



**BUSINESS
CREATIVE
REPORT**
adforum

THE MOST CREATIVE
CAMPAIGNS, BRANDS & AGENCIES
BY BUSINESS SECTOR
2022



WELCOME TO THIS YEAR'S REPORT

It gives us great pleasure to present the 6th edition of the Business Creative Report – a unique ranking of the world's most awarded campaigns by industry sector in 2022. The only report of its kind, the BCR allows advertisers and agencies to benchmark their creative impact against competitors in the same industry.

For agencies, of course, awards are a means of promoting their talent and their brands, as well as demonstrating their creativity to clients and prospects. But awards can also help them stand out as experts in specific fields, which is another purpose of the BCR.

The report is based on the results of more than 40 awards shows, both local and global. This time we have integrated a number of new local and specialist prizes, including Best In (Spain), CCB (Belgium), the Webby awards (to be precise, its Advertising, Media & PR category) and Clio Entertainment.

We have also introduced a 9th category, Entertainment & Leisure, alongside Automotive, Finance, Food & Beverages, Health & Beauty, Luxury, Retail, Technology and Transport & Tourism.

One of our major findings was that – in this digital era of ours – the world's most awarded campaign overall last year was in essence a print campaign: "Better With Pepsi" by Alma. Although social media helped spread its fame, it owed its visual flair to the skills of an origami artist.

Alvar Suñol, co-president and chief creative officer at Alma, commented: "Our journey with Better With Pepsi has garnered a phenomenal reception and we're truly honored by this recognition of its impact. This campaign is an example of many things, but I hope it's especially seen as an example of the beauty that

lives in print, and how advertising in its simplest forms are still unforgettable mediums for storytelling. As an idea led by an insightful cultural tension, detail and genuine craft, 'Better With Pepsi' is a true reminder of why many of us, including myself, fell in love with advertising in the first place."

There was certainly a feeling of warmth and positivity about the world's best work last year. While the pandemic overshadowed our 2020 and 2021 reports, its presence was conspicuously absent, notably in the Transport & Tourism category, where it had previously loomed large. On a similar note, one of the big winners in our new Entertainment & Leisure category was "Staraoke" from Ogilvy for Prime Video – a giant outdoor karaoke gathering in Rome.

Purpose-driven work remains extremely present, with industries ranging from Finance, Health & Beauty and Technology finding ways to aid communities and empower people. Even the Luxury industry felt more inclusive than usual, abandoning its sometimes lofty approach by inviting consumers to celebrate craft and design.

But perhaps the most obvious symbol of a return to essential values and a recognition of the importance of craft was a touching film from Samsung and Leo Burnett Germany, about a spider who falls in love with a phone.

Remind yourself of this and many more of the world's most creative campaigns by digging deeper into the report. We're sure you'll find it inspiring.

Maud Largeaud, Chief Information Officer

Maud@adforum.com



2022

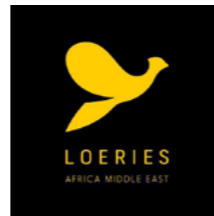
HOW WE DEvised THE RANKING



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.

(non- exhaustive list)

AUTOMOTIVE 2022

Brands and agencies revived their imaginations to deliver work that grabbed eyes and won hearts.

With the exception of Jung Von Matt's very welcome print campaign – which takes a dramatic tack – the word “fun” might be used to describe the top auto campaigns this time around. Even the “Tough Turban” initiative featured at number one, from Canada's Zulu Alpha Kilo, feels good-natured and big-hearted. VW returned to the top five with a TV ad that conceded a game, the graphically brilliant “MINImalism” continued to win fans, and the “Pudding” spot from Mercedes was colourful and bouncy. To take pole position in the automotive sector, no mere product demonstration is enough; quirk and originality win the day.

AUTOMOTIVE

TOP 5 AUTOMOTIVE CAMPAIGNS 2022






THE 15 MOST-AWARDED CAMPAIGNS 2022

1	"Tough Turban"	Zulu Alpha Kilo	Canada	Pfaff Harley-Davidson
2	"Golf Ad Break Championship"	DDB Sydney	Australia	Volkswagen Golf
3	"MINIalism"	Serviceplan	United Arab Emirates	MINI
4	"Pudding"	Filmakademie Baden-Württemberg	Germany	Mercedes Vito
5	"The Bigger Crash"	Jung von Matt AG	Germany	Hyundai
6	"Create2Extremes"	Keko Dubai	United Arab Emirates	Porsche Taycan
7	"Millboard"	Publicis Emil	Belgium	Mercedes-Benz
8	"Volvo Street Configurator"	FamousGrey	Belgium	Volvo
9	"Irma"	Jung von Matt AG	Germany	Hyundai
10	"PARKDISTANCECONTROL"	Serviceplan	United Arab Emirates	MINI
11	"VW Zero Carbon Billboard"	BBDO Dublin	Ireland	Volkswagen
12	"Electric Village Renault"	Publicis Conseil	France	Renault Zoe
13	"New Polo. Game on."	Ogilvy South Africa	South Africa	Volkswagen Polo
14	"Dear My Hero - Hydrogen Garbage Truck"	Innocean Worldwide Seoul	South Korea	Hyundai
15	"The Truth"	audacity	Thailand	Car Hero

