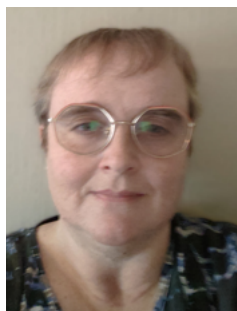




**BUSINESS  
CREATIVE  
REPORT**  
adforum

THE MOST CREATIVE  
CAMPAIGNS, BRANDS & AGENCIES  
BY BUSINESS SECTOR 2023



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## WELCOME TO THIS YEAR'S REPORT

It gives us great pleasure to present the 7th edition of AdForum's Business Creative Report – a unique ranking of the world's most awarded campaigns by industry sector in 2023. The BCR allows advertisers and agencies to measure their creative impact against competitors in the same industry.

Awards remain an integral part of the industry ecosystem for a number of reasons. For agencies, they promote, attract and motivate talent. They offer a proof of creativity to current and potential clients. And they demonstrate expertise in specific fields, which is one of the main aims of the BCR.


The report is based on the results of more than 40 awards shows, both local and global. This year for the first time we integrated the Ciclope Festival, which covers production, directing, visual effects, animation, editing, sound and other vital elements of craft.

The report comprises nine categories: Automotive, Entertainment & Leisure, Finance, Food & Beverages, Health & Beauty, Luxury, Retail, Technology and Transport & Tourism.

As 2023 was abuzz with talk of AI and its potential, it's perhaps no surprise to find that AI played a role in last year's most awarded campaign overall: "McEnroe vs. McEnroe" from Michelob Ultra and FCB. But while the project combined elements of artificial intelligence and robotics, it was also a terrific piece of entertainment featuring a charismatic athlete. The human element remains key.

Overall, AI was less prevalent in the world's most awarded work than might have been expected. Perhaps because agencies are still testing its potential. There was one very clear trend: film and print are slipping lower down the list of awarded entries, replaced by case studies that could be broadly described as "innovations", both digital and alternative.

It seems that the most creative agencies and their clients are doing less classic "advertising". Instead, they're working on long-term solutions that benefit customers.



Take two widely-awarded initiatives from Renault and Publicis Conseil: “Time Fighters”, which improves the safety of vehicles from the design stage up; and “Plug Inn” which helps the drivers of electric vehicles recharge their cars. In the field of Health & Beauty, Vaseline and Edelman Worldwide created a new searchable database that finally allowed people of colour to diagnose potential skin conditions, while before they’d felt invisible.

Similarly, if purpose-driven projects are still present, they tend to be more deeply integrated into the DNA of brands, avoiding charges of opportunism. Mastercard and McCann come to mind, particularly with “Where To Settle”, which aided Ukrainian refugees by crunching financial transaction data.

Also in the financial sector, WeCapital in Mexico assembled “missing” data to give underprivileged women access to bank loans for the first time. Meanwhile, the Tech category was dominated by innovations that improved lives.

Talking of tech, apps were more prominent in the winning work, while partnerships with influencers and social media creators seemed to have taken a step back. On the other hand, brands seem to have finally cracked the delicate business of seducing gamers and securing a presence in games, mostly by creating fun and speaking the right language. Oreo’s “cheat cookies” and the #ThisIsMcDonalds virtual treasure hunt are two prime examples.

Design thinking informed many of the world’s leading campaigns: the most-awarded project in the Automotive sector, “The Call of Adventure”, was inspired by the Jeep’s iconic headlights and radiator grille. In general, media choices are becoming more eclectic. While they often veer towards digital and mobile platforms, everything from seed packets (“The Hornicultural Society”) to gifting envelopes at Indian weddings (“Shagan Ka Lifafa”) were fair game for carrying campaign messages.

To draw your own conclusions or check on your brand or agency, I invite you to dive into the report and explore the most awarded work of 2023. I hope, as always, that it will make rewarding reading.



# 2023

## 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 Eurobest, MAD Stars, ADC\*E...

Middle: Specialist and smaller international shows, including Caples Awards, Clio Entertainment, ...

Low: Less prominent or purely local awards like Campaign Big Awards, Creative Circle...

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.



CICLOPE



(non-exhaustive list)



# **AUTOMOTIVE 2023**

**Smart solutions powered by an urge to improve life for customers continue to reflect an industry in transition.**

Sleek films of cars cruising through attractive landscapes were nowhere to be seen in the auto top five. Instead, it features clever and humane ideas. Renault and its agency Publicis Conseil dominate the category with two very different but customer-centric ideas: one that helps electric car drivers juice up their vehicles, and another that may save lives. The Jeep project at number one underlines the advantage of a strong brand identity, no matter how the vehicle is fuelled, while VW's recruitment campaign is delightfully cheeky.

