

The Big Won 2009

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

It is an evolution of The Won Report, launched in 2003, which focused only on Direct and Digital. From 2006 we began tracking agencies across all disciplines.

In 2009 we logged 7,123 campaigns which won nearly 12,000 awards for 3,544 art directors, 3,466 copywriters and 3,054 creative directors.

From the data we have global rankings of agencies as well as country rankings – for total creativity or by discipline: TV, Press, Poster, Digital, Media, Direct, Radio, Innovative and Integrated.

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

The Big Won 2009 – Top agencies

1. AlmapBBDO Sao Paulo	535
2. DDB London	471
3. BBDO New York	384
4. Abbott Mead Vickers BBDO London	366
5. DDB Berlin	361
6. Shackleton Madrid	347
7. Ogilvy Frankfurt	339
8. Proximity BBDO Malaysia	326
9. Dentsu Tokyo	309
10. Saatchi & Saatchi New York	300

(For specific Spanish agency rankings please go to p.4)

In some ways the most interesting agency in the Top 10 is DDB London, simply because it remains defiantly 'traditional'. All its awards came from TV, press and posters.

Even Abbott Mead Vickers BBDO, another stoutly 'traditional' agency, has been winning awards in Digital.

Almap BBDO got to the Top Slot mainly through Press and Posters (Havaianas, Volkswagen Trucks, Gatorade Kids) and TV ('Dog-Fish' for VW) but also with a handful of Digital winners – notably their 'Weather' campaign for Greenpeace.

The rising importance of 'below-the-line' to what used to be called 'above-the-line' agencies is also evident with DDB Berlin, Ogilvy Frankfurt, Proximity Malaysia and Dentsu all winning awards for DM as well as across other media.

Shackleton Madrid won the majority of its awards for Direct and, in fact, is the No.1 Direct agency in the world in 2009 by a considerable margin.

The fact is, in most of the world, 'the line' no longer exists, except in the UK. Even here, however, Saatchi & Saatchi London is producing innovative work like its campaigns for T-Mobile, using social media and direct techniques.

The fact is, some of the most involving campaigns of the year – 'Best Job in the World', 'Whopper Sacrifice' – are direct marketing ideas, actively involving people to become participants in the idea with each other.

The Big Won 2009 – Top networks

1. BBDO Worldwide	2952
2. DDB Worldwide	2631
3. Ogilvy Worldwide	2436
4. Leo Burnett Worldwide	2217
5. JWT Worldwide	1618
6. Saatchi & Saatchi Worldwide	1566
7. Proximity Worldwide	1253
8. TBWA Worldwide	995
9. Lowe Worldwide	894
10. Euro RSCG Worldwide	889

The Top 4 rankings remain unchanged from 2008. For the third year on the trot, BBDO leads the world. Proximity, BBDO's marketing services group, makes it into the Top 10 in its own right, up from No. 12 in 2008. TBWA is down two places as is Lowe Worldwide but Euro RSCG are up four from 14.

The Big Won 2009 – Top holding companies

1. Omnicom	8917
2. WPP	6371
3. Publicis	2537
4. Interpublic	1352
5. Havas	917

The Big Won 2009 – Top countries

1. United States	5443
2. Germany	4548
3. UK	3569
4. Australia	1890
5. Brazil	1638
6. France	1593
7. Spain	1486
8. Canada	1470
9. India	1366
10. Japan	1221

The Big Won 2009 – Top countries by traditional media (Press, Poster & TV)

1. UK	1841
2. United States	1660
3. Germany	1497
4. France	1161
5. Brazil	900
6. India	784
7. China	730
8. Malaysia	691
9. Thailand	668
10. Canada	653

In 2008 Germany was No.1, USA No.2 and the UK 3rd.

The Big Won 2009 – Top countries for 'new' media, digital and integrated

1. United States	1071
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2. Germany	779
3. UK	649
4. Japan	514
5. Sweden	388
6. Canada	263
7. Spain	184
8. New Zealand	177
9. Australia	176
10. France	171

Brazil, the Netherlands and Norway move out of the Top 10 and in 2009 France, New Zealand and Canada make their way in.

