



# THE GOOD REPORT CELEBRATING THE BEST CAMPAIGNS FOR SOCIAL RESPONSIBILITY 2017

A collaboration between ACT Responsible and The Gunn Report

**Fearless Girl #1 campaign | BBDO New York #1 agency  
BBDO Worldwide #1 network | Amnesty International #1 brand**

04 April 2017 - The Good Report is a unique ranking of the world's best use of creative communications to promote sustainability and social responsibility to raise awareness of major social and environmental issues. It is created in collaboration between ACT Responsible, the international non-profit association and largest global source of the world's best ads on social and environmental issues, and Gunn Report, the global index of creative excellence in advertising.

A total of 1045 campaigns produced by 680 agencies for 850 advertisers from 80 countries were evaluated for this latest Good Report. The ranking is created by combining the industry's recognition with the performance measured by the Gunn Report, as well as the promotional effort behind the campaigns and the general public's recognition from public votes organized by ACT Responsible. There is no complicated criteria or categories, just great work for Good.

The Good Report 2017 is made-up of 40 campaigns, of which 31 are for NGO's, institutions and foundations and 9 are for commercial brands. The top 25 agencies are made up of three independents and 22 networked agencies. In the top 20 Networks list there are three independent networks and 17 networks owned by holding companies; and the top 10 Advertisers include six NGO's/Institutions and four for-profit companies.

Taking the top places are:

## **Most successful Campaigns promoting good causes 2017**

- #1 - Fearless Girl, McCann New York - State Street Corporation
- #2 - Switch it off, Ogilvy Germany, Berlin - Amnesty International
- #3 - Graham, Clemenger BBDO Melbourne - Transport Accident Commission
- #4 - Evan, BBDO New York -Sandy Hook Promise
- #5 - The First Braille Smartwatch, Serviceplan Germany - Dot Incorporation

## **Most successful Agencies promoting good causes 2017**

- #1 - BBDO New York – USA
- #2 - McCann New York – USA
- #3 - Ogilvy Berlin – Germany
- #4 - Clemenger BBDO Melbourne – Australia
- #5 - Serviceplan München – Germany



#### **Most successful Networks promoting good causes 2017**

- #1 - BBDO Worldwide
- #2 - FCB Worldwide
- #3 - McCann Worldgroup
- #4 - Ogilvy & Mather Worldwide
- #5 - Young & Rubicam Group

#### **Most successful brands promoting good causes 2017**

- #1 - Amnesty International
- #2 - WWF
- #3 - UNICEF
- #4 - Red Cross
- #5 - Greenpeace

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 17 years now, Act Responsible has collected the best ads promoting sustainability & social responsibility in order to highlight the use of creativity to raise awareness of 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 has created «The Good Report» in collaboration with 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. We truly believe advertising has a major role in educating and promoting good to help make the world a better place and we are proud to celebrate this work every year. Producing The Good Report with the collaboration of the Gunn Report Team is a great privilege" says Hervé de Clerck, ACT Responsible Dream Leader.

"Act Responsible honours the hugely valuable job our industry does, throughout the year in countries all round the world, in multiplying the impact and effectiveness of communications for Good Causes. The Good Report adds a commendable extra dimension to their mission and we are proud to be a part of it," says Emma Wilkie, managing director of Gunn Report.

[View here The Good Report 2017 playlist](#)

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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 Gunn Report - The global index of creative, effective and media excellence in advertising**

Gunn Report celebrates award-winning qualities in advertising. It ranks the world's best creative, effective and media ideas as well as companies and countries based on their performance in the most important international, regional and national creative, media, effective and strategy awards contests to produce Gunn 100, WARC 100 and Gunn Media.

The campaigns it showcases have the power to produce an immediate impact on sales and a longer-term impact on brand building. The Gunn Report's research articles further demonstrate the commercial power of creativity.

As well as the various rankings, Gunn Report offers a library of more than 3,500 award-winning creative campaigns and a series of research studies. The Gunn Report was founded by Donald Gunn in 1999 and was acquired by WARC in 2016. Gunn Report is available online by subscription.



