



The Good Report celebrating the best campaigns for social & environmental responsibility 2019

A collaboration between ACT Responsible and WARC Rankings

**DO Black, The carbon limit credit card #1 campaign | Publicis Conseil, Paris #1 agency
McCann Worldgroup #1 network | Greenpeace #1 brand**

16 April 2020 - 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 produced by ACT Responsible, the international non-profit association and largest global source of the world's best ads on social and environmental issues, in collaboration with WARC, the worldwide authority on marketing and media effectiveness and publisher of the WARC Creative 100 Rankings, a global benchmark of creative excellence in advertising.

A total of 1108 campaigns produced by 673 agencies for 882 brands (321 commercial brands, 444 not-for-profit, 117 governmental bodies) from 76 markets were evaluated for this latest Good Report. The Good Report ranking combines a campaign's presence and performance in the WARC Creative 100 (*based on the campaign's performance in the industry's most important global and regional creative award shows tracked throughout 2019.*) and in ACT Responsible initiatives (*Great Ads for Good Exhibition, the Care Awards, « One minute of Responsibility » TV Program, all Tributes (public vote), Good Ad Gallery*). There is no complicated criteria or categories, just great work for Good.

Of the top 40 campaigns featured in The Good Report 2019, 22 are from NGOs, institutions and foundations, 16 from commercial brands and 2 from government bodies. 24 markets are represented, 42 agencies (30 agencies are part of 13 networks and 12 are independent agencies). The top 25 agencies are made up of 9 independent and 16 networked agencies covering a total of 20 markets. In the top 20 networks there are 3 independent networks and 17 networks owned by holding companies. The top 10 brands include 5 NGOs or institutions and 5 for-profit companies.

Taking the top places are:

Most successful Campaigns promoting good

#1 DO Black, The carbon limit credit card, RBK Communication Stockholm, Doconomy

#2 StorySign, FCB Inferno London, Huawei

#3 Xbox: Changing the Game, m:united/McCann New York, Microsoft

#4 ThisAbles, McCann Tel Aviv, IKEA

#5 When you can read everything, it changes everything, In the Company of Huskies Dublin, SUAS Educational Development



Most successful Agencies promoting good

- #1 Publicis Conseil Paris, France
- #2 McCann New York, USA
- #3 FCB Lisbon, Portugal
- #4 RBK Communication Stockholm, Sweden
- #5 FCB Inferno London, United Kingdom

Most successful Networks promoting good

- #1 McCann Worldwide
- #2 BBDO Worldwide
- #3 FCB
- #4 Publicis Worldwide
- #5 TBWA Worldwide

Most successful advertisers promoting good

- #1 Greenpeace
- #2 Doconomy
- #3 Care
- #4 Amnesty International
- #5 Huawei

Act Responsible considers that advertising is not always given recognition for its role to inform, raise awareness and educate.

For 19 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 WARC, 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.

Hervé de Clerck, ACT Responsible Dream Leader, says: "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 WARC Rankings team is a great privilege."

David Tiltman, VP Content, WARC and ACT'ive Partner, comments: "Creativity as a force for positive change has never been more important. WARC is delighted to collaborate with Act Responsible to continue shining a light on the brands, the NGOs and the agencies that are creating breakthrough ideas in this area."



All the campaigns featured in The Good Report are available to view online here:
act-responsible.org/act-the-good-report

###

For further information, please contact:

Amanda Benfell
Head of Press & PR
WARC
Email: amanda.benfell@warc.com
+44 (0) 20 7467 8125
www.warc.com

Isabel Kurata
Co-Founder
Act Responsible & The Good Report
Email: isa@act-responsible.org
Office: +41 27 480 3045
Mobile: +33 6 0708 1207

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 WARC – A global authority on marketing effectiveness

WARC is part of Ascential: the path-to-purchase company that combines intelligence, data and insights to drive growth in the digital economy. We do this by delivering an integrated set of business-critical products in the key areas of product design, marketing and sales.

For over 30 years WARC has been powering the marketing segment by providing rigorous and unbiased evidence, expertise and guidance to make marketers more effective. WARC services include 18,000+ case studies, 90,000+ best practice guides, research papers, special reports and advertising trend data, webinars, awards, events and advisory services; has 1,200+ client companies, 21,500+ active users in 100+ markets; collaborates with 50+ industry partners; has offices in the UK, US, China and Singapore.



