

## The Big Won 2008 - The 2008 rankings

### The Top 20 agencies in the world by total creativity

1. BBDO New York USA	1112 points (9 <sup>th</sup> in 2007)
2. Jung von Matt, Hamburg Germany	614 (1 <sup>st</sup> in 2007)
3. Scholz & Friends, Berlin Germany	535 (5 <sup>th</sup> in 2007)
4. DDB Berlin Germany	529 (4 <sup>th</sup> in 2007)
5. Abbott Mead Vickers BBDO UK	501 (13 <sup>th</sup> in 2007)
6. Ogilvy Frankfurt Germany	472 (8 <sup>th</sup> in 2007)
7. Fallon London UK	439 (28 <sup>th</sup> in 2007)
8. DDB London UK	393 (7 <sup>th</sup> in 2007)
9. BBDO Dusseldorf Germany	356 (61 <sup>st</sup> in 2007)
=10 Nordpol + Hamburg Germany	341 (17 <sup>th</sup> in 2007)
=10 Shackleton, Madrid Spain	341 (15 <sup>th</sup> in 2007)
12. AlmapBBDO Sao Paulo Brazil	328 (6 <sup>th</sup> in 2007)
13. Ogilvy Singapore Singapore	320 (16 <sup>th</sup> in 2007)
14. BBH London UK	275 (146 <sup>th</sup> in 2007)
15. Leo Burnett Chicago USA	272 (11 <sup>th</sup> in 2007)
16. Saatchi & Saatchi New York USA	269 (3 <sup>rd</sup> in 2007)
17. Crispin Porter + Bogusky USA	265 (2 <sup>nd</sup> in 2007)
18. Leo Burnett Mumbai India	260 (Not ranked)
19. Dentsu Tokyo Japan	259 (63 <sup>rd</sup> in 2007)
20. Saatchi & Saatchi Singapore Singapore	247 (18 <sup>th</sup> in 2007)

## The Top 20 agency groups

1. BBDO Worldwide	3875
2. DDB Worldwide	3225
3. Ogilvy Worldwide	2610
4. Leo Burnett Worldwide	2545
5. Saatchi & Saatchi Worldwide	2303
6. TBWA Worldwide	1532
7. Lowe Worldwide	1392
8. McCann Erickson Worldwide	1058
9. Jung von Matt Group	951
10. Young & Rubicam Worldwide	937
11. Publicis Worldwide	859
12. Proximity Worldwide	858
13. Grey Worldwide	852
14. Euro RSCG Worldwide	787
15. DraftFCB Worldwide	633
16. Dentsu Worldwide	337
17. Wunderman Worldwide	331
18. Hakuhodo Worldwide	227
19. Rapp Collins Worldwide	216
20. AKQA Worldwide	201

## **The top holding companies**

1. Omnicom	10586
2. WPP	7241
3. Publicis	3162
4. Interpublic	2099
5. Havas	790
6. Hakuhodo	241
7. M&C Saatchi Worldwide	230
8. Aegis Group	85
9. Asatsu-DK (Japan) Worldwide	64
10. Cossette Communication Worldwide	38

## **Top 10 UK agencies**

1. Abbott Mead Vickers BBDO	501
2. Fallon London	439
3. DDB London	393
4. BBH London	275
5. Mother London	141
6. Leo Burnett London	116
7. CHI + Partners	108
8. Beattie McGuinness Bungay	90
9. Saatchi & Saatchi London	88
10. Lean Mean Fighting Machine	87

## Top 10 US agencies

1. BBDO New York	1112
2. Leo Burnett Chicago	272
3. Saatchi & Saatchi New York	269
4. Crispin Porter + Bogusky	265
5. Goodby Silverstein + Partners	234
6. TBWA Chiat Day New York	201
7. AKQA/McCann Erickson & T.A.G.	150
8. DDB Chicago	115
9. McCann Erickson New York	108
10. Conill Saatchi & Saatchi New York	107

## The top 20 campaigns by all media

1. Voyeur HBO BBDO New York	314
2. Halo3.com/Believe X-Box AKQA/McCann Erickson San Francisco	150
3. Tipping Point Guinness AMV BBDO London	141
4. The Key to Riserva Freixenet JWT Barcelona	139
5. UNIQLOCK UNIQLO Projector Inc, Tokyo	133
6. Play-Doh Sony Fallon London	127
7. Gorilla Cadbury Fallon London	117
8. Colour Tokyo! Sony Hakuhodo Tokyo	116
9. Welcome Snoop MTV Lowe & Rivet Australia	112
10. Cables campaign BBC BBDO New York	109
11. Power of Wind Epuron Nordpol + Hamburg	106
12. Black Boy Studio Brussels mortierbrigade, Brussels	103
13. jobsintown campaign jobsintown.de Scholz & Friends Berlin	97
14. Whopper Freakout Burger King Crispin Porter + Bogusky	93
15= Fresh salads McDonalds Leo Burnett Chicago	88
15= Great Beer Delivery Speights Publicis Mojo New Zealand	88
17. 3D Cover IKEA Jung von Matt Hamburg	87
18. Symphony in Red Dortmund Concert Hall Jung von Matt Hamburg	83
19= Malteser Typo Crash Malteser Ambulance Service Ogilvy Frankfurt	81
19= Superheroes FHM Ogilvy Singapore	81

