

Table 1

THE MOST AWARDED COMMERCIALS IN THE WORLD IN 2016

		Ad Pts
1	LOTERIAS Y APUESTAS DEL ESTADO "Justino - Night Shift"*	Leo Burnett (Madrid) 28
2	CURRYS PC WORLD "Spare The Act - Laptop"	AMV BBDO (London) 23
3=	HARVEY NICHOLS LOYALTY APP "Shoplifters"*	adam&eveDDB (London) 19
	JOHN LEWIS HOME INSURANCE "Tiny Dancer"*	adam&eveDDB (London) 19
	VOLVO TRUCKS "Look Who's Driving Feat. 4-yr-old Sophie"*	Forsman & Bodenfors (Gothenburg) 19
6=	ANDES BEER "Haggler" campaign	Del Campo Saatchi & Saatchi (Bs As) 17
	CURRYS PC WORLD "Spare The Act" campaign	AMV BBDO (London) 17
	JOHN LEWIS "Man On The Moon"*	adam&eveDDB (London) 17
9=	GEICO INSURANCE "Whisper"/"Spy"/"Countdown"	The Martin Agency (Richmond) 16
	SHISEIDO "High School Girl?*"	Watts Of Tokyo Inc (Tokyo) 16
11	GEICO INSURANCE "Fast Forward" campaign	The Martin Agency (Richmond) 15
12	OLD SPICE "Rocket Car"	Wieden+Kennedy (Portland, OR) 14
13	H&M "Becoming Beckham"	adam&eveDDB (London) 13
14	NIKE "Last"	Wieden+Kennedy (Portland, OR) 13
15	BONDS UNDERWEAR "The Boys" campaign	Clemenger BBDO (Melbourne) 12
16	GUINNESS "Never Alone Documentary"	AMV BBDO (London) 12
17	EDEKA SUPERMARKET "Home For Christmas"*	Jung von Matt (Hamburg) 12
18	CARE NORWAY "DearDaddy"	Schjaerven Reklamebyra (Oslo) 11
19	S7 AIRLINES "Ok Go - Upside Down And Inside Out"	Tutkovbudkov (Volgograd) 11
20	WESTERN SYDNEY UNIVERSITY "Deng Adut"	VCD + WE.Collective (Sydney) 10
21	OCEDEL "Firefly Man"	Drill (Tokyo) 10
22	AXE "Not Just A Pretty Hairstyle"	Ponce (Buenos Aires) 10
23	ANDES BEER "The Fairest Night Of All"	Del Campo Saatchi & Saatchi (Bs As) 10
24	SMART FORFOUR "Shock"*	BBDO Group Germany (Berlin) 10
25	LIBRESSE/BODY FORM "Blood"	AMV BBDO (London) 9
26	UNDER ARMOUR "Under Armour Phelps"	Droga5 (New York) 8
27	MAGISTRAL WASHING-UP LIQUID "Boss"*	Grey Argentina (Buenos Aires) 8
28	TECATE BEER "Gender Violence"	Nomades (Mexico City) 8
29	TYC SPORTS "ConverSOS"	Mercado McCann (Buenos Aires) 8
30	HORNBAACH DIY STORE "You're Alive. Do You Remember?"	Heimat (Berlin) 8
31	AT&T "Close To Home"	BBDO New York (New York) 8
32	DELEGATION A LA SECURITE ET A LA CIRCULATION ROUTIEF La Chose (Paris)	8

33	ATLANTIC HEATERS "37 Days"*	Leo Burnett France (St Denis)	8
34	MOUNTAIN DEW KICKSTART "PuppyMonkeyBaby"	BBDO New York (New York)	8
35	SNICKERS "Marilyn"	BBDO New York (New York)	8
36	MACMA "Manboobs"	David (Buenos Aires)	7
37	MAKE LOVE NOT SCARS "Beauty Tips By Reshma" campaign	Ogilvy & Mather (Mumbai)	7
38	THE GUARDIAN & THE OBSERVER "Fun Run"/"Dinner Party"	BBH (London)	7
39	MUSIC HAS NO ENEMIES "Jack"	LatinWorks (Austin, TX)	7
40	ADOBE "Dream On"*	Goodby, Silverstein & Partners (San Fran)	7
41	AD COUNCIL "Love Has No Labels"	R/GA (New York)	6
42	AMBUJA CEMENTS "The Great Khali"	Publicis (Mumbai)	6
43	HONDA "Paper"	RPA (Santa Monica)	6
44	VOLKSWAGEN GOLF GTI "Fast Film"	DDB Argentina (Buenos Aires)	6
45	HENNESSY "Hennessy The Piccards"	Droga5 (New York)	6
46	SCHWEPPE TONIC WATER "One Day You'll Understand"	Del Campo Saatchi & Saatchi (Buenos Aires)	6
47	IKEA "Every Other Week"	Akestam Holst (Stockholm)	6
48	H&M "Close The Loop"	Forsman & Bodenfors (Gothenburg)	6
49	CILLIT BANG "The Mechanic"	BETC (Paris)	6
50	AXE "Find Your Magic"	72andSunny (Amsterdam)	6

(* On The Showreel Of The Year 2015)