

Observations:

The Gunn Report for Media 2016

(1) Stand Out Messages

- A consumer's behaviour is no longer logical but based on emotion.
- Consumers do not just buy a product – they buy a story, a vision, a connection.
- ROE (Return on Emotion) is now a key metric.
- Media innovation and creativity are essential to brand success.
- Facebook, Instagram, Twitter, Snapchat, YouTube, WeChat... are now the key platforms for communication and content distribution, and becoming ever more important.
- Media agencies that lie at the intersection of technology and traditional media have become their clients' key strategic partner, ranging from creativity providers, to data providers or performance analysts
- While technology and data are fundamental to achieving results, insight, strategy and innovative ideas are essential to delivering them.
- Good and creative media ideas have diverse sources, have widely different budgets and come from all over the world.
- Advancements in technology have enabled media and advertising agencies to develop campaigns across many innovative new mediums enabling consumers to experience brands like never before.
- 2016 has been the year of data, mobile, apps, programmatic advertising, life video, new formats, social media, virtual reality, artificial intelligence and the emoji.

(2) Top 20 Most Awarded Countries in Media in the World 2016

<u>Rank</u>	<u>Country</u>	<u>Points</u>	<u>Ranking 2015</u>
#1	USA	655	#1
#2	UK	485	#2
#3	India	459	#3
#4	China	247	#9
#5	UAE	246	#10
#6	Hong-Kong	230	#5
#7	New Zealand	227	#11
#8	Malaysia	223	#8
#9	Australia	212	#4
#10	France	172	#6
#11	Canada	161	#7
#12	Singapore	112	#15
#13	Romania	108	#22

#14	Spain	107	#17
#15	Chile	97	#18=
#16	Ireland	92	#14
#17	Poland	87	#16
#18	Germany	77	#12
#19	Portugal	75	#18=
#20	Turkey	69	#13

China and UAE make it into the top five countries for the first time.

Costa Rica, Dominican Republic, Puerto Rico, Morocco and Pakistan are increasing winning at international festivals showing that strong and clever strategic thinking with bold realisations can happen anywhere.

(3) Top 10 Most Awarded Advertisers in Media Worldwide 2016 (top 15 in full report)

<u>Rank</u>	<u>Advertiser</u>	<u>Number of festivals</u>	<u>Points</u>	<u>Ranking 2015</u>
#1	Heineken	14	90	#6
#2	Coca-Cola	25	78	#1
#3	McDonald's	25	76	#3
#4	KFC	15	75	-
#5=	Microsoft	11	64	-
#5=	Samsung	18	64	#2
#7	Vodafone	15	57	#4
#8	John Lewis	7	43	-
#9	Disney	11	38	-
#10=	Visa	14	34	#14=
#10=	Pepsi	11	34	-

Heineken takes the title of the world's most awarded advertiser beating Coca-Cola for the first time. Its success came from winning at 14 different award shows and festivals with points coming from 12 different countries. Coca-Cola in 2nd place, winning at 25 festivals earned points from 20 countries. McDonald's retains its 3rd place earning points from winning at 25 festivals with successes from 18 countries.

(4) Top 10 Most Awarded Media Agencies 2016 (top 20 in full report)

<u>Rank</u>	<u>Agency</u>	<u>Points</u>
#1	Starcom USA	203
#2	Mindshare India	123
#3	PHD New Zealand	107
#4	OMD USA	98
#5	OMD UK	90
#6	PHD Canada	66
#7	Mediacom India	62
#8	PHD India	60
#9=	Mediacom UK	55
#9=	UM Romania	55

To make it into the top 20 of this table, media agencies have won more than 38 points in four or more festivals. Agencies in the full ranking come from a total of 10 different countries.

Starcom USA ranked #1 leads with work for:
 The Art Institute of Chicago 'Van Gogh BnB'
 Kraft Heinz Dry Desserts 'Serving What's Trending'
 Kraft Macaroni & Cheese 'Blind Taste Test'
 Snickers 'You're Not You When You're Hungry'
 Pedigree 'Every Dog Deserves The Right Nutrition'
 Barbie Doll 'Imagine The Possibilities'
 Alcon 'Howard and The Amazing Eye Exam'
 Always 'Girl Emojis-Unstoppable'
 Samsung 'Antidiary'
 Wrigley Extra Gum 'Give Extra Get Extra'
 Airbnb 'Night at Conan Studio', 'No Borders', 'Never a Stranger'
 Allstate Insurance 'Social Savvy Burglar'

(5) Top 10 Most Awarded Media Agency Networks 2016 (top 20 in full report)

<u>Rank</u>	<u>Agency Network</u>	<u>Points</u>	<u>Ranking 2015</u>
#1	OMD	632	#1
#2	Starcom MediaVest	537	#2
#3	PHD	476	#4
#4	Mindshare	445	#3
#5	Mediacom	329	#5
#6	UM	320	#8
#7	Carat	212	#6
#8	MEC	179	#12
#9	ZenithOptimedia	173	#10
#10	Havas Media	156	#9

OMD is, once again, the winner of the Agency Network ranking for the eleventh consecutive time. OMD's agencies had very good results all over the world in each festival, local and international on a big number of different campaigns for many different advertisers.