TOP 5 AGENCIES 2022

1	 JUNGvMATT	Jung von Matt AG (Hamburg)
2	 zulu alpha kilo	Zulu Alpha Kilo
3	 SERVICEPLAN GROUP HOUSE OF COMMUNICATION	Serviceplan
4	 publicis CONSEIL	Publicis Conseil
5	 DDB Sydney	DDB Sydney

TOP 5 BRANDS 2022

1		Volkswagen
2		Pfaff Harley-Davidson
3		MINI
4		Mercedes-Benz
5		Renault

1

"Tough Turban", Pfaff Harley-Davidson

A seemingly niche idea that solves a problem for motorcycling Sikhs caught the imaginations of jurors around the world, proving that purpose resonates however it's expressed.



2

"Golf Ad Break Championship Hype Reel", Volkswagen Golf

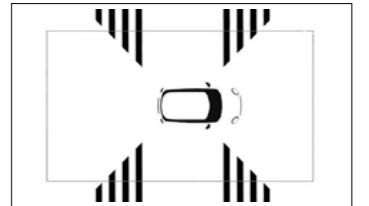
A great way to get consumers to watch your ad: add an embedded code that allows viewers to access a multiplayer game with a chance to win a car.



3

"MINIalism", MINI

The MINI logo's wings are the basis for a beautifully designed black and white campaign that expresses the car's cool identity and key features.



4

"Pudding", Mercedes Vito

"Pudding" is the only word uttered in this vibrant and surreal spot featuring a jelly delivery man who benefits from the Vito's amazingly wobble-free suspension.



5

"The Bigger Crash", Hyundai

A dramatic print campaign featuring real vehicles destroyed by violent storms underlined the brand's commitment to carbon neutrality.





FINANCE 2022

Empathy and customer service were at the heart of the industry's leading campaigns.

The finance folk want to lend a helping hand. Insurance company Suncorp developed an almost indestructible house, and WeCapital devised an ingenious way of giving Mexican women access to bank loans. The “Touch Card” is similarly generous, allowing the blind and partially-sighted to differentiate between their cards via a simple yet life-changing design solution. It follows the brand’s previous “True Name” initiative, which helped McCann and Mastercard occupy three places in last year’s top five. Meanwhile, very different aspects of history were bought into play by HomeEquity Bank and the FTX crypto exchange, with the latter offering some Super Bowl humour.

FINANCE






TOP 5 FINANCE CAMPAIGNS 2022

THE 15 MOST-AWARDED CAMPAIGNS 2022

1	"One House to save many"	Leo Burnett
2	"Data tienda"	DDB Mexico
3	"Orders Of Sacrifice"	Zulu Alpha Kilo
4	"Don't Miss Out"	dentsuMB
5	"Touch Card"	McCann NY
6	"Get Smoooth Again"	Nord DDB STO
7	"Climate Warriors"	Thinkerbell Pty Ltd
8	"myPiggy"	Cheil Germany
9	"AAMI Rest Towns"	Ogilvy
10	"A Fire Inside"	Thinkerbell Pty Ltd
11	"Paywall Down"	WMcCann
12	"Less Talk, More Bitcoin"	Accenture Song
13	"First Aid for Humanity"	VMLY&R Poland
14	"Vicious Circle"	Wunderman Thompson UK
15	"Lions Good News 2020"	Dentsu Inc.

Australia	Suncorp
Mexico	WECAPITAL
Canada	HomeEquity Bank
United States	Crypto exchange FTX
United States	Mastercard
Sweden	Klarna
Australia	NRMA
Germany	myPiggy
Australia	AAMI
Australia	NRMA
Brazil	L'Oréal
United States	Coinbase
Poland	BNP Paribas
United Kingdom	HSBC
Japan	NIKKEI

TOP 5 AGENCIES 2022

1		Leo Burnett Sydney
2		Thinkerbell
3		Havas Boston
4		DDB Mexico
5		Zulu Alpha Kilo

TOP 5 BRANDS 2022

1		Suncorp
2		Mastercard
3		Progressive insurance
4		NRMA
5		WECAPITAL

1

"One House to Save Many", Suncorp

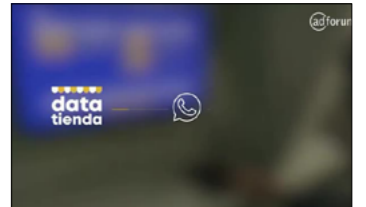
Insurer Suncorp presents a destruction-proof house to help protect Australians in the face of the country's increasingly volatile climate.



