

## The Big Won 2008

The Big Won is a survey of the world's best marketing communications as measured by the quantity and quality of awards won.

In 2008 we logged nearly 12,000 awards won by 1,702 different agencies – with credits to over 22,000 different people.

The data helps us compile rankings by both media type and by agency.

In 2008, in association with The Garden Recruitment, the UK's fastest-growing advertising recruitment consultancy, The Big Won has also compiled rankings of the top creative people.

### Scoring points

Every award entered into the database is allocated points but more points are allocated to a Gold at Cannes than to a Gold at the Creative Circle, for instance. This is because there are four tiers of awards shows.

Tier 1 is the global shows such as Cannes or (for DM) The Caples.

Tier 2 is for semi-global shows such as D&AD or The One Show.

Tier 3 is for regional shows, which would include FIAP, Golden Drum and EPICA, for instance.

Tier 4 comprises local shows – the BIG Awards in the UK, Golden Hammer in Latvia, les Cubes for direct marketing in France, and so on.

## 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)
<b>11. Shackleton, Madrid</b>	<b>Spain</b>	<b>341</b>	<b>(15<sup>th</sup> in 2007)</b>
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 Spanish agencies in 2008

1. Shackleton, Madrid	341
2. Contrapunto, Madrid	154
3. Vitruvio Leo Burnett, Madrid	153
4. JWT Barcelona	143
5. TBWA\Espana	134
6. Grey Barcelona	118
7. DDB Madrid	89
8. CP Proximity Spain	83
9. Double You, Barcelona	70
10. McCann Erickson, Madrid	58

## Top 10 Spanish campaigns in 2008

1. The Key to Reserva Freixenet	JWT Barcelona	139
2. Monument	Spanish Association of Gynaecologists Shackleton, Madrid	61
3. Sense & Sensibility Caja Madrid	Shackleton	60
4. Let Us Do It	Prodis Down's Syndrome Foundation Vitruvio Leo Burnett	46
5. The Trap	Portaventura Double You	44
6. iJam	Shackleton Shackleton	42
7. Handcuffed	Sony Computer TBWA\Espana40	
8. Bush/Putin campaign	Amnesty Contrapunto	26
9. Niger Luxury Club	Action Against Hunger Shackleton	22

The Big Won is able to give Top Agency lists for every country.

If you would like to know the Top UK, German, French, Australian, New Zealand, Thai, Malasian agencies etc of 2008, please contact [patrick@thebigwon.com](mailto:patrick@thebigwon.com)

## 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
<b>4. The Key to Reserva Freixenet</b>	<b>JWT Barcelona</b>		<b>139</b>
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= SuperheroesFHM		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

Germany has been the top country for Direct Marketing for the last three years. Now that pre-eminence can be seen across all media types.

New Zealand is up four places on 2007 and continues to punch well above its weight, creatively, as does Australia, also up four places.

## Rankings of top people

In association with The Garden Partnership, the UK's fastest-growing independent recruitment consultancy run by Alison Parker and Mark Rapley, ex-senior directors of DDB London, The Big Won is pleased to be able to offer rankings of the world's top creative talent in 2008.

There are caveats, however.

This is because the same people are often given different titles for different shows.

Also, some shows do not publish the names of the winning creatives. It has been especially hard to establish the names of winners in Latin American and Spanish shows.

So, the lists of top talents are not necessarily as definitive as we would like though they are reasonably fair for the USA, UK, Germany and Pacific Rim markets.

In 2009 we will be making every effort to get better data.

In fact, sponsored by The Garden, the website will allow creative people to log on and find out their individual ranking throughout 2009. Their positions will go up or down as and when new awards results are added to the database.

## The Top 10 Chief Creative Officers in the world

1. David Lubars	BBDO New York
2. Bill Bruce	BBDO New York
3. Amir Kassaei	DDB Germany
4. John Condon	Leo Burnett USA
5. Mark Tutssel	Leo Burnett Worldwide
6. Pete Favat	Arnold Worldwide, Boston
7. Paul Tilley	DDB Chicago
8. Delle Krause	Ogilvy Frankfurt
9. Joyce King Thomas	McCann Erickson, New York
10. Rodolfo Borrell	Pages BBDO, Dominican republic

## The Top 10 Executive Creative Directors in the world

1. Stefan Schulte	DDB Berlin
2. Bert Peulecke	DDB Berlin
3. Paul Brazier	AMV BBDO, London
4. Richard Flintham	Fallon London
5. Eric Silver	BBDO New York
6. Greg Hahn	BBDO New York
7. Andy Greenaway	Saatchi & Saatchi Singapore
8. Jeremy Craigen	DDB London
9. Marcello Serpa	AlmapBBDO Sao Paulo
10. Sr. Stephan Vogel	Ogilvy Frankfurt

## The Top 10 creative directors in the world

1. Matthias Spaetgens	Scholz & Friends Berlin
2. Oliver Handlos	Scholz & Friends Berlin
3. Juan Cabral	Fallon London
4. Mike Smith	BBDO New York
5. David Carter	BBDO New York
6. Lars Ruehmann	Nordpol + Hamburg
7. John Patroulis	T.A.G. San Francisco/McCann Erickson
8. Christian Mommertz	Ogilvy Frankfurt
9. Greg Hahn	BBDO New York
10. Richard Copping	Ogilvy Frankfurt