Its star agency is OMD UK, which won three Media Lions at the Cannes International Festival of Creativity ('Humans' campaign for Channel 4; 'Hunted' campaign for Channel 4; 'Campaign To Combat Loneliness' for John Lewis), and received (with agency adam&eveDDB) the IPA Effectiveness Awards Grand Prix for its work for John Lewis ('John Lewis Christmas advertising, 2012 – 2015')

Another star of the network was OMD USA with a Cannes Bronze Lion for its 'Intel Winter Games' campaign. Among its other winning works: 'Pepsi+Empire: A Brand Integration Breakthrough' and 'Apple iPhone 6 World Gallery'

OMD in China, Dominican Republic, Egypt, Italy, Sweden and UAE also performed well.

Starcom Mediavest is challenging OMD in many countries. Starcom USA was the third Most Effective Agency Network in 2016 in North America according to the North American Effie Effectiveness Index. Its New York and Chicago offices did very well in national and international competitions, with various campaigns: 'No Borders' (Airbnb, Silver Lion), 'Breakfast Defect From The Routine Republic' (Taco Bell), 'Blind Taste Test' (Kraft Macaroni & Cheese), '#OptOutside'(REI), 'Van Gogh BnB' (The Art Institute Of Chicago).

Amongst its other stars are Starcom in Italy, Belgium, China, New Zealand, UAE and UK.

PHD jumps back from fourth place last year to third place. The network did specifically well in the Cannes Media Lions, picking up 4 awards, one Gold, one Silver and two Bronze. Three of these wins were claimed by APAC agencies, including a Gold Media Lion won by PHD New Zealand for DB Export 'Brewtroleum' campaign; a Bronze won by PHD Australia for ANZ Banking Group's 'Smart Girls – Equal Future' campaign; and a Bronze won by PHD India for Hindustan Unilever's 'Lo Kar Lo Bat' campaign. The Silver Lion went to PHD UK for its campaign 'Sharing The Gift Of Reading At Christmas' (Sainsbury's)

Amongst its other star agencies are: PHD Belgium, PHD Canada, PHD Hong Kong and PHD South Africa.

(6) A note on Methodology:

The idea behind THE GUNN REPORT FOR MEDIA is to combine the winners' lists from all of the most important award festivals world-wide that focus on media innovation, creativity **and** effectiveness. Some of these festivals are global, some regional, and some national.

Like its sister report, THE GUNN REPORT FOR CREATIVITY, The Gunn Report for Media does not reveal which awards and festivals are included in order to avoid antagonizing contest entrepreneurs around the world whose event is not included.

Regarding the national shows, what we can say is that they include some 40 markets. Argentina, Australia, Brazil, Canada, Greater China, France, Germany, India, Japan, Mexico, the Netherlands, New Zealand, the Philippines, Poland, Singapore, South Africa, Spain, Sweden, Thailand, UAE, United Kingdom, USA... are all included, as well as some "newer" advertising countries like Bulgaria, Colombia, Ecuador, Lebanon or Puerto Rico. The choice is representative of the most important advertising markets, but also of others where media creativity is burgeoning.

Every show in the Report features all of the media: TV, cinema, radio, magazines, newspapers, outdoor, special events/stunts, internet, mixed media and sponsorship. Some have special categories on target audiences such as youth, young adults, all adults, men and women. Single media festivals are excluded. Too few of these reward media creativity and efficiency, and their inclusion would have unbalanced the scoring system in respect of some countries and agencies.

Points are awarded on the same basis for every contest, covering campaigns, countries, brands, and agencies:

3 to 5 for a Best Show / Grand Prix, depending on the importance of the festival and the market.

2 to 3 for a winner or a Gold.

1 to 2 for a Silver or a Bronze.

A single ad or campaign may receive points for a Grand Prix and also for awards in the same festival for different categories (for example Best Use of Sponsorship or Best Luxury Goods.) Where an agency has received all of its awards in a single national festival, it has not been included in the Agencies' table as this would weigh the points scoring system inappropriately.

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