2

"Data Tienda", WeCapital

Helping women in Mexico secure bank loans by activating their "hidden" credit history with the small local stores who've always trusted them to pay later.



3

"Orders Of Sacrifice", Home Equity Bank

For Remembrance Day, the bank honoured Canada's WW2 veterans by producing "rations kits" containing the kind of food they would have eaten in the field.



4

"Don't Miss Out", FTX

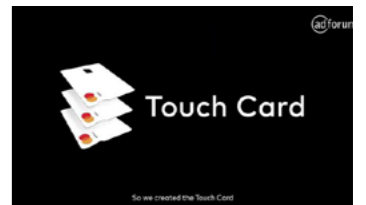
Larry David dismisses great ideas throughout history and he's not convinced by this crypto exchange malarkey either.



5

"Touch Card", Mastercard

Credit cards have gone flat, but this simple yet brilliant design innovation renders them tactile again for the blind and visually impaired.





FOOD & BEVERAGES 2022

It was all about aesthetics as visual cues from products and packaging inspired creative approaches.

We may live in a digital era, but here a print campaign stole the show – albeit magnified by the power of social media. “Better With Pepsi” was a strong and simple visual idea that generated affection for the brand. Meanwhile, Bombay Sapphire and Ogilvy linked the gin’s striking blue bottle design to the creative community. AMV BBDO continued its legendary partnership with Guinness by playing on the pint’s distinctive graphic look. Taking a different tack were two purpose-driven campaigns, from Spinneys and Dole, which took risks to drive change.

FOOD & BEVERAGES

TOP 5 FOOD & BEVERAGES CAMPAIGNS 2022

THE 15 MOST-AWARDED CAMPAIGNS 2022

1	"Better With Pepsi"	Alma	United States	Pepsi
2	"The Bread Exam"	McCann Paris	France	Spinneys
3	"Creativity is Essential"	Ogilvy UK	United Kingdom	Bombay Sapphire
4	"Piñatex"	L&C	United States	Dole / Ananas Anam
5	"#LooksLikeGuinness"	AMV BBDO	United Kingdom	Guinness
6	"Shah Rukh Khan-My-Ad"	Ogilvy India	India	Cadbury Celebrations
7	"Burger King Print"	Alma	United States	Pepsi
8	"Hidden Spots"	GUT	United States	Heinz
9	"McDonald's"	Alma	United States	Pepsi
10	"Wendy's Print"	Alma	United States	Pepsi
11	"The Night is Young"	Publicis Italy	Italy	Heineken
12	"Plastic Fishing Tournament"	We Believers	United States	Corona
13	"Rejected Ales"	Howatson+Company	Australia	Matilda Bay
14	"Shutter Ads"	Publicis Italy	Italy	Heineken
15	"The Lil Jif Project"	Publicis New York	United States	Jif

TOP 5 AGENCIES 2022

1		Alma
2		McCann Paris
3		Publicis Italy
4		Ogilvy UK
5		AMV BBDO

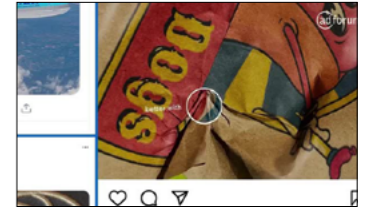
TOP 5 BRANDS 2022

1		Pepsi
2		Heineken
3		Burger King
4		Spinneys
5		Dole Sunshine

1

"Better With Pepsi", Pepsi

An origami artist unveils the "hidden" Pepsi logos in the packaging of popular fast food brands, to wild acclaim from jurors everywhere.



2

"The Bread Exam", Spinneys

A food brand breaks taboos in Lebanon by transforming the act of kneading dough into a breast exam demonstration.



3

"Creativity Is Essential", Bombay Sapphire

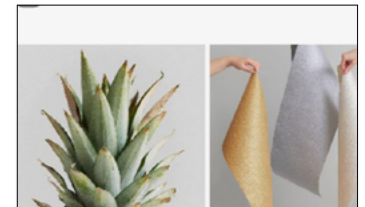
The gin with the iconic blue bottle teamed with London's Design Museum for a pop-up store that allowed people to buy limited edition artworks at supermarket prices.



