

Top 10 Most Awarded Campaigns Across All Gunn Report Media in 2016

1. Burger King 'McWhopper' – Y&R New Zealand (Auckland)
2. Microsoft Xbox 'Tomb Raider Survival Billboard' – McCann (London)
3. DB Export 'Brewtroleum' – Colenso BBDO (Auckland)
4. Loterias Y Apuestas Del Estado 'Justino – Night Shift' – Leo Burnett (Madrid)
5. REI '#OptOutside' – Venables Bell & Partners (San Francisco)
6. ING 'The Next Rembrandt' – J. Walter Thompson (Amsterdam)
7. Lockheed Martin 'Field Trip To Mars' – McCann (New York)
- 8= Bonds Underwear 'The Boys' – Clemenger BBDO (Melbourne)
- 8= John Lewis 'The Man On The Moon' – adam&eveDDB (London)
- 8= Swedish Tourist Association 'The Swedish Number' – Ingo (Stockholm)