# AUTOMOTIVE


## THE 15 MOST-AWARDED CAMPAIGNS 2023

1	"The Call of Adventure"	Publicis Middle East	United Arab Emirates	Jeep
2	"Plug Inn"	Publicis Conseil	France	Renault
3	"Inside Jobs"	DDB Paris	France	Volkswagen
4	"Time-Fighters Program"	Publicis Conseil	France	Renault
5	"Voice Watch"	Dentsu Inc.	Japan	Toyota
6	"ProPILOT MOP"	TBWA\HAKUHODO	Japan	Nissan
7	"Nothing But Sheer Joy"	TBWA\Bolt	China	BMW
8	"EVs on Screen"	the community	United States	General Motors
9	"No Grey"	Leo Burnett Company, S.R.L.	Italy	Fiat
10	"The Beautiful Fail"	DDB Paris	France	HONDA Moto
11	The Blind Spot	Ogilvy South Africa	South Africa	Volkswagen
12	"Dear My Hero - Hydrogen Garbage Truck"	INNOCEAN	South Korea	Hyundai
13	"The Store"	Publicis Conseil	France	Renault Trafic
14	"Das Chair"	Try Reklamebyrå	Norway	Volkswagen Commercial Vehicles
15	"See Her Greatness"	Leo Burnett Detroit	United States	Buick

### TOP 5 AGENCIES 2023

1		Publicis Conseil
2		DDB Paris
3		Publicis Middle East
4		Dentsu Inc.
5		TBWA\HAKUHODO

### TOP 5 BRANDS 2023

1		RENAULT Renault
2		Volkswagen
3		Jeep
4		Toyota
5		BMW

# TOP 5 AUTOMOTIVE CAMPAIGNS 2023

1

## "The Call of Adventure", Jeep

The Jeep's iconic and unmistakable headlights and radiator grille are transformed into a "Jeep Morse Code" summoning us to excitement.



2

## "Plug Inn", Renault

What if there was a network of homeowners, equivalent to Airbnb, that enabled you to show up and recharge your electric car? That's exactly how the "Plug Inn" project worked.



3

## "Inside Jobs", Volkswagen

Volkswagen lured much-needed mechanics away from rival firms by planting recruitment ads on pieces inside motor cars that were due for a service.



4

## "Time-Fighters Program", Renault

After a road accident, time is of the essence. Renault has teamed up with rescue workers to design cars that enable safe and easy access to extract people who are trapped.



5

## "Voice Watch", Toyota

From Toyota's Mobility Foundation, an AI-powered live commentary allows visually impaired fans to follow motor races.





# FINANCE 2023

**Mastercard continues to set the bar high in a category that increasingly features smart use of data.**






The ideas in this category are not so much “campaigns” as innovative business ideas that actively help people, led by Mastercard with two entries in the top five. There were also two projects that empowered women in countries where financial inclusion is not a given: Mexico and India. It’s also worth noting that “data” – once a word that inspired privacy fears – is being deployed here for good causes. The witty “Last Performance” from Partners Life is something of an outlier, in that it uses traditional TV in an unexpected way.

# FINANCE

## THE 15 MOST-AWARDED CAMPAIGNS 2023

1	"Where to Settle"	McCann Worldgroup Sp. z o.o.	Poland	Mastercard
2	"Data tienda"	DDB Mexico	Mexico	WECAPITAL
3	"Last Performance"	Special Group	New Zealand	Partners Life
4	"Touch Card"	McCann New York	United States	MasterCard
5	"Shagun Ka Lifafa"	McCann Mumbai	India	Ujjivan Small Finance Bank
6	"Duel"	Bear Meets Eagle On Fire	Australia	NRMA
7	"Dr. Rick Will See you Now"	Havas Boston	United States	Progressive insurance
8	"13 minutes"	McCann Prague	Czech Republic	Czech Insurance Association
9	"Runaway"	Bear Meets Eagle On Fire	Australia	NRMA
10	"Less Talk, More Bitcoin"	Accenture Song	United States	Coinbase
11	"Remember OKX"	BBDO New York	United States	OKX
12	"NXT LVL"	FCB Canada	Canada	BMO
13	"Letters Home"	Zulu Alpha Kilo	Canada	HomeEquity Bank
14	"Endless Appetite"	Dentsu Inc.	Japan	NIKKEI
15	"The Rise"	Philipp und Keuntje GmbH	Germany	Growney

### TOP 5 AGENCIES 2023

1		McCann Worldgroup Sp. z o.o.
2		DDB Mexico
3		Special Group
4		Bear Meets Eagle On Fire
5		McCann New York

### TOP 5 BRANDS 2023

1		Mastercard
2		WECAPITAL
3		Partners Life
4		NRMA
5		Ujjivan Small Finance Bank

# TOP 5 FINANCE CAMPAIGNS 2023

1

## "Where To Settle", Mastercard

As Ukrainian refugees poured into Poland, Mastercard used transaction data to identify towns where the newcomers had the best chance of finding jobs and homes.



2

## "Data Tienda", WECAPITAL

Many women in Mexico can't get loans because they have no credit history at banks. But they buy things "on credit" from local stores – data now shared with banks to change the situation.