4

"Piñatex", Dole Sunshine Company + Ananas Anam

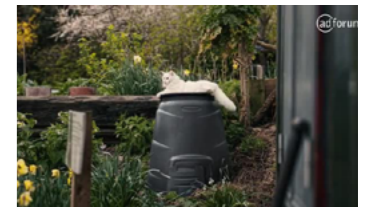
A pineapple producer raises its sustainability status by transforming leftover pineapple leaves into an eco-friendly leather alternative quickly adopted by fashion retailers.



5

"#LooksLikeGuinness", Guinness

A glorious selection of visual metaphors get us in the mood for the white-topped stout.



HEALTH & BEAUTY 2022

Beauty was more than skin deep as courageous campaigns changed perceptions and spoke much-needed truths.

The beauty sector is full of dubious claims and unrealistic images, but none of those were on show in the campaigns praised by juries in 2022. Quite the opposite, as brands broke taboos, fought preconceived ideas and aided those in need. The ground-breaking design of Rexona's "Degree Inclusive" deodorant took the top slot, while Dove put its fight for real beauty in a new context. Tena and Impact BBDO bravely tackled the subject of incontinence. And an unwearable fashion collection from Area 23 drew attention to an unbearable disease. Completing the top five, P&G and Leo Burnett launched a project that will improve the lives of young girls in India.

HEALTH & BEAUTY

TOP 5 HEALTH & BEAUTY CAMPAIGNS 2022

THE 15 MOST-AWARDED CAMPAIGNS 2022

1	"Degree Inclusive"	Wunderman Thompson	Argentina	Rexona
2	"Reverse Selfie"	Ogilvy UK	United Kingdom	Dove
3	"Despair No More"	Impact BBDO	United Arab Emirates	Tena
4	"THE UNWEARABLE COLLECTION"	Area 23	United States	BOEHRINGER INGELHEIM
5	"The Missing Chapter"	Leo Burnett India	India	Whisper
6	"The Big Sneeze"	21 grams	United Kingdom	AstraZeneca
7	"GOUT REVISITED"	Area 23	United States	KRYSTEXXA
8	"Eyedar"	Area 23	United States	Horizon
9	"House Rules"	McCann Health	United States	Phexxi
10	"Slow The Burn"	21GRAMS	United States	Novartis
11	"Courage Is Beautiful"	Ogilvy UK	United Kingdom	Dove
12	"Toxic Influence"	Ogilvy UK	United Kingdom	Dove
13	"Vicks Care Lives On"	Publicis Singapore	Singapore	Vicks
14	"Bless Your F*ing Cooch"	Mischief @ No Fixed Address	United States	eos
15	"Dot Go "object interaction" app"	Serviceplan Group	Germany	Dot Go

TOP 5 AGENCIES 2022

1	AREA 23 <small>AN FCB HEALTH NETWORK COMPANY</small>	Area 23
2	Ogilvy	Ogilvy UK
3	WUNDERMAN THOMPSON	Wunderman Thompson, Buenos Aires
4	IMPACT BBDO	Impact BBDO
5	Leo Burnett	Leo Burnett India

TOP 5 BRANDS 2022

1	Dove	Dove
2	Rexona	Rexona
3	TENA	Tena
4	Boehringer Ingelheim	BOEHRINGER INGELHEIM
5	KRYSTEXXA	KRYSTEXXA

1

"Degree Inclusive", Rexona

Putting brand purpose into action by working with the disabled community to create an inclusive and accessible deodorant design.



2

"Reverse Selfie", Dove

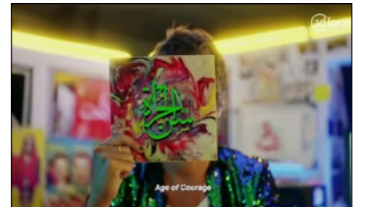
By reversing digitally manipulated selfies, the brand evokes the DNA of its long-running "real beauty" campaign to combat the erosion of self-esteem among young women.



3

"Despair No More", Tena

An incontinence product hits out against the phrase "The Age of Despair", associated with menopause in the MENA region, to empower women and reject negativity.



4

"The Unwearable Collection", Boehringer Ingelheim

A scary-looking fashion collection inspired by sufferers of the skin disease GPP (Generalized Pustular Psoriasis) raises awareness of this painful condition.



5

"The Missing Chapter", Whisper

Menstruation is such a taboo subject in India that it doesn't feature in school biology textbooks, so the feminine care brand created "the missing chapter" to break the silence.