The Big Won 2009 - The top campaigns by total creativity

1. Best Job in the World	Tourism Queensland	SapientNitro	200
2. Wallace & Gromet	Harvey Nicholls	DDB London	134
3= Share our Billboard	James Ready	Leo Burnett Toronto	108
3= The Store that Sells Hope	Red Cross Portugal	Leo Burnett Lisbon	108
5. Dance	T-Mobile	Saatchi London	101
6. Trillion Dollar campaign	The Zimbabwean	TBWA Hunt Lascaris Jo'burg	98
7. The Yellow Treehouse	Yellow Pages	AIM Proximity Auckland	97
8. Magic salad plate	Four n' Twenty Pies	Clemenger BBDO Melbourne	96
9. TED 696 Project	Lion Nathan	BMF Sydney	94
10. Two Worlds campaign	Jeep	Proximity BBDO Malaysia	92

Looking at the Top Campaigns for the year, 'Best Job in the World' leads the field by a distance. This is because it is one of those ideas that defies categories. It has won major awards in Direct Marketing, Digital, Integrated and Alternative and Innovative media categories.

It is the same with most Top 20 campaigns. To score highly, they have to work across different media.

Leo Burnett Lisbon's 'Store that sells Hope' for the Portuguese Red Cross at No.3 won awards for Press, Direct, Design, Integrated and Alternative and Innovative. Saatchi London's 'Dance' idea for T-Mobile at No.5 won Media awards as well as prizes for Direct, TV, Digital, Alternative and Innovative and Integrated.

The Trillion Dollar campaign for The Zimbabwean from TBWA Hunt Lascaris Johannesburg similarly won awards in Poster advertising, Direct, Design and Integrated categories.

Even the 'Share our billboard' campaign for James Ready from Leo Burnett Toronto won a few awards outside Poster categories – in Media.

The highest-ranking piece of film is Droga5's 'The Great Schlep' for the Obama campaign at No.11 but that won in Direct, Digital, Alternative and Innovative and Integrated categories as well as TV and Film.

Even Crispin Porter Bogusky's 'Whopper Sacrifice', a pure online idea, won in Media and Alternative & Innovative categories as well as Digital.

What seems to be common to many of the top-ranking campaigns is that they have some sort of consumer experience woven into their fabric.

The Store that Sells Hope was exactly that, a shop in Lisbon.

'The House of Imagination' from Heimat Berlin was also a store, but more of a memorable event for the 100,000 people who visited it than anything.

'The Yellow Treehouse' idea from AIM Proximity Auckland got people watching a young woman set about building a restaurant in a tree – and then got them to dine there.

'Dance' was a startling example of street theatre which has inspired many Youtube imitations.

That said, there are some high-scoring 'traditional' campaigns in the Top 20, chiefly DDB London's 'Wallace and Gromet' campaign for Harvey Nicholls Bristol and BBDO Proximity Malaysia's 'Two Worlds' work for Jeep.

These are ideas that double-up their points tallies by winning in both Press and Poster categories.

One of the ongoing problems with scam for awards shows is that many agencies see it as a no-brainer to enter every press ad in Poster categories as well.

However, obvious scam does seem to be less evident in 2009 than in previous years. Perhaps juries have been tougher, especially in Asia Pacific where the number of award winners in print has dropped from 2008 levels.

Top agencies in Spain

1. Shackleton	347
2. Euro RSCG	105
3. Contrapunto	63
4. Double You	61
5. TBWA	52
6. CP Proximity	48
7= McCann Erickson	44
7= SRA Rushmore	44
9. Publicis	40
10, Vitruvio Leo Burnett	38

Top campaigns in Spain

1. The village where nothing...	Conect Pay TV	Shackleton	89
2. No hunger	Accion Contra El Hambre	Shackleton	51
3. Trappers	Atrapolo	Double You	48
4. Education with an H	Random House Mondadori	Shackleton	30
5. Labuat Video	Labuat	Heraiz Soto	29
6. Barrilete Cosmico	Caja Madrid	Shackleton	28
7. The Signal	Random House	CP Proximity	27
8. Fernando Torres	Banco gallego	Contrapunto	24
9= Go to la Porra	BWIN	El Laboratorio	22
9= Non Stop	Chicco-Control	Euro RSCG	22