3

## "Last Performance", Partners Life

In a hit New Zealand detective show, a corpse lies in the morgue until the case is solved. During the campaign, the "cadavers" came back to life and urged viewers to take out life insurance



4

## "Touch Card", Mastercard

The brilliant design solution that makes credit cards tactile again for the visually impaired continues to reap admiration from awards judges.



5

## "Shagun Ka Lifafa", Ujjivan Small Finance Bank

In India, the traditional gifting envelopes presented at weddings were redesigned as joint bank account opening forms, urging women to become involved in financial decisions.





# **FOOD & BEVERAGES 2023**

**Technical and innovative solutions abounded as creatives were inspired by AI and gadgetry.**

While print and packaging design dominated this category in our last report, the most awarded campaigns in 2023 embraced technology. At least three of the top five harnessed tech, and even the Skittles campaign deployed social media to great effect. Burger King was notably absent from the top campaign slots – although it remains the fourth most awarded brand overall. Also less evident, with the exception of the Coors project, were heavily purpose-driven campaigns.

# FOOD & BEVERAGES

## THE 15 MOST-AWARDED CAMPAIGNS 2023

1	"McEnroe vs. McEnroe"	FCB Worldwide	United States	Michelob Ultra
2	"Cheat Cookies"	Saatchi & Saatchi Düsseldorf	Germany	Oreo
3	"Apologize The Rainbow"	DDB Chicago	United States	SKITTLES
4	"FitChix"	VML Melbourne	Australia	Honest Eggs Co.
5	"Chillboards"	DDB Chicago	United States	Coors Light
6	"Oreocodes"	VMLY&R Commerce	United States	Oreo
7	"Dreamcaster"	FCB New York	United States	Michelob Ultra
8	"The Unbranded Menu"	Leo Burnett Group Manila	Philippines	McDonald's Philippines
9	"Bring Home The Bud"	Wieden + Kennedy	United States	Budweiser
10	"Schoolgirl Newscasters"	Impact BBDO	United Arab Emirates	EBM
11	"Plastic Fishing Tournament"	We Believers	United States	Corona
12	"NATIVE SPORTSCASTERS"	We Believers	United States	Corona
13	"Milk Manga"	VML Ogilvy Japan	Japan	Seki Milk
14	"HeinzJack"	FP7 McCann	United Arab Emirates	Heinz
15	"Diner"	Rethink Communications Inc.	Canada	Heinz

### TOP 5 AGENCIES 2023

1		DDB Chicago
2		FCB Worldwide
3		We Believers
4		Rethink Communications Inc.
5		VML Melbourne

### TOP 5 BRANDS 2023

1		McDonald's
2		Oreo
3		Michelob Ultra
4		Burger King
5		Heinz

# TOP 5 FOOD & BEVERAGES CAMPAIGNS 2023

1

## "McEnroe vs. McEnroe", Michelob Ultra

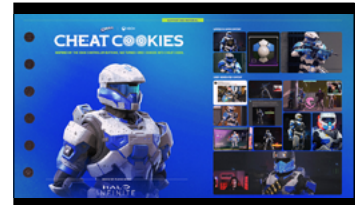
Legendary tennis star John McEnroe returns to the court to play a virtual version of his younger self thanks to robotics and AI. Like the rest of us, McEnroe was stunned by the experience.



2

## "Cheat Cookies", Oreo

Oreo cookies were embossed with "cheat codes" for gamers. To unlock exclusive content within X-Box games, the gamers had to scan the cookies with their phones.



3

## "Apologize The Rainbow", Skittles

The Skittles saga scaled new heights when the brand brought back lime flavour and apologized live and online to the 138,880 people who complained about its replacement – apple.



4

## "Fitchix", Honest EggCo.

To prove that its chickens really were free range, the farm fitted the fowls with step counters, like Fitbits for chickens, with the tally printed on the eggs themselves.



5

## "Chillboards", Coors Light

In extreme summer heat, the beer brand cooled an "overheated community" in Miami, Florida, by covering their rooftops with special heat-reflecting paint – and appropriate messages.





## HEALTH & BEAUTY 2023

**Purpose-driven campaigns were at the fore in a category that displayed eclectic media choices.**

Dove and Ogilvy still set the standard in this category, continuing their long-running battle to protect women against negative influences. Technology also came into play last year to help blind people and Parkinson's sufferers. But one of the campaigns that reaped the most press coverage – "The Horncultural Society" – deployed a fun insight involving seniors, sex and garden seeds. Meanwhile, Vaseline allowed under-represented people of colour to find their skin issues online at last.