## The Top 10 copywriters in the world

1. Greg Hahn	BBDO New York
2. Mike Smith	BBDO New York
3. Juan Cabral	Fallon London
4. Troy Lim	Ogilvy Singapore
5. Daniel Boedeker	Scholz & Friends Berlin
6. Serene Loong	Ogilvy Singapore
7. Axel Tischer	Scholz & Friends Berlin
8. Lesley Zhou	TBWA\Shanghai
9. Russell Barrett	Leo Burnett Mumbai
10. Michelle Wu	TBWA\Shanghai

## The 10 top art directors in the world

1. David Carter	BBDO New York
2. Chuck Tso	BBDO New York
3. Santosh Padhi	Leo Burnett Mumbai
4. Juan Cabral	Fallon London
5. Ashidiq Ghazali	Ogilvy Singapore
6. David Fischer	Scholz & Friends berlin
7. Adrian Chan	Ogilvy Singapore

- |                   |                  |
|-------------------|------------------|
| 8. Samuel Akesson | Fallon London    |
| 9. Eric Yeo       | Ogilvy Singapore |
| 10. Andrew Goh    | Ogilvy Singapore |

### **The Top 10 copywriters in the UK**

- |                      |                    |
|----------------------|--------------------|
| 1. Juan Cabral       | Fallon London      |
| 2. Mark Fairbanks    | AMV BBDO London    |
| 3= Angus Macadam     | AMV BBDO London    |
| 3= Paul Jordan       | AMV BBDO London    |
| 5. Matt Keon         | Fallon London      |
| 6. Marty Senn        | Fallon London      |
| 7. Graeme Hall       | DDB London         |
| 8. Richard Brim      | Leo Burnett London |
| 9. John Allison      | Fallon London      |
| 10. Thomas Mankovsky | Fallon London      |

### **The Top 10 art directors in the UK**

- |                     |                 |
|---------------------|-----------------|
| 1. Juan Cabral      | Fallon London   |
| 2. Samuel Akesson   | Fallon London   |
| 3. Paul Cohen       | AMV BBDO London |
| 4= Angus Macadam    | AMV BBDO London |
| 4= Paul Jordan      | AMV BBDO London |
| 6. Thomas Mankovsky | Fallon London   |
| 7. Matt Keon        | Fallon London   |
| 8. Marty Senn       | Fallon London   |
| 9. Chris Bovill     | Fallon London   |
| 10. Shishir Patel   | DDB London      |

Please contact [Alison.parker@thegardenpartnership.com](mailto:Alison.parker@thegardenpartnership.com) or [patrick@thebgwon.com](mailto:patrick@thebgwon.com) if you would like Top 10 lists of Creative Directors, copywriters and art directors in any other country.

### **Observations**

#### **Integration**

The big winners in 2008 – HBO ‘Voyeur’ and the Halo 3 campaign – are not so much ideas which are integrated as ideas which transcend media.

‘Voyeur’ won awards in any number of different categories – in outdoor, online and media as well as for innovation, TV and even direct marketing.

The same with the ‘Believe’ campaign for X-Box halo 3, which also had a digital core to the idea but which was also successful in traditional media categories such as TV and Cinema.

The Guinness ‘Tipping Point’ commercial received mixed reviews when it was launched but it is the online aspect of the campaign (the quest to put all the different parts of the ad together before it ran as a whole 90-second film) which pushed it up to the No.3 campaign in the world for most awards won.

Increasingly, ideas don't just combine different types but combine different agencies. Thus AKQA and McCann Erickson San Francisco, working on Hal3, as a combined entity rank No.53 in the world.

Similarly Arnold, Boston, and Crispin Porter + Bogusky work together on the anti-tobacco Truth campaign. The partnership ranks No.138 in the list of top agencies.

We expect to see an increasing number of agency collaborations as ideas demand different specialist skills to enable them to become genuinely 360-degree.

### **The big TV monsters**

The big blockbusting TV commercial is still with us, though it has an online currency now either through dedicated microsites enriching the experience (Sony Play-Doh) or virals giving the ad an extended lease of life (Cadbury).

The shock is to see Sony Play-Doh scoring more points than the gorilla on drums.

Nordpol + Hamburg's 'Power of Wind' was the No.5 TV ad in the world in 2007 before coming in at No.3 in 2008. Its combined scores would make it the most awarded TV ad of the last three years.

London is still home to the great one-off commercial with Sony 'Play-Doh', Cadbury 'Gorilla', Skoda 'Cake' and Sony 'Music Piece' all helping Fallon to a world Top 10 place.

German agencies tend to win awards across all categories. Where DDB London, for instance, establishes its Top 10 place principally through TV commercials for VW and print campaigns for Harvey Nicholls, Scholz & Friends won awards in Digital for jobsintown.de, Innovative & Alternative media for Ravensburger Games and Direct Marketing for landmines.de.

AMV BBDO is the first UK agency of any size to be shifting its attention out of traditional media silos, winning awards in digital, alternative media, radio and even direct marketing in 2008.

### **Scamming in print/press**

More work is entered into Print/Press than any other category, which is not particularly reflective of the digital revolution.

Most entries into press are automatically also entered into poster categories as well to increase the opportunities to win.

There seem to be fewer obvious examples of scam in 2008 than in 2007 though there are several examples of tiny advertisers somehow being able to afford campaigns of three or four double-page spreads.

### **About The Big Won website**

[www.thebigwon.com](http://www.thebigwon.com) is a database which will get broader and deeper over time.