## Full Lists

### Most successful Campaigns promoting good

Rank	TOP 40 Campaign	Agency	Advertiser	City	Country
1	Fearless Girl	McCann New York	State Street Corporation	New York	USA
2	Switch it off.	Ogilvy Germany	Amnesty International	Berlin	Germany
3	Meet Graham - The only person to survive on our roads	Clemenger BBDO Melbourne	Transport Accident Commission	Melbourne	Australia
4	Evan	BBDO New York	Sandy Hook Promise	New York	USA
5	The First Braille Smartwatch	Serviceplan Germany	Dot Incorporation	München	Germany
6	Emergency Network	Saatchi & Saatchi	Toyota Motor Corporation	Sydney	Australia
7	Man boobs for boobs	DAVID	MACMA	Buenos Aires	Argentina
8	Like my addiction	BETC Paris	Addict'Aide	Paris	France
9	SickKids VS- Undeniable	Cossette	Toronto's SickKids Hospital	Toronto	Canada
10	The World's Biggest Asshole	The Martin Agency	Donate Life	Richmond	USA
11	The Virtual Crashboard	ServicePlan France	Sécurité Routière	Paris	France
12	Check it before it's removed: Naked Breasts on Facebook Against Breast Cancer	DDB Group Germany	Pink Ribbon Germany	Düsseldorf	Germany
13	Afrivan Mask	Advantage Y&R	Greenpeace Africa	Windhoek	Namibia
14	Onde de choc (shockwave)	la chose	Direction de la Sécurité et de la Circulation Routières	Paris	France
15	There's always room for more adopt	McCann Worldgroup Mumbai	World For All	Mumbai	India
16	Rewords	Leo Burnett Melbourne	Headspace	Melbourne	Australia
17	Baltic Sea Project/Aland Index	RBK Communication	Ålandsbanken	Stockholm	Sweden
18	Down Syndrome Answers	FCB Canada	Down Syndrome Society	Toronto	Canada
19	Open your eyes	Grey Dusseldorf	Terre des Femmes	Düsseldorf	Germany
20	Dirty Watercolor	TBWA\Santiago Mangada Puno	ABS CBN Lingkod Kapamilya Foundation Inc.	Makati	Philippines
21	Dads #ShareTheLoad (integrated case)	BBDO India	Procter & Gamble	Mumbai	India
22	The Swedish Number	Ingo	The Swedish Tourist Council	Stockholm	Sweden
23	Halloween	TBWA\PARIS	Burns & Smiles	Boulogne-Billancourt	France
24	Search Racism. Find Truth.	FCB Zürich	Refugees Welcome	Zurich	Switzerland
25	When You Drive, Never Drink. Jackie	Publicis Italy	Heineken	Milan	Italy
26	#IAmMuslim	VML South Africa	PASSOP	Cape Town	South Africa
27	Open Helmet	Y&R Amman	Jordan Insurance Company	Amman	Jordan
28	Cansa Testimonials	FCB Cape Town	Cancer Association of South Africa	Cape Town	South Africa
29	25m2 SYRIA	POL	Red Cross, NRK TV-aksjonen, IKEA	Oslo	Norway
30	Melting Ice Caps	Leo Burnett Manila	WWF	Manila	Philippines
31	Care counts	DigitasLbi	Whirlpool Corporation	Chicago	USA
32	Mein Kampf – against racism	Ogilvy & Mather GmbH	Gesicht Zeigen!	Frankfurt am Main	Germany
33	Made From Remains	FCB New Zealand	New Zealand Fire Service	Auckland	New Zealand
34	Launching People program	Leo Burnett Sydney	Samsung	McMahons Point	Australia
35	#NoFilter	Happiness FCB	UNICEF	Brussels	Belgium
36	Edible Six Pack Rings	We Believers	Saltwater Brewery	New York	USA
37	The First Ever Pinterest Yard Sale	Deutsch	Krylon Products Group	New York	USA
38	Sound of Trauma	Herezie	David Lynch Foundation	Paris	France
39	#MaPlaceEstDansLaSalle	FRED & FARID	Prodis	Paris	France
40	20,000 hectares of forest	DDB Uruguay	Dirección Nacional de Bomberos	Montevideo	Uruguay

### Most successful Agencies

Rank	TOP 25 Agencies	City	Country
1	BBDO New York	New York	USA
2	McCann New York	New York	USA
3	Ogilvy Germany	Berlin	Germany
4	Clemenger BBDO	Melbourne	Australia
5	Serviceplan	München	Germany
6	David	Buenos Aires	Argentina
7	Saatchi & Saatchi	Sydney	Australia
8	BETC Paris	Paris	France
9	Cossette	Toronto	Canada
10	The Martin Agency	Richmond	USA
11	la chose	Paris	France
12	Serviceplan	Paris	France
13	DDB Group	Dusseldorf	Germany
14	Advantage Y&R	Windhoek	Namibia
15	McCann Worldgroup Mumbai	Mumbai	India
16	Leo Burnett	Melbourne	Australia
17	RBK Communication	Stockholm	Sweden
18	FCB Toronto	Toronto	Canada
19	FCB New Zealand	Auckland	New Zealand
20	Grey Dusseldorf	Dusseldorf	Germany
21	TBWA\Santiago Mangada Puno	Manila	Philippines
22	BBDO India	Mumbai	India
23	FCB Inferno	London	UK
24	TBWA\PARIS	Paris	France
25	FCB Brasil	São Paulo	Brazil

### Most successful Network

Rank	TOP 20 Networks
1	BBDO Worldwide
2	FCB Worldwide
3	McCann Worldgroup
4	Ogilvy & Mather Worldwide
5	Young & Rubicam Group
6	DDB Worldwide
7	TBWA Worldwide
8	Leo Burnett Worldwide
9	Serviceplan Group
10	Publicis Worldwide
11	GREY Global Group
12	Saatchi & Saatchi
13	Havas Creative Group
14	J. Walter Thompson Worldwide
15	Cheil Worldwide
16	Dentsu Aegis Network
17	Geometry Global
18	BBH
19	M&C Saatchi
20	MullenLowe Group

### Most successful Advertisers

Rank	TOP 10 Brands
1	Amnesty International
2	WWF
3	UNICEF
4	Red Cross
5	Greenpeace
6	Samsung
7	Procter & Gamble
8	Médecins du Monde
9	Direction de la Sécurité et de la Circulation
10	FIDH (International Federation of Human