# HEALTH & BEAUTY

## THE 15 MOST-AWARDED CAMPAIGNS 2023

1	"Cost of Beauty"	Ogilvy UK	United Kingdom	Dove
2	"Eyedar"	Area 23, An IPG Health Co.	United States	Horizon
3	"Scrolling Therapy"	DENTSU CREATIVE	Argentina	Eurofarma
4	"The Horicultural Society"	Ogilvy UK	United Kingdom	Relate
5	"See My Skin"	Edelman Worldwide	United States	Vaseline
6	"Toxic Influence"	Ogilvy UK	United Kingdom	Dove
7	"Dot Go "object interaction" app"	Serviceplan Group	Germany	Dot Go
8	"Change The Angle"	Wunderman Thompson	South Africa	Lux
9	"#Periodsomnia"	AMV BBDO	United Kingdom	Libresse / Bodyform / Saba
10	"The Outside In Experiment - Fire"	Area 23, An IPG Health Co.	United States	Horizon
11	"#TurnYourBack"	Ogilvy UK	United Kingdom	Dove
12	"Lifesaving Radio"	Klick Health	United States	NextMed Health
13	"Certified Care Raid"	Energy BBDO	United States	Raid
14	"Under a Rock"	21GRAMS	United States	Lokelma
15	"Cat Pain IQ "	Ogilvy Health	United States	Cat Pain IQ

### TOP 5 AGENCIES 2023

1		Ogilvy UK
2		Area 23, An IPG Health Company
3		DENTSU CREATIVE Argentina
4		Edelman Worldwide
5		Serviceplan Group

### TOP 5 BRANDS 2023

1		Dove
2		Horizon
3		Eurofarma
4		Relate
5		Vaseline

# TOP 5 HEALTH & BEAUTY CAMPAIGNS 2023

1

## "Cost of Beauty", Dove

A moving film about eating disorders underlines the devastating effect of social media on kids. Dove urges us to support the Kid Online Safety Act.



2

## "Eyedar", Horizon

An empowering campaign inspired by the fact that 1% of blind people can "echolocate". The result is "Eyedar", an app that allows all blind people to see the world – with sound.



3

## "Scrolling Therapy", Eurofarma

Many Parkinson's sufferers experience "facial masking", when their features become frozen. Exercise helps, so this app enabled them to scroll social media using facial expressions.



4

## "The Hornicultural Society", Relate

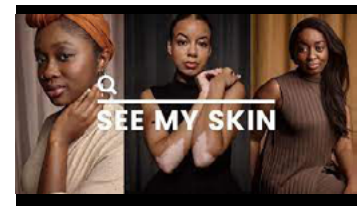
Yes, older people have sex. Unfortunately, they also spread sexually transmitted diseases. As they're keen gardeners, seed packets were used to communicate sexual health advice.



5

## "See My Skin", Vaseline

People with skin of colour are under-represented online, making it hard for them to diagnose skin conditions. Vaseline created a searchable database to redress the balance.





# **LUXURY 2023**

**Lacoste's crocodile takes a big bite out of this stylish category, but the Brits still rise to the top with Burberry.**

As in previous years, Lacoste and its agency BETC win big in this category. This time their campaign focuses on the brand's most iconic and timeless garments, with a mixture of print and short films that have a lovely light touch. It's advertising with the power to improve your mood. The same might be said of the leading film here: a beautifully shot piece that also sells the clothes, but in a discreet and poetic way. An entry for BMW from China disrupts the usually suave ambience of luxury automobile commercials with a film that pops.

# LUXURY


## THE 15 MOST-AWARDED CAMPAIGNS 2023

1	Night Creatures	Riff Raff Films	United Kingdom	Burberry
2	Bucket Hat	BETC Paris	France	Lacoste
3	Tennis Court	BETC Paris	France	Lacoste
4	Nothing But Sheer Joy	TBWA\Bolt	China	BMW
5	The One Exhibition	DM9DDB	Brazil	Leica M11
6	Socks and Sandals	BETC Paris	France	Lacoste
7	Through Their Eyes	Hero	Australia	Maybelline
8	Bucket Hat	BETC Paris	France	Lacoste
9	See Her Greatness	Leo Burnett Detroit	United States	Buick
10	Kaguya by Gucci	Dentsu Inc.	Japan	Gucci
11	Bottega For Bottegas	Le Pub	Italy	Bottega Veneta
12	Sportmade – The new 911 Dakar	Grabarz & Partner	Germany	Porsche
13	Make It Real	Media.Monks	United Kingdom	BMW iX2
14	Spring Summer 2022	Division	France	Mugler
15	Intensity. Driven.	Design Bridge & Partners	United Kingdom	Aston Martin Valkyrie

### TOP 5 AGENCIES 2023

1	<b>BETC</b>	BETC Paris
2	<i>riff raff</i>	Riff Raff Films
3	<b>BOLT</b>	TBWA\Bolt
4	<b>DM9DDB</b>	DM9DDB
5	<b>HERO</b>	Hero

### TOP 5 BRANDS 2023

1		Lacoste
2	<b>BURBERRY</b> LONDON ENGLAND	Burberry
3		BMW
4		Leica
5	<b>GUCCI</b> 	Gucci

# TOP 5 LUXURY CAMPAIGNS 2023

1

## "Night Creatures", Burberry

Riff Raff Films returns with another balletic, beautifully choreographed film that captures the essence of the brand while making it fly for contemporary customers.



2

## "Bucket Hat", Lacoste

A rare print hit and the first of no less than three Lacoste entries in the top five. Classic, stylish yet practical headgear traverses generations. The companion film is cute too.