## **The Top 10 TV campaigns**

1. Play-Doh Sony Fallon London	127
2. Gorilla Cadbury's Fallon London	117
3. Power of Wind Epuron Nordpol + Hamburg	106
4. Symphony in Red Dortmund Concert Hall Jung von Matt Hamburg	83
5. Voyeur HBO BBDO New York	80
6. Cake Skoda Fallon London	74
7. Touch Skittles TBWA Chiat Day New York	68
8. Tan Hing Ming Petronas Leo Burnett Kuala Lumpur	67
9. Halo 3 campaign X-Box McCann Erickson SF	66
10. Music Pieces Sony Fallon London	

## **The Top 10 press/print campaigns**

1. Menswear/Womenswear campaign Harvey Nicholls DDB London	48
2= Malteser Typo Crash campaign Malteser Ambulance Ogilvy Frankfurt	47
2= Superheroes FHM Ogilvy Singapore	47
4. Tree WWF Ogilvy & Mather Bangkok	45
5= Product Recall VW Golf DDB Amsterdam	43
5= We Take It Serious Comedy Central kempertrautmann Hamburg	43
7. Messy Ketchup Tide Conill Saatchi & Saatchi New York	39
8. Young Drivers Matchbox Ogilvy Frankfurt	37
9= Ice-Cream/Kiddy Ride campaign jobsintown.de Scholz & Friends Berlin	37
9= Fly Bosch Jung von Matt Hamburg	37

## **The Top 10 poster campaigns**

1. Self-Destruct Deadline Couriers Colenso BBDO Auckland	54
2. Fresh salads McDonald's Leo Burnett Chicago	50
3. Cables campaign BBC BBDO New York	45
4. The White House/Neuschwanstein etc Ravensburger Scholz & Friends Berlin	42
5. Natural Colors Koleston Leo Burnett Beirut	36
6. Frog and Works Havaianas BBDO New York	35
7= Sandposter/Stoneposter Land Rover Jung von Matt Hamburg	34
7= Kiddy-Ride jobsintown.de Scholz & Friends Berlin	34
9. Egg Box campaign VW Commercial AlmapBBDO sao Paulo	32
10. Parking campaign VW DDB Berlin	30

## **The Top 10 radio campaigns**

1. Mr. Oxygen Bar Inevntor Budweiser DDB Chicago	70
2. Gardening Tips campaign Philips Canada DDB Toronto	44
3= Brushing Colgate Y&R Malaysia	40
3= Offensive NZComedy Festival Colenso BBDO Auckland	40
5. Captains Log/Enemy at the Gates campaign Senokot Jupiter Drawing Room	30
6. Drums Marshall Music BBDO Capetown	28
7. Routine MDA Puerto Rico JWT San Juan Puerto Rico	24
8. Disclaimer RACV Car Loans Clemenger BBDO Melbourne	22
9. Shutter Chance Canon Dentsu Tokyo	21
10. Colours Starburst TBWA Chiat Day New York	18

## **The Top 10 Alternative & Innovative Media campaigns**

1. BBC Cables BBC BBDO New York	38
2. Black Boy Studio Brussels mortierbrigade Brussels	24
3. Kiddy-Toy jobsintown.de Scholz & Friends Berlin	21
4. The Ad Auction e-Bay BETC Euro RSCG Paris	16
5. Shadow Poster VW Eos DDB Dusseldorf	14
6. Wheelchair Drink/Drive Proximity BBDO Malaysia	13
7= The White House Ravensburger Scholz & Friends Berlin	12
7= Drunken Beetle Drink/Drive Scholz & Friends Berlin	12
9= Melted Man Red Cross Leo Burnett Argentina	11
9= Begging Sculptures – German Foundation for Monuments – Ogilvy Frankfurt	11

## **The Top 10 Direct Marketing campaigns**

1. Monument Spanish Association of Gynaecologists Shackleton	61
2. Welcome Snoop MTV Lowe & Rivet Australia	60
3. Return to Sender Homeless Appeal Goss Gothenburg	42
4= Torture Test Unilever Lowe Bangkok	40
4= Schlammers Quest VW Germany DDB Hamburg	40
6= Gingerbread Haka NZ Bakeries Blackwood New Zealand	38
6= Sense & Sensibility Caja Madrid Shackleton Madrid	38
6= Drive our cars Nelka Car Rental JWT Costa Rica	38
6= iJam Shackleton Shackleton Madrid	38
10. 3D Cover IKEA Jung von Matt Hamburg	36

## The Top 10 countries

		Position in 2007
1. Germany	6164	2
2. USA	4987	1
3. UK	4099	3
4. Spain	2060	6
5. Argentina	1773	5
6. Brazil	1751	4
7. Australia	1733	11
8. France	1679	8
9. Sweden	1277	10
10. New Zealand	1254	14