

Full Lists 2025: Top 40 Campaigns promoting Good

Rank	TOP 40 Campaigns	Advertiser	Agency	Country	Network
1	Assume That I Can	CoorDown	SMALL	United States	by The Network
2	Dreamcaster	AB InBev - Michelob ULTRA	FCB New York	United States	FCB
3	Call Glenn	Child Focus	VML Antwerp	Belgium	VML
4	At Second Glance	German Depression Aid Foundation	Grabarz & Partner	Germany	thenetworkone
5	Women's Football	Orange	Marcel	France	Publicis Worldwide
6	Cars to Work	Renault	Publicis Conseil	France	Publicis Worldwide
7	Banned Book Club	Digital Public Library of America (DPLA)	FCB Chicago	United States	FCB
8	Where to Settle	Mastercard	McCann Poland	Poland	McCann Worlgroup
9	Waiting to Live	NHS Blood and Transplant	VML London	United Kingdom	VML
10	The Cost of Beauty	Unilever	Ogilvy London/ Ogilvy Toronto	United Kingdom	Ogilvy
11	Life Extending Stickers	Makro Colombia	VML Bogotá / Grey Colombia	Colombia	VLM/Grey
12	Sightwalks	Unacem	Circus Grey	Peru	Grey
13	The Other Prostate Check	Prost8	TBWA\MCR	United Kingdom	TBWA\Worldwide
14	You Don't Know Half of It	The Harris Project	Havas New York	United States	Havas Group
15	There's A Bit of Barbie in You	Colectivo Cabos	Paradais DDB	Ecuador	DDB Worldwide
16	Rights against the Right	Laut Gegen Nazis E.V.	Jung von Matt / Spree	Germany	Jung von Matt
17	The Newspapers Inside The Newspaper	An-Nahar	Impact BBDO	United Arab Emirates	BBDO Worldwide
18	Second	The Fight Against Alzheimer's Association (ALMA)	Republica Havas	United States	Havas Group
19	Statues	Delete Institute	Camisa 10	Brazil	
20	Families	Save the Children Mexico	Grey Mexico	Mexico	Grey
21	Umbrella Species	WWF	TBWA\Paris	France	TBWA\Worldwide
22	Cutcakes	Terre des Femmes	TBWA\Switzerland	Switzerland	TBWA\Worldwide
23	The First Speech	Reporters Without Borders	INNOCEAN Europe	Germany	Innocean Worldwide
24	Sicker Than The Patients	Frontline 19	adam&eveDDB	United Kingdom	DDB Worldwide
25	Education is Everyone's Right	Boomerang	Boomerang	Morocco	
26	Impossibilities	Associação Salvador	Dentsu Creative Portugal	Portugal	Dentsu
27	Welcome To The Group	Nosotras Women Connecting	PHD	Costa Rica	PHD Worldwide
28	Scrolling Therapy	Eurofarma	Dentsu Creative Argentina	Argentina	Dentsu
29	Cigarette Butts are Rubbish	Keep Britain Tidy	VCCP	United Kingdom	Chime Group
30	Dogs without Borders	K-Dog	VML Madrid	Spain	VML
31	Child Wedding Cards	United Nations Women	Impact BBDO	United Arab Emirates	BBDO Worldwide
32	As Much Attention As Donald Trump	Foundation Tier im Recht (Rights for Animals)	Ruf Lanz, Zurich	Switzerland	
33	Paper Organs	Taiwan Organ Sharing Registry & Patient Autonomy Promotion Center,	Leo Burnett Taiwan	Taiwan	Leo Burnett
34	Destinations without Destiny	We Can Be Heroes	Agencia Vena	Peru	
35	Weather Kids	United Nations Development Programme	Activista	United States	
36	855-HOW-TO-QUIT-(OPIOIDS)	Anzen Health	Serviceplan Germany	Germany	Serviceplan
37	The Body Bag For Her	Aura Freedom International	Forsman & Bodenfors Canada / Veritas Communications	Canada	Forsman & Bodenfors
38	The Shotline	Change the Ref x March for Our Lives	MullenLowe U.S.	United States	MullenLowe Group
39	Untangling the Politics of Hair	Stir Magazine	FCB India	India	FCB
40	One Saves Four	Cape Verde Government	Mantra	Portugal	

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Top 25 Agencies promoting good

Rank	Agency	Country	Network
1	Publicis Conseil	France	Publicis Worldwide
2	SMALL	United States	by The Network
3	Ogilvy London	United Kingdom	Ogilvy
4	FCB New York	United States	FCB
5	Impact BBDO	United Arab Emirates	BBDO Worldwide
6	Grabarz & Partner	Germany	thenetworkone
7	VML Antwerp	Belgium	VML
8	Marcel	France	Publicis Worldwide
9	VML	United Kingdom	VML
10	FCB Chicago	United States	FCB
11	McCann Poland	Poland	McCann Worldgroup
12	Circus Grey	Peru	Grey
13	VML Bogotá/Grey Colombia	Colombia	VML
14	TBWA\MCR	United Kingdom	TBWA\Worldwide
15	Havas New York	United States	Havas Group
16	Paradais DDB	Ecuador	DDB Worldwide
17	Jung von Matt / Spree	Germany	Jung von Matt
18	Republica Havas	United States	Havas Group
19	Camisa 10	Brazil	
20	Grey Mexico	Mexico	Grey
21	STRIKE	France	
22	TBWA\Paris	France	TBWA\Worldwide
23	INNOCEAN Europe	Germany	Innocean Worldwide
24	VCCP	United Kingdom	Chime Group
25	adam&eveDDB	United Kingdom	DDB Worldwide

Top 20 Networks

Rank	Network
1	VML
2	Havas Group
3	Publicis Worldwide
4	FCB
5	TBWA\Worldwide
6	Ogilvy
7	DDB Worldwide
8	Grey
9	McCann Worldgroup
10	BBDO Worldwide
11	Dentsu
12	Jung von Matt
13	Leo Burnett Group
14	Chime Group
15	Stagwell
16	MullenLowe Group
17	Serviceplan Group
18	Plus Company
19	Cheil Worldwide
20	Accenture Song

Top 10 Advertiser

Advertiser
CoorDown
AB InBev
Child Focus
German Depression Aid Foundation
Renault
Unilever
Digital Public Library of America (DPLA)
Mastercard
NHS Blood and Transplant
United Nations

Top 10 Countries

Country
United States
France
United Kingdom
Germany
Peru
Brazil
United Arab Emirates
Canada
Colombia
Switzerland