3

## "Tennis Court ", Lacoste

Completing the premium sportswear brand's hat-trick, the generational divide closes once again, this time during a tennis match.



4

## "Nothing But Sheer Joy", BMW China

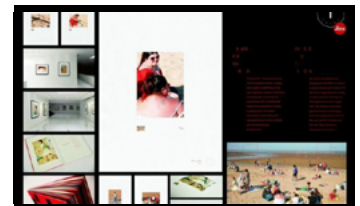
A jubilant and somewhat surreal film captures the driving pleasure that has long been associated with the automotive legend



5

## "The One Exhibition", Leica

To demonstrate the power of the M11 camera's 60 megapixel sensor, an entire photography exhibition featured different images captured by zooming in to a single photo.





# RETAIL 2023

**The fast food giants make their mark but the top slot goes to a witty use of tech.**






McDonald's and Burger King appear in the top five with campaigns that are entirely different in conception, but have the "fun" factor in common. Burger King's offering is one of two films here – the other being Penny's widely admired "The Riff" – an increasingly rare occurrence these days as case studies and digital activations tend to edge them out. While Back Market used technology to brilliant effect, a simple sticker, one of the simplest media of them all, also charmed juries.

# RETAIL

## THE 15 MOST-AWARDED CAMPAIGNS 2023

1	"Hack Market"	Marcel	France	BackMarket
2	"The Rift"	Serviceplan Germany	Germany	Penny
3	"The Unbranded Menu"	Leo Burnett Group Manila	Philippines	McDonald's
4	"Life Extending Stickers"	Grey Colombia	Colombia	Makro
5	"Even More Confusing Times"	DAVID	Spain	Burger King
6	"Happy Ramadan"	Scholz & Friends Group	Germany	McDonald's
7	"Time To Read"	Saatchi & Saatchi Dubai	United Arab Emirates	Kinokuniya
8	"Anything for the Taste"	Ogilvy South Africa	South Africa	KFC
9	"Flip"	Uncommon Creative Studio	United Kingdom	B&Q
10	"The Air Drummer"	Wolf BKK	Thailand	Robinson Salesation
11	"Lu From Magalu"	Ogilvy Brazil	Brazil	Magazine Luiza
12	"The Best-seller Constitution"	Gut	Brazil	Mercado Livre
13	"Charles III - The Burger King"	Grabarz & Partner	Germany	Burger King
14	"The Troll"	Rethink Communications Inc.	Canada	Ikea
15	"SMÅGÖRA cot"	DAVID	Spain	IKEA

### TOP 5 AGENCIES 2023

1		Marcel
2		Serviceplan Germany
3		DAVID
4		Leo Burnett Group Manila
5		Leo Burnett Middle East & North Africa

### TOP 5 BRANDS 2023

1		McDonald's
2		Burger King
3		IKEA
4		Back Market
5		Penny

# TOP 5 RETAIL CAMPAIGNS 2023

1

## "Hack Market", Back Market

A purveyor of refurbished digital devices used Airdrop to hijack Apple Stores by sending messages encouraging customers to buy a second-hand phone instead of a brand new one.



2

## "The Riff", Penny

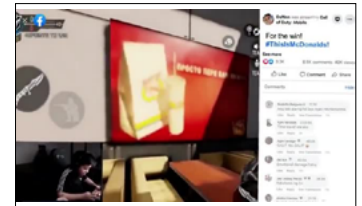
The German brand continued its run of spectacular films with a story that explored the gaps in our society: not only generational, but political and financial.



3

## "The Unbranded Menu", McDonald's

McDonald's burgers are so iconic they don't need branding. A star gamer proved it by sparking a treasure hunt for digital McDonald's lookalikes with the hashtag #ThisIsMcDonalds.



4

## "Life Extending Stickers", Makrot

To combat food waste, the supermarket used the tiny stickers that usually indicate the provenance of fruit to propose delicious recipes based on supposedly "over-ripe" produce.



5

## "Even More Confusing Times", Burger King

A wryly amusing film depicts many of the paradoxes of contemporary life – is buying an eco-friendly washing machine good for the planet? – to present BK's plant-based chicken nuggets.





# **TECHNOLOGY 2023**

**Scrolling mobile devices may steal hours of our time, but the tech initiatives that won prizes aimed to make lives better.**






Surprisingly, despite all the buzz about AI last year, the term doesn't feature in the top five most awarded campaigns. Nor does the "metaverse", by the way, which now feels so 2022. Instead, these projects aim to assist and empower different communities. The exception is the amusing Clash of Clans campaign, which – unusually for a gaming brand – trades in nostalgia. Samsung was the most awarded brand overall, pushing Apple into second place. That said, Apple's "The Greatest" was one of the most uplifting films of 2023.

