



## Full Lists

### Most successful Campaigns promoting good

Rank	Campaigns	Agency	Market	Brands
1	DO Black, The carbon limit credit card	RBK Communication	Sweden	Doconomy
2	StorySign	FCB Inferno	United Kingdom	Huawei
3	Xbox: Changing the Game	m:united/McCann New York	United States	Microsoft
4	ThisAbles	McCann Tel Aviv	Israel	IKEA
5	When you can read everything, it changes everything	In The Company of Huskies	Ireland	SUAS Educational Development
6	The E.V.A. Initiative	Forsman + Bodenfors	Sweden	Volvo
7	The Uncensored Playlist	DDB Berlin	Germany	Reporters Without Borders
8	Dot Mini. The First Smart Media Device For The Visually Impaired	Serviceplan	Germany	Dot Incorporation
9	Dreams	FCB Lisbon	Portugal	Portuguese Paralympic Committee
10	Project Revoice	BWM Dentsu	Australia	The ALS Association
11	Leaders on Leaders	Juniper Park/TBWA	Canada	IFEX
12	Looks	Altmann + Pacreau	France	Fondation Abbé Pierre
13	Humanity	DDB Mexico	Mexico	Greenpeace
14	Affordable Solar Energy on Demand	Ogilvy Guatemala & Ogilvy Bogotá	Guatemala/Colombia	Kingo
15	Ouvrir les yeux	La Secte	France	Aide et Action
16	#RespectezNosRegles	CLM BBDO	France	CARE
17	Blink to Speak	TBWA/India	India	Asha Ek Hope Foundation
18	Like an Oven	Boys and Girls	Ireland	Volkswagen
19	Plastic Fish	Piece of Cake	Spain	Centro de Recursos del Agua (CREA)
20	Vielfalt	Jung von Matt/Next Alster	Germany	EDEKA Zentrale
21	#TruckArtChildFinder	Impact BBDO/BBDO Pakistan	Pakistan	Berger Paints
22	To The Last Tree Standing	Ogilvy Poland	Poland	Greenpeace
23	The Last MakeUp	Havas Tribu	Costa Rica	Avon
24	This is a tree	TBWA/Santiago Mangada Puno	Philippines	Boysen
25	#TouchOfCare	Publicis Singapore	Singapore	Procter & Gamble
26	Black Supermarket	Marcel	France	Carrefour
27	We Don't Always March Straight	Volt	Sweden	Försvarsmakten (The Swedish Armed Forces)
28	Aucune femme ne mérite de vivre dans la peur	Madame Bovary	France	Une femme, un toit
29	#TrollingsUgly	adam&eveDDB	United Kingdom	The Cybersmile Foundation
30	Stop the Horror	Revolver/Will O'Rourke and Cummins&Partners	Australia	Go Gentle Australia
31	Defy The Name	BBDO New York	United States	Monica Lewinsky / Anti-Bullying Ministry Of Communications & Technology
32	My Line	MullenLowe SSP3	Colombia	European Commission DG COMM
33	EUandMe	ICF Next	Belgium	European Commission DG COMM
34	Nature represented	Maruri Grey	Ecuador	Sambito
35	Electric Slaves	Havas Prague	Czech Republic	Amnesty International
36	The Hardest Worker	FCB India	India	Mahindra Rise
37	Skinny Toys	McCann Prague	Czech Republic	CARE
38	Universal Love	McCann New York	United States	MGM Resorts International
39	La peor novela	Pages BBDO	Dominican Republic	UNICEF
40	Entre les murs	Demoiselles/ASM Films	France	ARSLA

# THE GOOD report 2019

## Most successful Agencies

Rank	Agency	Market
1	Publicis Conseil	France
2	McCann New York	United States
3	FCB Lisbon	Portugal
4	RBK Communication	Sweden
5	FCB Inferno	United Kingdom
6	McCann Tel Aviv	Israel
7	In the Company of Huskies	Ireland
8	Forsman & Bodenfors	Sweden
9	Serviceplan	Germany
10	MullenLowe SSP3	Colombia
11	ICF Next	Belgium
12	McCann Prague	Czech Republic
13	Altmann + Pacreau	France
14	BWM Dentsu	Australia
15	Juniper Park/TBWA	Canada
16	VMLY&R Amman	Jordan
17	DDB Mexico	Mexico
18	Ogilvy Guatemala & Ogilvy Colombia	Guatemala/Colombia
19	Boys and Girls	Ireland
20	La Secte	France
21	Saatchi & Saatchi Wellness	United States
22	Bold Creative	Saudi Arabia
23	TBWA/India	India
24	McCann Santiago	Chile
25	Piece of Cake	Spain

## Most successful Network

Rank	Network
1	McCann Worldgroup
2	BBDO Worldwide
3	FCB
4	Publicis Worldwide
5	TBWA Worldwide
6	DDB Worldwide
7	Havas Creative Group
8	Ogilvy
9	Grey Group
10	Saatchi & Saatchi
11	Dentsu Aegis Network
12	VMLY&R
13	MullenLowe Group
14	Serviceplan
15	Jung von Matt
16	Leo Burnett
17	Wunderman Thompson
18	Cossette Communication
19	Cheil Worldwide
20	DAS Group of Companies

## Most successful Brands

Rank	Brand
1	Greenpeace
2	Doconomy
3	Care
4	Amnesty International
5	Huawei
6	Volkswagen
7	Microsoft
8	IKEA
9	Reporters Without Borders
10	Suas Educational Development