



Press Release

For immediate release

The Good Report celebrating the best campaigns for social responsibility 2015

A collaboration between ACT Responsible and The Gunn Report

Human Traffic Signs for General Motors #1 campaign · Y&R Paris #1 agency · Ogilvy & Mather #1 network · WWF #1 advertiser

6 April 2016 – The Good Report, created in collaboration between ACT Responsible and The Gunn Report, celebrates the communications that best use creativity to promote sustainability and social responsibility to raise awareness of the world's major social & environmental issues.

A total of 1,474 campaigns produced by 866 agencies for 1,090 advertisers from 82 countries were evaluated from the 2015 ACT Responsible database, exhibition and public votes, which were also assessed for their creative performance based on The Gunn Report 2015 results. The combination mixes the industry's recognition on one hand and the general public's recognition on the other. There are no complicated criteria or categories, just great work for Good.

The Good Report 2015 features a total of 40 campaigns, 28 of which are for NGO's, institutions and foundations and 12 are for commercial corporations; The top 25 Agencies are made up of 11 independents and 14 from agency networks; The top 20 Networks list features 2 independent networks and 18 networks owned by holding companies; and the top 10 Advertisers include 7 NGO's and 3 for-profit companies.

Taking the top places are:

Most successful Campaigns promoting good causes

- #1 Human Traffic Signs, MullenLowe China, General Motors Corp.
- #2 LikeAGirl, Leo Burnett Toronto, Procter & Gamble/Always
- #3 Poachers, Leo Burnett Sydney, WWF International
- #4 A Very Disturbing Taxi Ride, Memac Ogilvy & Mather, Kafa
- #5 LifePaint, Grey London, Volvo

Most successful Agencies promoting good causes

- #1 Y&R Paris
- #2 DDB Mozambique
- #3 Leo Burnett Toronto

Most successful Networks promoting good causes

- #1 Ogilvy & Mather Worldwide
- #2 Leo Burnett Worldwide
- #3 BBDO Worldwide

Most successful Advertisers promoting good causes

- #1 WWF
- #2 Procter & Gamble
- #3 Samsung

Act Responsible considers that advertising recognition is too often confined to its commercial side; and that the other part of its role, such as informing, raising awareness and educating, is often forgotten. For 15 years now, Act Responsible has collected the best ads promoting sustainability & social responsibility in order to highlight how creativity is used to raise awareness on the world's major issues. Still, hardly any specific recognition is offered to agencies that give time and talent to support the communication of public interest causes.

Nonetheless, the commitment of communication professionals to these causes is fundamental; good causes need campaigns to create awareness of their existence. Act Responsible have created «The Good Report» in collaboration with The Gunn Report, to celebrate the wonderful work and dedication that thousands of agencies are making to support these major causes, in order to further motivate and inspire creativity as well as the continued production of new campaigns.

"With The Good Report, ACT Responsible continues its mission of promoting, inspiring and federating the communications industry for the greater Good. Producing The Good Report with the collaboration of The Gunn Report Team is a great privilege for all "good" agencies around the globe" says Hervé de Clerck, ACT Responsible Dream Leader.

"The ACT Responsible Expo is one of the biggest treats in store at Cannes Lions each year. It honours the hugely valuable job our industry does – every day of the year in countries all round the world – in multiplying the impact and effectiveness of communications for Good Causes. The Good Report (the name has a ring to it) adds a commendable new dimension to their mission" says Donald Gunn, Founder and ACT'ive Partner.

View here [The Good Report 2015 list](#)

To see The Good Report 2015 in full visit www.act-responsible.org

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About ACT Responsible

ACT Responsible is a Swiss-based non-profit organization created in 2001. ACT stands for Advertising Community Together. The association mission is to federate the Advertising Communications industry around Social Responsibility and Sustainable Development and share good practices. Today, ACT Responsible has created, hand in hand with AdForum.com, a large and unique database of campaigns gathered worldwide, highlighting outstanding work and showing how the advertising industry is playing its role raising awareness on crucial issues. ACT Responsible has built a network of committed agencies, media, production companies, advertisers, institutions, NGOs and corporations all over the world, who believe responsible advertising is an essential focus of modern communications. The association is part of the United Nations Global Compact.

About The Gunn Report - The global index on creative excellence in advertising

The Gunn Report – the global index of creative excellence in advertising – identifies the most awarded and applauded work in the world each year and its creators. The Gunn Report website – www.gunnreport.com – is an unprecedented resource for people working in Advertising, Communications and Marketing. It combines a uniquely searchable library of the world's best work plus full records of the world's best agencies and advertisers since 1999, with valuable programmes for education and training, proprietary research studies, signature features and special archives. "All of it stuff you won't find anywhere else", says Donald Gunn.