# TECHNOLOGY






## THE 15 MOST-AWARDED CAMPAIGNS 2023

1	"Dot Pad. The first smart tactile graphics display."	Serviceplan Germany	Germany	Dot Pad
2	"Hack Market"	Marcel	France	BackMarket
3	"The Greatest"	Somesuch	United Kingdom	Apple
4	"Clash From The Past"	Wieden + Kennedy	United States	Clash of Clans
5	"Unfear App"	Cheil España	Spain	Samsung
6	"I Will Always Be Me"	VML	United States	Dell Technologies/Intel
7	"The Singularity"	Squarespace	United States	Squarespace
8	"ADLaM"	McCann New York	United States	Microsoft
9	"QUEST FOR DYSLEXIA"	Cheil China	China	Samsung Mobile
10	"Tattoo Duo-Over"	BETC Paris	France	Duolingo
11	"FIFA 23 x TED LASSO"	TBWA\Media Arts Lab	United States	Apple TV+ x FIFA 23
12	"Welcome to Flipvertising"	CHEP Network	Australia	Samsung Galaxy
13	"Shot on iPhone 13 Pro: Chinese New Year - The Comeback"	TBWA\Media Arts Lab	China	Apple
14	"Black-owned Friday Every Day"	BBH USA	United States	Google
15	"Rocky"	Neverland	United Kingdom	Ladbrokes

### TOP 5 AGENCIES 2023

-  TBWA\Media Arts Lab
-  Serviceplan Germany
-  Marcel
-  Somesuch
-  Squarespace

### TOP 5 BRANDS 2023

-  Samsung
-  Apple
-  Dot Pad
-  Squarespace
-  BackMarket

# TOP 5 TECHNOLOGY CAMPAIGNS 2023

1

## **"Dot Pad: The first smart tactile graphics display," Dot Pad**

Dot continues its life-changing innovations with a tactile display for the visually impaired. It includes a text panel for braille translation and enables access to Apple's app store.



2

## **"Hack Market", Back Market**

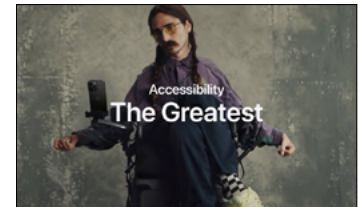
A seller of refurbished digital devices used Airdrop to virtually "break in" to Apple Stores and send messages urging customers to buy eco-friendly second hand phones.



3

## **"The Greatest", Apple**

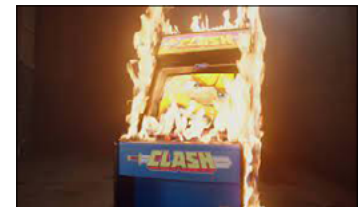
With the help of Muhammed Ali's words, this dynamically edited film shows how Apple's technology makes gifted people with disabilities even greater.



4

## **"Clash From the Past", Clash of Clans**

The popular game Clash of Clans was launched in 2012. This fun campaign pretended it had been around since the 1980s, like Mario, Pac Man and other iconic games.



5

## **"Unfear App", Samsung**

Many people with autism are extremely sensitive to loud and aggressive sounds. This app cleverly filters and dials down potentially alarming noises to take the anxiety away.





# TRANSPORT & TOURISM 2023

**Travel is defiantly back on the map,  
but the most awarded brands  
navigated to unexpected ideas  
rather than familiar destinations.**

Dynamic digital ideas characterize the big winners, whether it's an incredible immersive map that elevates Black culture, or a haunting video experience that rivets us to the screen – and dares us to Visit Sweden. Even Deutsche Bahn chose to satirise the digital downside of home working in order to get us moving. But wait: in second place there's a film for the Tokyo transit authority whose poetry is purely analogue; and a popular entry from British Airways is a billboard that's beautiful in its simplicity. Black & Abroad was the most awarded brand overall, once again combining innovation, exploration and empowerment.

# TRANSPORT & TOURISM






## THE 15 MOST-AWARDED CAMPAIGNS 2023

1	"The Black Elevation Map"	Performance Art	Canada	Black & Abroad
2	"A Train of Memories"	Six Tokyo	Japan	Sotetsu
3	"Spellbound by Sweden"	Prime Weber Shandwick	Sweden	Visit Sweden
4	"A British Original One"	Uncommon Creative Studio	United Kingdom	British Airways
5	"Escape: FU CK   PA IN   HE LL"	Ogilvy Germany	Germany	Deutsche Bahn
6	"Middle Seat Lottery"	Special Group	Australia	Virgin Australia
7	"OutHorse Your Email to Iceland's Horses"	SS+K	United States	Visit Iceland
8	"Amazing Thailand. Culture to Commerce."	Ogilvy Thailand	Thailand	Tourism Authority of Thailand
9	"A British Original Two"	Uncommon Creative Studio	United Kingdom	British Airways
10	"The Ad You Stay In"	TBWA\Chiat\Day New York	United States	Hilton
11	"Khortytisia - the island of a mystery"	Bickerstaff.000	Ukraine	Khortytisia
12	"The Model City 1:1 Scale"	Hakuhodo Kettle Inc	Japan	SHIZUOKA City
13	"Gamer Asylum"	Ogilvy Singapore	China	Artotel
14	"If You Seek"	DDB Group Aotearoa	New Zealand	Tourism New Zealand
15	"Chornobyl Vanishing Logo"	Banda	Ukraine	Min. of Environmental Protection & Natural Resources

