TBWA/Sydney, Australia 2 SPECIAL Special Group, New Zealand Marcel, France



Part of Accenture Interactive

Kolle Rebbe, Germany

TOP **5** BRANDS 2021

- Thai Airways Tourism New Zealand 2 TOURISM Heetch 3 IEETCH Lufthansa 4 😒 Lufthansa



TOP 5 TRANSPORT & TOURISM CAMPAIGNS 2021



"#StayHomeMilesExchange", Thai Airways

How do you keep your airline top of mind with travellers when they can't travel? Score a PR coup by rewarding them for staying at home, of course.



"PLAY NZ - The world's first gameplay walkthrough of a real country", Tourism New Zealand

With New Zealand closed to tourism, the tourist office worked with TBWA/Sydney on an ingenious solution: an immersive video game experience that felt as if you were actually there.



4

5

"Good Morning World", **Tourism New Zealand**

Another awesome mid-pandemic solution from the Kiwis. As it's one of the first countries to wake up to the sun, NZ asked a different Kiwi every day to say Good Morning World via Instagram - reinforcing what a friendly and positive nation it is.

"Destination Menu", Thai Airways

The Thai airline is known for its great on-board food. With its planes grounded, it teamed with food delivery apps to create 12 special menus inspired by five iconic destinations. The taste of travel you miss.

"What Is Truly Scandinavian?", **SAS - Scandinavian Airlines**

It turns out that many things we think of as "Scandinavian" from meatballs to furniture design - were copied from other cultures. But in fact, openness is the real key to Scandinavia.















Where brands meet creativity





Read more about the Business Creative Report on: https://www.adforum.com/business-creative-report

> Contact France: maud@adforum.com Contact USA: carol@adforum.com

By MAYDREAM Inc, Parent Company of AdForum France: 112B, rue Cardinet, 75017 Paris USA: 118 East 28th Str., Suite 501, New York, NY 10016 - nyc@adforum.com