LUXURY 2022

**Luxury once meant “inaccessible”,
but these award-winning campaigns
invite the audience to enjoy celebrations
of quality and performance.**

Burberry and Riff Raff films return to the top slot for the second year with a different film but the same youthful energy. Lacoste and BETC are back too and their new take on “a beautiful sport” offers a poolside view of Paralympic and Olympic swimming prowess, united for the first time. Bottega Veneta eschews the standard product shots to celebrate craft in fields beyond fashion and accessories, suggesting that openness and generosity can also be ingredients of luxury. And two German automotive brands – Porsche and Mercedes – embrace the world beyond petrol power on a grand scale.





LUXURY

TOP 5 LUXURY CAMPAIGNS 2022






THE 15 MOST-AWARDED CAMPAIGNS 2022

Rank	Campaign	Agency	Country	Brand
1	"Open Spaces"	Riff Raff Films	United Kingdom	Burberry
2	"The 9th Lane"	BETC Paris	France	Lacoste
3	"Bottega For Bottegas"	Publicis Italy/LePub	Italy	Bottega Veneta
4	"Create2Extremes"	Keko Dubai	United Arab Emirates	Porsche Taycan
5	"Millboard"	Publicis Emil	Belgium	Mercedes-Benz
6	"Volvo Street Configurator"	FamousGrey	Belgium	Volvo
7	"Nothing But Sheer Joy"	TBWA\Bolt	China	BMW
8	"Paywall Down"	WMcCann	Brazil	L'Oréal
9	"Guerlain Reaverse"	MNSTR	France	Guerlain
10	"Joytopia"	Jung von Matt AG	Germany	BMW
11	"Born of a Dream: A Man of the Future"	Scholz & Friends Berlin GmbH	Germany	IWC Schaffhausen
12	"Balenciaga X Fortnite"	Publicis Luxe	United States	Balenciaga X Fortnite
13	"Concept EQG"	antoni GmbH	Germany	Mercedes-Benz G-class
14	"Museum of Sounds"	Serviceplan	United Arab Emirates	BMW
15	"Born of a Dream: A Boy from San Mateo"	Scholz & Friends Berlin GmbH	Germany	IWC Schaffhausen

TOP 5 AGENCIES 2022

1		Riff Raff Films
2		BETC Paris
3		Publicis Italy/LePub
4		FamousGrey
5		Keko Dubai

TOP 5 BRANDS 2022

1		Burberry
2		Lacoste
3		Mercedes-Benz
4		BMW
5		Porsche

1

"Open Spaces", Burberry

The British fashion brand returns with another intricately choreographed spot that nods to its outerwear heritage while bringing a breath of fresh air to its identity.



2

"The Ninth Lane", Lacoste

Bringing the Olympics and the Paralympics together by using technology to enable shark attack survivor and swimming champ Laurent Chardard to compete in a major race.



3

"Bottega for Bottegas", Bottega Veneta

"Bottega" means "workshop", so the luxury fashion brand paid homage to craftsmanship by partnering with other "bottegas" around the world and celebrating their exquisite products.



4

"Create2Extremes", Porsche Taycan

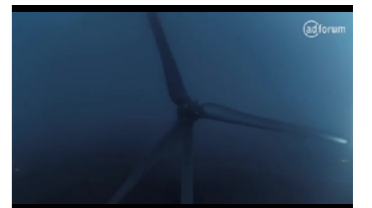
Director Nicholas Schruck and drone pilot Johnny FPV deliver stunning parallel scenes of the Porsche in the desert and the Arctic. Can they capture the car's magnetism? Yes Taycan.



5

"Millboard", Mercedes-Benz

Highlighting the brand's commitment to renewable energy by drawing attention to the similarity between its logo and a wind turbine - in the most spectacular way possible.





RETAIL 2022

Retailers used emotion and supportiveness to reach out to consumers.

“If we’re going to be the store of the community, we have to strengthen the community,” says Keith Wyche, Walmart’s VP, community engagement and support, in the case film for “Bedtime Stories”. Other retailers seemed to have reached the same conclusion, as the bulk of the top five offered some form of outreach or support. Even BETC’s “Outlaw Runners” for Distance was inspired by public protests. Penny’s “The Wish” from Serviceplan has proved hugely popular with jurors and suggests that the power of film remains undiminished. In each case the message was clear: the retailers are with you.