**Top Talents 2009 sponsored by The Garden Partnership Recruitment Consultants,
London**

Top Chief Creative Officers

1. Amir Kassaei	DDB Germany	374
2. David Lubars	BBDO New York	356
3. Bill Bruce	BBDO New York	323
4. Ronald Ng	BBDO Proximity Malaysia	304
5. Sergio Valente	DDB Brazil	271
6= Gilles Fichteberg	CLM BBDO Boulogne Billancourt	263
6= Jean-Francois Sacco	CLM BBDO Boulogne Billancourt	263
7. Judy John	Leo Burnett Toronto	234
8. Edmund Choe	Saatchi & Saatchi Malaysia	227
9. Juan Nonzioli	Shackleton Madrid	222
10. Pyush Pandey	Ogilvy & Mather Mumbai	200

Top executive creative directors

1. Marcello Serpa	AlmapBBDO Sao Paulo	396
2. Jeremy Craigen	DDB London	338
3. Stefan Schulte	DDB Berlin	330
4= Rob Reilly	Crispin Porter + Bogusky	295
4= Andrew Keller	Crispin Porter + Bogusky	295
5= Rodolfo Sampaio	DDB Brazil	270
5= Julio Andery	DDB Brazil	270
6. Paul Brazier	Abbott Mead Vickers London	256
7. Bert Peulecke	DDB Berlin	253
8. Nick Worthington	Colenso BBDO Auckland	250
9. Gerry Graf	Saatchi & Saatchi New York	244
10. Alexander Schill	Serviceplan, Munich	234

Top creative directors

1= Dulcideo Caldeira	Almap BBDO Sao Paulo	348
1= Luiz Sanchez	Almpa BBDO Sao Paulo	348
2. MUN	Proximity BBDO Malaysia	341
3. Dave King	AIM Proximity Auckland	250
4. Israel Diaz	Leo Burnett Toronto	216
5= James Burchill	SapientNitro Brisbane	200
5= Nancy Hartley	SapientNitro Brisbane	200
6= James Dawson-Hollis	Crispin Porter + Bogusky Boulder	190
6= Bill Wright	Crispin Porter + Bogusky Boulder	190
7. Matthias Spaetgens	Scholz & Friends Berlin	187
8. Tim Stuebane	DDB Berlin	183
9. Ant Keogh	Clemenger BBDO Melbourne	172
10. Oliver Handlos	Scholz & Friends, Berlin	163

Top copywriters

1. Ronald Ng	Proximity BBDO Malaysia	293
2. Kevin Le	Proximity BBDO Malaysia	283
3= Rafael Freire	JWT Shanghai	202
3= Jacqueline Ye	JWT Shanghai	202
4. Merrin McCormick	SapientNitro Brisbane	200
5. Alexis Benoit	CLM BBDO Boulogne Billancourt	197

6. Steve Persico	Leo Burnett Toronto	193
7. Mike Nicholson	Abbott Mead Vickers BBDO London	187
8. Michael Canning	BMF Sydney	169
9. Grant Parker	DDB London	168
10. Irene Vidal	Shackleton Madrid	140

Top art directors

1. MUN	Proximity BBDO Malaysia	314
2= Eric Hor	Proximity BBDO Malaysia	283
2= Gary Lim	Proximity BBDO Malaysia	283
2= Hans Lee	Proximity BBDO Malaysia	283
2= Willeon Leong	Proximity BBDO Malaysia	283
3. Paul Kreitman	CLM BBDO Boulogne Billancourt	225
4= Lillie Zhong	JWT Shanghai	202
4= Yang Yong Liang	JWT Shanghai	202
5= Ralph Barnett	SapientNitro Brisbane	200
5= Christian Staal	Sapient Nitro Brisbane	200
6. Anthony Chelvanathan	Leo Burnett Toronto	194
7. Paul Pateman	Abbott Mead Vickers BBDO	189
8. Grant Parker	DDB London	182
9= Nopadol Srikieatikajohn	Ogilvy & Mather Bangkok	165
9= Wisit Lumsiricharoenchoke	Ogilvy & Mather Bangkok	165
9= Gumpon Laksanajinda	Ogilvy & Mather Bangkok	165
10. James Clunie	BBDO New York	140

If any of you readers would like to know their ranking – in the world and in their own country – please ask them to email Alison@thegardenpartnership.com.

