

The Good Report List 2018

Ranking	TOP 40 Campaign	Agency	Advertiser	City	Country
1	Trash Isles	AMV BBDO London	LadBible and Plastic Oceans Foundation	London	UK
2	Prescribed to Death	Energy BBDO Chicago	National Safety Council	Chicago	USA
3	No Conditions Apply – Sindoor Khela	FCB Ulka Mumbai	The Times of India	Mumbai	India
4	Destination Pride	FCB/SIX Toronto	PFLAG Canada	Toronto	Canada
5	Touching Masterpieces	Geometry Prague	NeuroDigital for National Gallery of Prague	Prague	Czech Republic
6	Palau Pledge	Host/Havas Sydney	Palau Legacy Project	Sydney	Australia
7	Immunity Charm	McCann Health New Delhi	Ministry of Public Health, Afghanistan	Mumbai	India
8	The Talk	BBDO New York	Procter & Gamble	New York	USA
9	Valuable Heritage	McCann Health	Moinhos de Ventos Hospital	Sao Paulo	Brazil
10	The Child Replacement Programme	Colenso BBDO Auckland	Pedigree - Mars,Inc	Auckland	New Zealand
11	NotFairBnb	TBWA\Brussels	Solidarité Grand Froids	Brussels	Belgium
12	Plastic Ocean	Fred & Farid Paris	Sea Shepherd Conservation Society	New York	USA
13	Yasmin's Sex-ed Revolution	PHD	Bayer HealthCare LLC	Shanghai	China
14	Unsafety Check	J. Walter Thompson New York	Black Lives Matter	New York	USA
15	The Refugee Nation	Ogilvy & Mather New York	Amnesty International	New York	USA
16	Dream	DDB New York	Wildlife Conservation Film Festival	New York	USA
17	One Shot	DDB BetterFly	WWF	Tbilisi	Georgia
18	Ataxie Canada - Le Portefeuille	Brad	Ataxie Canada	Montreal	Canada
19	School For Justice	J. Walter Thompson Amsterdam	Free A Girl Movement	Amsterdam	Netherlands
20	The soundtrack of a women's life	Madame Bovary	Association Une femme, un toit (FIT)	Paris	France
21	AAMI	Ogilvy & Mather Melbourne	AAMI Smartplates	Melbourne	Australia
22	Attachez-vous à la vie	la chose	Direction de la Sécurité et de la Circulation Routières	Paris	France
23	Exclusion can include anyone	Altmann + Pacreau	Fondation Abbé Pierre	Paris	France
24	Ash to Art	J. Walter Thompson London	Glasgow School of Art	London	UK
25	Mother and Daughter	BBDO New York	Cure Alzheimer's Fund	New York	USA
26	Adaptation	Avalanche Vitória	Origens	Espirito Santo	Brazil
27	Lucky Day	HUMANSEVEN	French Federation of Cardiology	Puteaux	France
28	Repicturing Homeless	Havas Germany	Getty Images/Fiftyfifty	Düsseldorf	Germany
29	The Impossible Riddle	Human	ALMA (Asociación Lucha contra el Mal de Alzheimer)	Buenos Aires	Argentina
30	Dead Whale	Dentsu Jayme Syfu Makati	Greenpeace	Makati City	Philippines
31	Libé des réfugiés	Fred & Farid Paris	Libération	Los Angeles	France
32	Rejection letter	FCB Chicago	Boeing	Chicago	USA
33	The Truth is Hard to Find	Droga5 New York	The New York Times	New York	USA
34	Reaction time	Ig2	La Société de l'assurance automobile du Québec	Québec	Canada
35	Beautiful Pathogens	TBWA\Hunt\Lascaris Johannesburg	Goodbye Malaria	Johannesburg	South Africa
36	Social contact can be frightening for people with autism	Ruf Lanz Werbeagentur	Autism Forum Switzerland	Zürich	Switzerland
37	The Good Dictators	Air, Partner of McCann	Amnesty International	Brussels	Belgium
38	Anything but sorry	FCB Toronto	Canadian Down Syndrome Society	Toronto	Canada
39	Rail Safety Week	Clemenger BBDO Touchcast Wellington	Kiwirail	Wellington	New Zealand
40	Healthy Hands Chalk Sticks	Ogilvy & Mather India	ITC	Mumbai	India

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Ranking	TOP 25 Agencies	City	Country
1	BBDO New York	New York	USA
2	AMV BBDO	London	United Kingdom
3	Colenso BBDO Auckland	Auckland	New Zealand
4	la chose	Paris	France
5	J. Walter Thompson New York	New York	USA
6	Altmann + Pacreau	Paris	France
7	J. Walter Thompson London	London	United Kingdom
8	FF New York	New York	USA
9	Energy BBDO Chicago	Chicago	USA
10	FCB Ulka Mumbai	Mumbai	India
11	FCB/SIX Toronto	Toronto	Canada
12	Droga5 New York	New York	USA
13	Geometry Prague	Prague	Czech Republic
14	Ig2 Quebec	Québec	Canada
15	adam&eveDDB	London	United Kingdom
16	Mother London	London	United Kingdom
17	Host/Havas Sydney	Sydney	Australia
18	McCann Health New Delhi	Mumbai	India
19	Havas Düsseldorf	Düsseldorf	Germany
20	FCB Chicago	Chicago	USA
21	McCann Health	Sao Paulo	Brazil
22	Air, Partner of McCann	Brussels	Belgium
23	TBWA\Brussels	Brussels	Belgium
24	BETC Paris	Pantin	France
25	gyro	San Francisco	USA

Ranking	TOP 20 Networks
1	BBDO Worldwide
2	FCB
3	J. Walter Thompson Worldwide
4	McCann Worldwide
5	Havas Group
6	Ogilvy
7	TBWA Worldwide
8	DDB Worldwide
9	Dentsu Aegis Network
10	FF Creative Community
11	Grey Global Group
12	Publicis Worldwide

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13	Saatchi & Saatchi
14	Geometry Global
15	VMLY&R
16	Leo Burnett Group
17	MullenLowe Group
18	M&C Saatchi
19	Serviceplan Group
20	BBH

Ranking	TOP 10 Brands
1	Amnesty International
2	WWF
3	Greenpeace
4	Procter & Gamble
5	Plastic Oceans Foundation
6	National Safety Council
7	The Times of India
8	PFLAG Canada
9	Palau Legacy Project
10	Fondation Abbé Pierre