### TOP 5 AGENCIES 2023

1		Performance Art
2		Uncommon Creative Studio
3		Ogilvy Germany
4		Six Tokyo
5		Prime Weber Shandwick

### TOP 5 BRANDS 2023

1		Black & Abroad
2		British Airways
3		Deutsche Bahn
4		Visit Sweden
5		Virgin Australia

# TOP 5 TRANSPORT & TOURISM CAMPAIGNS 2023

1

## "The Black Elevation Map", Black & Abroad

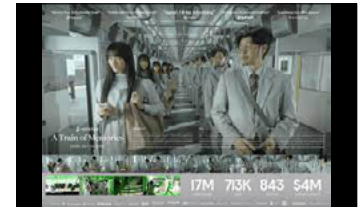
A searchable digital map shows us the heights of Black culture, using population, historic achievements, Black-owned businesses and social media to give us a new guide to the U.S.



2

## "A Train of Memories", Sotetsu

More than 50 different actors portray a father and daughter and their evolving relationship over the years on their daily subway journey.



3

## "Spellbound by Sweden", Visit Sweden

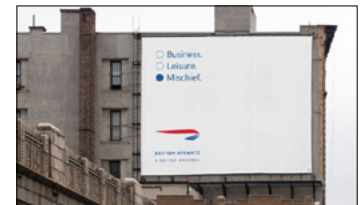
Teaming up with a horror writer, the Swedish tourist office created an immersive audio-visual experience based on the country's folk tales, to lure visitors while spooking them out.



4

## "A British Original", British Airways

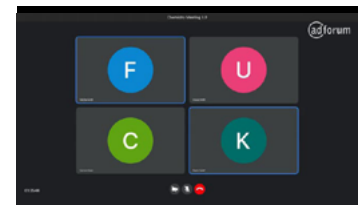
An outdoor execution from a multi-channel campaign exploring the many reasons why we travel. After all, "business" and "leisure" are rather flat definitions.



5

## "Escape: FU CK|PA IN|HE LL", Deutsche Bahn

Germany's rail service wittily depicts the dull and irritating downside of online meetings to remind us that we can still meet in person.





# ENTERTAINMENT & LEISURE 2023

**Media brands proved inventive  
as the spectre of censorship  
prompted them to act.**

Entertainment and media brands had serious messages to convey in 2023, whether it was a Canadian magazine reclaiming a hijacked indigenous story, or a publisher combating censorship with a book that condemns a patriarchal society. In China, the trend of brands finding their way into video games gave Samsung an opportunity to combat dyslexia. While Netflix was the most awarded brand in this category, thanks to the sheer number of projects it launched, along with other “streamers” it missed out on the very top slots.

# ENTERTAINMENT & LEISURE

## THE 15 MOST-AWARDED CAMPAIGNS 2023

1	"Missing Mataoka"	BBDO	Canada	Muskkrat Magazine
2	"Newspapers-Inside-The-Newspaper"	Impact BBDO	United Arab Emirates	An Nahar
3	"Clash From The Past"	Wieden + Kennedy	United States	Clash of Clans
4	"QUEST FOR DYSLEXIA"	Cheil China	China	Samsung Mobile
5	"The Unburnable Book"	Rethink Communications Inc.	Canada	Penguin
6	"Channel 4 Idents 2023"	4Creative	United Kingdom	Channel 4
7	"Portuguese (Re)constitution"	FCB Lisbon	Portugal	Penguin Books
8	"Are You Press Worthy?"	TBWA\Chiat\Day New York	United States	Columbia Journalism Review
9	"Cash In Cash Out"	Division Paris	France	Pharrell Williams
10	"Papa ?"	BETC Paris	France	CANAL+
11	"FIFA 23 x TED LASSO"	TBWA\Media Arts Lab	United States	Apple TV+ x FIFA 23
12	"A Hand Ball That Could Save Your Life."	Accenture Song (formerly Kolle Rebbe)	Germany	Borussia Dortmund
13	"The Elections Edition"	Impact BBDO	United Arab Emirates	An-Nahar
14	"High Valyrian Lessons"		United States	Duolingo x HBO Max
15	"The Secret of Wakany (English ST)"	BETC Paris	France	Canal+

### TOP 5 AGENCIES 2023

1	<b>IMPACT BBDO</b>	Impact BBDO
2	<b>BBDO CANADA</b>	BBDO
3	<b>AV</b>	AV Squad
4	<b>BETC</b>	BETC Paris
5	<b>BOND</b>	BOND

### TOP 5 BRANDS 2023

1	<b>NETFLIX</b>	Netflix
2	<b>prime video</b>	Amazon Prime Video
3	<b>UNIVERSAL</b>	Universal Pictures
4	<b>Paramount</b>	Paramount
5	<b>WB</b>	Warner Bros

# TOP 5 ENTERTAINMENT & LEISURE CAMPAIGNS 2023

1

## **"Missing Mataoka", Muskrat Magazine**

The online indigenous culture magazine uses an alternate audio track to tell the true story of Disney's Pocahontas—whose real name was Mataoka – from an indigenous perspective.