RETAIL

TOP 5 RETAIL CAMPAIGNS 2022

THE 15 MOST-AWARDED CAMPAIGNS 2022

1	"The Bread Exam"	McCann Paris	France	Spinneys
2	"The Wish"	Serviceplan Group	Germany	Penny
3	"Bedtime Stories"	FCB Chicago	United States	Walmart
4	"Hack Market"	Marcel	France	BackMarket
5	"Outlaw Runners"	BETC Paris	France	Distance
6	"The 9th Lane"	BETC Paris	United States	Lacoste
7	"A Future Begins"	Observatory Marketing	United States	Chipotle
8	"Whopper Heist"	We Believers	United Kingdom	Burger King
9	"Camouflage Against the Machines"	Dentsu Inc.	Japan	UNLABELED
10	"New Iconic Kisses"	Gut	Brazil	Mercado Livre
11	"Chickenstock"	TBWA \RAAD	United Arab Emirates	KFC
12	"Even More Confusing Times"	DAVID	Spain	Burger King
13	"EatQual"	DDB Mudra	India	McDonald's
14	"Trapped in the 90's"	McCann Spain	Spain	Ikea
15	"The Eye Trackero"	Ogilvy de la cruz	Puerto Rico	Supermax

1 "The Bread Exam", Spinneys

Tradition prevents Lebanese women from talking about their bodies, so in this film the act of kneading dough doubles as a breast exam demonstration.



1

2 "The Wish", Penny

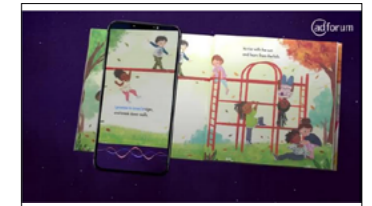
The German retailer's blockbuster film addresses the impact of the pandemic on teen lives in a powerfully emotive way.



2

3 "Bedtime Stories", Walmart

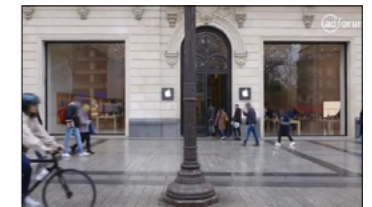
To heal fractured families, a special app helps prisoners send their voices beyond the bars and read along with their children at bedtime.



3

4 "Hack Market", Back Market

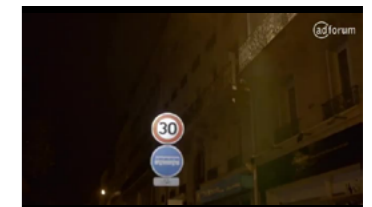
On Earth Day, the second-hand retailer infiltrated Apple stores using Air Drop to tell customers they could shop more sustainably by purchasing cheaper reconditioned devices.



4

5 "Outlaw Runners", Distance

Sprinters "broke" the new 30kmh speed restriction in Paris to attract customers to specialist running store Distance. The message to drivers: there's no law against running.



5

TOP 5 AGENCIES 2022

1	McCann	McCann Paris
2	SERVICEPLAN GROUP HOUSE OF COMMUNICATION	Serviceplan Group
3	DAVID	DAVID
4	BETC	BETC Paris
5	FCBCHICAGO	FCB Chicago

TOP 5 BRANDS 2022

1	BURGER KING	Burger King
2	Spinneys	Spinneys
3	PENNY.	Penny
4	McDonald's	McDonald's
5	IKEA	Ikea



TECHNOLOGY 2022

Technology is ubiquitous, so the trick is to demonstrate new ways in which it can help us or the communities around us.

It's interesting to note that the year's most popular tech spot was a delightful film featuring two things that don't usually provoke much warmth: a spider and a smartphone. Its success allowed Samsung to feature twice in the top five, appearing again in the fourth slot with the spookily effective "iTest", a smart salvo fired in the brand's battle with Apple (which, by the way, was surprisingly absent). Spotify created custom songs to serenade CMOs, but the leading brands were often in community support mode, with Woojer easing treatment for kids with cystic fibrosis and Google promoting stores run by Black entrepreneurs. Once again, tech showed its human side.

THE 15 MOST-AWARDED CAMPAIGNS 2022

1	"The Spider and the Window"	Leo Burnett	Germany	Samsung
2	"SICK BEATS"	Area 23	United States	Woojer
3	"Google - Black Owned Friday"	BBH New York	United States	Google
4	"Samsung iTest"	DDB New Zealand	New Zealand	Samsung
5	"WhatsApp - One"	BBDO Berlin	Germany	WhatsApp
6	"A Song for Every CMO"	FCB New York	United States	Spotify
7	"Dot Pad. The first smart tactile graphics display".	Serviceplan Group	Germany	Dot Pad
8	"I will always be me"	VMLY&R	United States	Dell/Intel
9	"The Cost of Bullying"	Cheil China	China	Samsung
10	"I Will Always Be Me"	VMLY&R	United States	Dell/Intel
11	"Seen on Pixel - Real Tone"	GUT	United States	Google Pixel 6
12	"Hack Market"	Marcel	France	BackMarket
13	"Machine Gun Mouth"	DDB Mudra	India	Battlegrounds Mobile
14	"Google - Auditorial"	R/GA	United States	Google
15	"Quest For Dyslexia"	Cheil China	China	Samsung Mobile

TOP 5 AGENCIES 2022

1		Leo Burnett Germany
2		VMLY&R
3		Cheil China
4		Serviceplan Group
5		Area 23

TOP 5 BRANDS 2022

1		Samsung
2		Google
3		Apple Inc.
4		Spotify
5		Dell Technologies and Intel

1

"The Spider and the Window", Samsung

A realistic yet somehow cute spider falls for a phone with multiple camera lenses in this superbly-crafted film.



