

TABLE 6

THE MOST AWARDED ADVERTISERS IN THE WORLD IN 2016

		Winner Pts TV	Winner Pts Print	Winner Pts Digital	Winner Pts AGB	TOTAL
1	Samsung (2)	7	7	15	11	40
2	Burger King (-)	-	11	8	17	36
3	Volkswagen (1)	15	8	2	9	34
4	Microsoft (-)	-	10	7	12	29
5	Volvo (-)	11	3	5	7	26
6=	DB Export (-)	-	10	-	15	25
	Ikea (7)	12	11	-	2	25
8	Geico Insurance (-)	18	-	3	1	22
9	Andes Beer (-)	15	4	-	2	21
10=	ING Financial Services (-)	-	3	8	8	19
	REI Outdoor Store (-)	-	-	4	15	19
12	Nike (3)	13	1	3	1	18
13	Getty Images (-)	1	10	2	4	17
14	Lockheed Martin (-)	-	2	7	7	16
15=	Bonds Underwear (-)	6	3	2	3	14
	Google (-)	2	-	8	4	14
	Harvey Nichols (19=)	9	3	-	2	14
	Netflix (19=)	3	2	1	8	14
19	Pedigree Dog Food (12=)	4	-	8	1	13
20	H&M (-)	12	-	-	-	12
21	Heineken (-)	7	1	-	3	11
22=	Edeka Supermarket (-)	6	-	1	3	10
	McDonald's (14=)	2	7	1	0	10
24=	Axe (-)	9	-	-	-	9
	Hornbach DIY (-)	8	1	-	-	9
	Mercedes-Benz (-)	4	5	-	-	9
	S7 Airlines (-)	7	1	-	1	9
	Smart Car (19=)	7	1	1	-	9
	Snickers (12=)	5	1	2	1	9
	Unicef (-)	3	1	1	4	9
	WWF (24=)	1	4	2	2	9

(numbers in brackets () = ranking in 2015)