

**The Won Report 2009**  
**(The Big Won analysis of Direct Marketing awards and rankings)**

1. Shackleton Madrid	282
2. AIM Proximity New Zealand	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 Collins Auckland	71
11. RMG Target Dublin	64
12. DDB Hamburg	57
13. PKP Proximity Vienna	54
14= Red Urban Hamburg	53
14= Wunderman Germany	53
16. Hakuhodo Tokyo	47
17= Happiness Brussels	46
17= JWT Shanghai	46
19. CP Proximity Spain	42
20. DDB Berlin	40
21= Mark M&C Saatchi Sydney	39
21= Sunset Comunicacap Sao Paulo	39
23= Lukas Lindemann Rosinski Hamburg	36
23= OgilvyOne Malaysia	36
25. di Paola & Asociados Buenos Aires	35

**Top 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. Draft FCB Worldwide	131
8. McCann Erickson Worldwide	122
9. Lowe Worldwide	111
10. BBDO Worldwide	108
11. Saatchi & Saatchi Worldwide	99
12. Rapp Worldwide	96
13. TBWA Worldwide	94
14. RMG Connect Worldwide	70
15. Jung von Matt Group	61
16. Publicis Worldwide	58
17. Hakuhodo Worldwide	47
18. Euro RSCG Worldwide	40
19. Atento Group Worldwide	35
20= Dentsu Group Worldwide	33
20= MRM Worldwide	33
22. Young & Rubicam Worldwide	27
23. Grey Worldwide	21
24. Tequila Worldwide	20
25. Engine Group	11

### Top holding companies

1. Omnicom	1281
2. WPP	947
3. Interpublic	297
4. Publicis	174
5. M&C Saatchi Worldwide	97
6. Hakuhodo	47
7. Havas	40
8. Cossette	8

### 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 Treehouse	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 Proximity 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	

#### **Top Direct Marketing campaigns of 2009**