2

"Sick Beats", Woojer

Kids with cystic fibrosis use vibrating vests to loosen the mucus in their lungs. Woojer deploys haptics in new vests that use musical beats for a far cooler version of the treatment.



3

"Google - Black-owned Friday", Google

Hacking consumer-fest Black Friday by steering shoppers towards businesses owned by Black entrepreneurs, with jingles from musicians including Wyclef Jean and Ludacris.



4

"Samsung iTests", Samsung

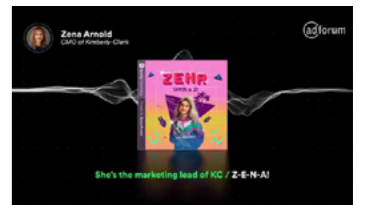
Using social media to stir up a buzz around an amazing app that allows iPhone users to magically switch their screen to an Android environment and test it out.



5

"A Song For Every CMO", Spotify

A B2B campaign for the music app attracted the attention of marketing mavens by creating songs and album art specially for them, in the hope of scooping some of their ad budget.



TRANSPORT & TOURISM 2022

Non-traditional media dominated the top five as brands embarked on journeys of innovation.

Whether it was an adult-only website, a navigation app or even a ticket spiced with cannabis, travel and tourism brands favoured alternate media to get their message across. Even a more traditional film, by SS+K for Iceland, succeeded by taking satirical digs at the metaverse delivered by an off-beat ambassador. It's notable that the pandemic – which of course had a disastrous impact on the tourism industry – seems to have faded into the past as a subject.

TRANSPORT & TOURISM

TOP 5 TRANSPORT & TOURISM CAMPAIGNS 2022

THE 15 MOST-AWARDED CAMPAIGNS 2022

1	"Vienna strips on OnlyFans"	Jung von Matt / Donau	Austria	Vienna Tourist Board
2	"Uber Heetch"	Marcel	France	Heetch
3	"Come home, calm down."	Jung von Matt AG	Germany	Berliner Verkehrsbetriebe (BVG)
4	"Welcome to the Icelandverse"	SS+K	United States	Inspired by Iceland
5	"Slow Road"	Cheil	South Korea	Jeju Tourism Organization
6	"Khoritytsia - the island of a mystery"	Bickerstaff.734	Ukraine	Khoritytsia
7	"Discover the originals"	Forsman & Bodenfors	Sweden	Visit Sweden
8	"Home Sweet Home"	Ogilvy Thailand	Thailand	Tourism Authority of Thailand
9	"Take more."	CHEP Network	Australia	Flybuys
10	"Heart"	Jung von Matt AG	Germany	Berliner Verkehrsbetriebe (BVG)
11	"Dubai Presents..."	Mother London	United Kingdom	Dubai Tourism
12	"Hate to Protect"	TBWA \PARIS	France	Guides TAO
13	"Boards of Change"	FCB Chicago	United States	City of Chicago
14	"A Comprehensive Guide to Nothing"	Leo Burnett Toronto	Canada	Lakeside Motel
15	"MY 2020 TRAVEL PROJECT"	DENTSU CREATIVE	France	Flying Blue

TOP 5 AGENCIES 2022

1		Jung von Matt / Donau
2		Marcel
3		Jung von Matt AG
4		SS+K
5		Cheil

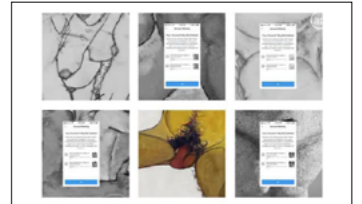
TOP 5 BRANDS 2022

1		Vienna Tourist Board
2		Berliner Verkehrsbetriebe (BVG)
3		Heetch
4		Inspired by Iceland
5		Jeju Tourism Organization

1

"Vienna Strips On Only Fans", Vienna Tourist Board

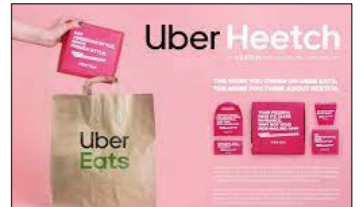
When Facebook's algorithm removed a "nude" Palaeolithic statue, the Vienna tourist office used the site Only Fans to tell the naked truth about the art and statues visible in the city.