2

## **"Newspapers Inside the Newspaper", An Nahar**

What appeared to be a normal edition of the newspaper An Nahar contained pages from papers that had been put out of business by censorship, written by the original journalists.



3

## **"Clash From the Past", Clash of Clans**

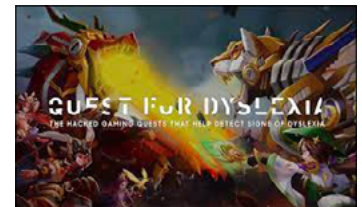
Harnessing 1980s video game culture to add a sheen of history and nostalgia to a popular game that was actually launched in 2012.



4

## **"Quest For Dyslexia", Samsung Mobile**

As dyslexia often goes undetected in China – and parents are hesitant to get their kids tested – Samsung teamed with the hit "Young Warrior" game and turned it into a test.



5

## **"The Unburnable Book", Penguin**

The publisher spoke out against book bans by creating a fireproof edition of The Handmaid's Tale and convincing author Margaret Atwood to try and torch it with a flamethrower.





# Where brands meet creativity



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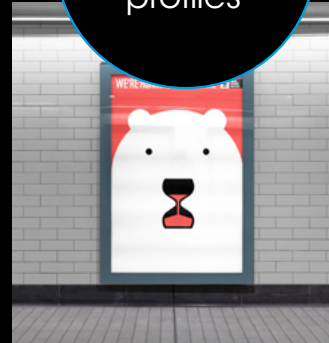
Connect  
with +180,000  
talents



+36,000  
company  
profiles



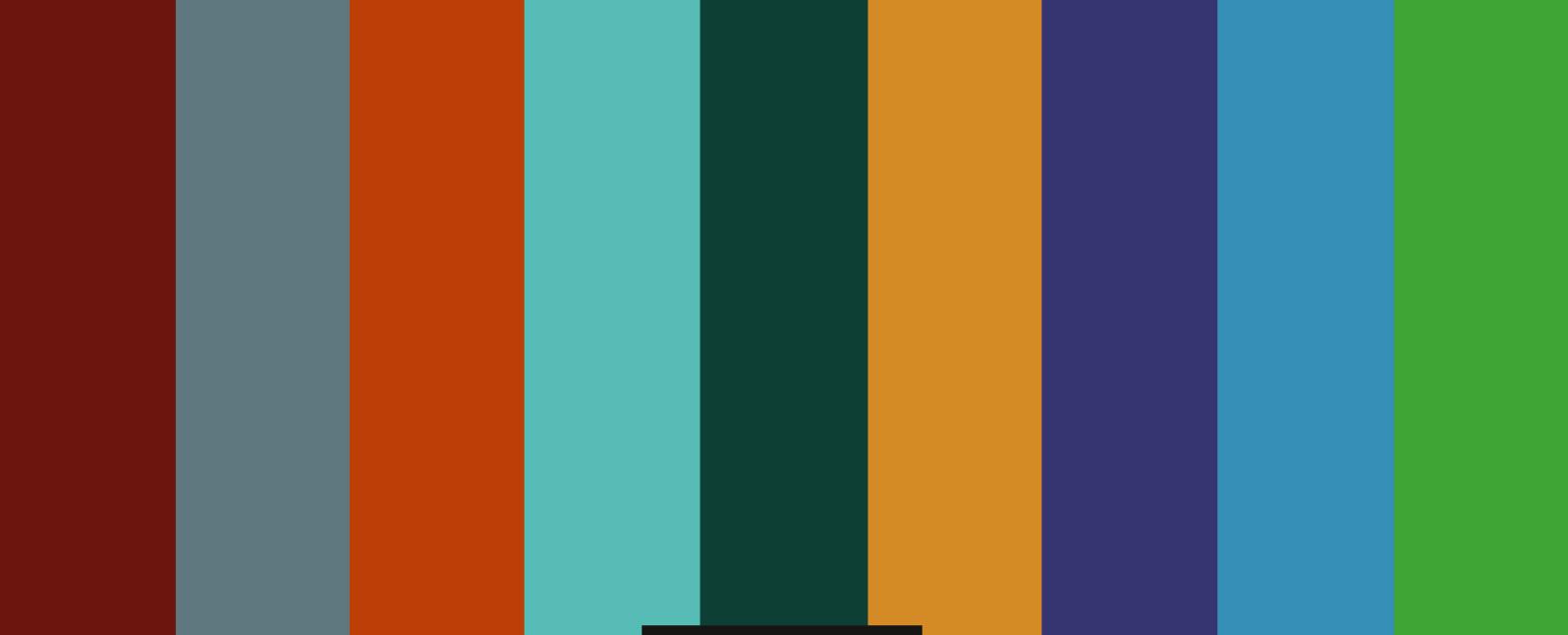
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