The Won Report 2009

The Big Won is the only awards analysis organisation to look at marketing services awards – at direct and promo communications and has been producing annual rankings of Direct and Digital advertising since 2003.

The Won Report 2009 Top Direct Marketing agencies

1. Shackleton, Madrid	282
2. AIM Proximity Auckland	168
3. Ogilvy Frankfurt	162
4. BMF Sydney	143
5. Clemenger BBDO Melbourne	107
6. SapientNitro Brisbane	97
7. Leo Burnett Lisbon	95
8. Proximity London	94
9. DDB Argentina	77
10. Rapp Auckland	71

The Won Report 2009 – Top Direct Marketing networks

1. Proximity Worldwide	660
2. Ogilvy Worldwide	420
3. DDB Worldwide	295
4. Leo Burnett Worldwide	241
5. JWT Worldwide	170

6. Wunderman Worldwide	146
7. DraftFCB Worldwide	131
8. McCann Erickson Worldwide	122
9. Lowe Worldwide	111
10. BBDO Worldwide	108

The Won Report 2009 – Top countries for Direct Marketing

1. Australia	782
2. Germany	779
3. Spain	524
4. United States	431
5. New Zealand	422
6. Brazil	347
7. UK	333
8. Argentina	305
9. Ireland	186
10. Portugal	183

The UK continues its slide, down from 1 in 2007 and down from 5 in 2008 while Australia has moved consistently upwards from 5 in 2007 to 3 in 2008. New Zealand is also a riser, up from 7 in 2008.

The Won Report 2009 – Top campaigns of the year

1. The Best Job in the World	Queensland Tourism	SapientNitro Brisbane	97
2. The village where nothing ever happens	Conect Pay TV	Shackleton Madrid	79
3. TED 696 Project	Lion Nathan	BMF Sydney	70
4. The Store that Sells Hope	Portuguese Red Cross	Leo Burnett Lisbon	59
5. Wear Red	Puma	DDB Argentina	49
6. Magic salad Plate	Four n' Twenty Pies	Clemenger BBDO Melbourne	42
7. Love Conspiracy	The Warehouse	AIM Proximity Auckland	39
8. The Yellow Trehouse	Yellow Pages NZ	AIM Proximity Auckland	37
9. The world's first museum of ephemera	Pampero Rum	Leo Burnett Lisbon	36
10. iPhone Jonny	Yellow Pages NZ	AIM Poximity Auckland	34

The Won Report 2009 – Top executive creative directors and creative directors

1. Juan Nonzioli	CCO Shackleton, Madrid	183
2. Dave King	CD AIM Proximity Auckland	166
3. Alfonso Marian	ECD Shackleton, Madrid	121
4. Juan Silva	ECD Shackleton Madrid	111
5. Warren Brown	ECD BMF Sydney	108
6= James Burchill	CD SapientNitro Brisbane	97
6= Nancy Hartley	CD SapientNitro Brisbane	97
7. Chacho Puebla	ECD Leo Burnett Lisbon	95
8. Simon Langley	CD BMF Sydney	89
9. James McGrath	ECD Clemenger BBDO Sydney	85
10. Tony Clewett	Deputy CD AIM Proximity	84

The Won Report 2009 – Top digital agencies

1. Dentsu Tokyo	136
2. Vrispin Porter + Bogusky	111
3. Goodby Silverstein + Partners	107
4. AKQA London	101
5= Akestam Holst, Stockholm	66
5= R/GA New York	66
7= Forsman and Bodenfors, Gothenburg	64
7= Droga5 New York	64
9. Farfar. Stockholm	55
10. GT Tokyo	54

The Won Report 2009 – top digital campaigns

1. eco:Drive	Fiat UK	AKQA London	49
2. The Great Schlep	Jewish Council of Education & Research	Droga5	40
3. Whopper Sacrifice	Burger King	Crispin Porter+Bogusky	36
4. Best Job	Queensland Tourism	SapientNitro Brisbane	31
5. Stefan the Swopper	Posten Sweden	Akestam Holst Stockholm	30
6. Labuat	Labuat Barcelona	Herraiz Soto Barcelona	29
7. Banner concerts	Axion	Boondoggle Brussels	28
8= Uniqlo March	Uniqlo	GT Tokyo	27
8= The Eco Dance	ICA Sweden	King Solutions Stockholm	27
10. Distracted Driver	New Zealand Transport	Clemenger BBDO Auckland	26

The Won Report 2009 – top countries for Digital

1. United States	778
2. Germany	691
3. UK	555
4. Sweden	460
5. Japan	435
6. Brazil	259
7. Netherlands	173
8. Spain	146
9. Norway	144
10. Australia	

Editor's observations

If ever you wanted proof that this is the most exciting time to be in advertising, The Big Won 2009 provides it.