2

"Uber Heetch", Heetch

To gain customers, upcoming Uber Eats competitor Heetch partnered with restaurants and sneaked its advertising messages on to the packaging of meals delivered by its rival.



3

"The BVG Hempicket - Come home, calm down", BVG

To soothe travellers at the height of pre-Christmas stress, Berlin public transport company BVG printed edible tickets on hemp drizzled with cannabis oil.



4

"Welcome to the Icelandverse", Inspired by Iceland

A gratifyingly non-suave host invites us to discover the "actual reality" of an amazing country, with no need for "silly-looking headsets".



5

"Slow Road", Jeju Tourism Organization

The tourist office of a beautiful island used a mobile navigation app to offer drivers the longest and most scenic routes to their destinations, rather than the usual shortcuts.





ENTERTAINMENT & LEISURE 2022

This new BCR category features the brands and events that liven up our down time.

As you might expect, the leading campaigns in this sector were hugely entertaining – starting with a powerful message of support for Paralympic athletes. Amazon takes second and third place in the list with work from different agencies – CYW in Madrid and Ogilvy in Italy. One of these is a film that could hardly be more classic, while the other is an innovative outdoor event. Part of its emotional impact comes from the crowd scenes: the event must have felt cathartic after the pandemic. Contrasting pieces complete the top five – lively storytelling that transports us to Ghana, and a social campaign that takes us somewhere far more dangerous.

ENTERTAINMENT & LEISURE






TOP 5 ENTERTAINMENT & LEISURE CAMPAIGNS 2022

THE 15 MOST-AWARDED CAMPAIGNS 2022






1	"Super. Human. Tokyo 2020"	4Creative
2	"An Unlikely Friendship"	CYW
3	"Staraoke"	Ogilvy Italy
4	"Skate Nation Ghana"	Droga5
5	"Warzone in Paradise"	72andSunny
6	"Portuguese (Re)constitution"	FCB Lisbon
7	"The Real Air Drop"	AKQA
8	"#WeThe15"	adam&eveDDB
9	"Not Your Summer"	BBDO New York
10	"Swipe Night: Killer Weekend"	72andSunny
11	"Play Has No Limits Feat. Kenshi Yonezu"	Hakuhodo Inc.
12	"Scratchboards"	DAVID
13	"DREAM DROP"	FCB Canada
14	"Therapeutic Play"	McCann London
15	"Convergence Station"	Wieden + Kennedy

United Kingdom	Channel 4
Spain	Amazon Prime Video
Italy	Amazon Prime Video
United States	Facebook
United States	Activision/Call of Duty
Portugal	Penguin Books
Brazil	Free Fire
United Kingdom	Int'l. Paralympic Committee
United States	The Academic
United States	Tinder
Japan	Playstation
Spain	Activision
Canada	Lotto Max
United Kingdom	Xbox
United States	Meow Wolf

TOP 5 AGENCIES 2022

1		4Creative
2		Tiny Hero
3		Trailer Park
4		BOND
5		Ogilvy Italy


TOP 5 BRANDS 2022

1		Amazon Prime Video
2		Netflix
3		Channel 4
4		Netflix / Stranger Things
5		Microsoft Xbox

1

"Super. Human. Tokyo 2020 Paralympic Games Trailer", Channel 4


An epic film with world-class editing and a stonking soundtrack salutes the grit and determination of paralympic athletes. Like them, it's difficult to beat.



2

"An Unlikely Friendship", Amazon Prime Video


A grumpy zookeeper adopts a laughing hyena in a heart-warming film inspired by Amazon's "smile" logo.



3

"Staraoke", Amazon Prime Video

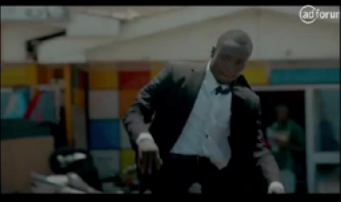
A spectacular outdoor event in Rome brings superstar Italian singer Laura Pausini closer to her fans via a giant karaoke session, with lyrics spelled out like galaxies in the sky.



4

"Skate Nation Ghana", Facebook


Dynamic, funny and vibrant storytelling in a film that charts the evolution of the Ghanaian skate scene – and how Facebook and Instagram helped it along.



5

"Warzone in Paradise", Activision Blizzard, Call of Duty

Exotic footage by travel influencers is given a "war zone" overlay thanks to special effects, as if they're posting from the setting of video game "Call of Duty".





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