True, the recession has had an effect. For starters, a number of awards shows around the world either closed down or are hoping for better things in 2010.

And, overall, agencies have entered fewer campaigns in fewer categories. The overall points tallies are way down on 2008 though the number of awards made remains roughly the same.

That said, what is emerging is a new kind of advertising, which is characterised by what Dale Gall (Worldwide Planning Director for Profero) calls "ideas people want to be part of."

'Best Job in The World' is exactly that, an idea that encourages participation. So too does Leo Burnett Toronto's brilliant 'Share our Billboard' work for James Ready. Crispin Porter's 'Whopper Sacrifice' is a great example of a wildfire idea that spreads fast across social media.

These are the campaigns that look as if they will have the most influence on 2010 – these and other unranked (as yet) ideas such as Proximity London's great work for RNLI, Rapp New York's 'Kidnap!' Facebook app for The Travel Channel and Droga5's 'Million Project'.

For starters, they are comparatively inexpensive. Secondly, if the ideas are strong enough campaigns like these get people involved so communications moves from B to C into a C to C world. Thirdly, as marketers begin to see that they really do have to move beyond TV, they provide examples for both clients and agencies to adapt, imitate and improve.

The most interesting agencies of the year are BBDO New York, Shackleton Madrid, Ogilvy Frankfurt and AIM Proximity Auckland. As well as doing the bread-and-butter work to the highest standards, these agencies are also persuading their clients to meet the future with innovative work that defies categorisation. (A problem for awards shows, which they have overcome by creating categories such as 'Fits no Category')

BBDO New York's 'The Cube' for HBO, Shackleton's 'Barrilete Cosmico' for Caja Madrid, DDB Berlin's 'Navigation Letter', Ogilvy Frankfurt's disturbing installations for ANAD and AIM Proximity's 'iPhone Jonny' and 'Yellow Treehouse' are all inspirational new ways of engaging consumers in new places.

The issues for the year(s) ahead seem to be:

- * No-one owns digital any longer. The best online work has consistently come from traditional agencies. And while AKQA London has the top digital campaign of the year (Fiat's eco;Drive), for digital specialists, the writing is on the wall. Stay as digital specialists and you will soon become little more than production houses.

- * Direct is becoming vital in building brand momentum as well as sales success. Witness almost everything the Obama team did in 2008/9 and almost everything Madrid agency Shackleton is doing.

- * Creative departments are the tails that wag their dogs. Most agency managers see how amorphous advertising is becoming but are in thrall to large numbers of people they employ with specific craft skills. Outsourcing and crowdsourcing are on the increase.

- * Media agencies will continue to compete with creative agencies not just for the right to devise strategy but to execute the ideas well.

About The Big Won

The Big Won was founded by former Ogilvy London Vice Chairman and Executive CD Patrick Collister. Originally surveying just Direct and Digital, as agencies began to disregard categories, so did we.

Some 12,000 awards were logged into the database in 2009. 3,550 art directors names were registered, 3450 copywriters and 3,300 creative directors.

Every award is allocated points but there are four tiers of awards shows.

Tier 1 is the global shows.

Tier 2 is for semi-global shows.

Tier 3 is for regional shows.

Tier 4 comprises local shows.

More points are given to winners of global shows than to winners of local festivals.

More detailed breakdowns of results

For any further information or for a more detailed breakdown of the 2009 rankings including Top Campaigns for TV, Poster, Alternative & Innovative, Radio by world rankings or by country rankings, please contact Patrick Collister at The Big Won on +44 (0)1622 884663 or email patrick@thebigwon.com

Or visit the website, www.thebigwon.com