Full Lists

Most successful Campaigns promoting good

Rank	Campaigns	Agency	Market	Brands
1	DO Black, The carbon limit credit card	RBK Communication	Sweden	Doconomy
2	StorySign	FCB Inferno	United Kingdom	Huawei
3	Xbox: Changing the Game	m:united/McCann New York	United States	Microsoft
4	ThisAbles	McCann Tel Aviv	Israel	IKEA
5	When you can read everything, it changes everything	In The Company of Huskies	Ireland	SUAS Educational Development
6	The E.V.A. Initiative	Forsman & Bodenfors	Sweden	Volvo
7	The Uncensored Playlist	DDB Berlin	Germany	Reporters Without Borders
8	Dot Mini. The First Smart Media Device For The Visually Impaired	Serviceplan	Germany	Dot Incorporation
9	Dreams	FCB Lisbon	Portugal	Portuguese Paralympic Committee
10	Project Revoice	BWM Dentsu	Australia	The ALS Association
11	Leaders on Leaders	Juniper Park\TBWA	Canada	IFEX
12	Looks	Altmann + Pacreau	France	Fondation Abbé Pierre
13	Humanity	DDB Mexico	Mexico	Greenpeace
14	Affordable Solar Energy on Demand	Ogilvy Guatemala & Ogilvy Bogotá	Guatemala/Colombia	Kingo
15	Ouvrir les yeux	La Secte	France	Aide et Action
16	#RespectezNosRegles	CLM BBDO	France	CARE
17	Blink to Speak	TBWA\India	India	Asha Ek Hope Foundation
18	Like an Oven	Boys and Girls	Ireland	Volkswagen
19	Plastic Fish	Piece of Cake	Spain	Centro de Recursos del Agua (CREA)
20	Vielfalt	Jung von Matt/Next Alster	Germany	EDEKA Zentrale
21	#TruckArtChildFinder	Impact BBDO/BBDO Pakistan	Pakistan	Berger Paints
22	To The Last Tree Standing	Ogilvy Poland	Poland	Greenpeace
23	The Last MakeUp	Havas Tribu	Costa Rica	Avon
24	This is a tree	TBWA\Santiago Mangada Puno	Philippines	Boysen
25	#TouchOfCare	Publicis Singapore	Singapore	Procter & Gamble
26	Black Supermarket	Marcel	France	Carrefour
27	We Don't Always March Straight	Volt	Sweden	Försvarsmakten (The Swedish Armed Forces)
28	Aucune femme ne mérite de vivre dans la peur	Madame Bovary	France	Une femme, un toit
29	#TrollingsUgly	adam&eveDDB	United Kingdom	The Cybersmile Foundation
30	Stop the Horror	Revolver/Will O'Rourke and Cummins&Partners	Australia	Go Gentle Australia
31	Defy The Name	BBDO New York	United States	Monica Lewinsky / Anti-Bullying Ministry Of Communications & Technology
32	My Line	MullenLowe SSP3	Colombia	Ministry Of Communications & Technology
33	EUandMe	ICF Next	Belgium	European Commission DG COMM
34	Nature represented	Maruri Grey	Ecuador	Sambito
35	Electric Slaves	Havas Prague	Czech Republic	Amnesty International
36	The Hardest Worker	FCB India	India	Mahindra Rise
37	Skinny Toys	McCann Prague	Czech Republic	CARE
38	Universal Love	McCann New York	United States	MGM Resorts International
39	La peor novela	Pages BBDO	Dominican Republic	UNICEF
40	Entre les murs	Demoiselles/ASM Films	France	ARSLA

THE GOOD report 2019

Most successful Agencies

Rank	Agency	Market
1	Publicis Conseil	France
2	McCann New York	United States
3	FCB Lisbon	Portugal
4	RBK Communication	Sweden
5	FCB Inferno	United Kingdom
6	McCann Tel Aviv	Israel
7	In the Company of Huskies	Ireland
8	Forsman & Bodenfors	Sweden
9	Serviceplan	Germany
10	MullenLowe SSP3	Colombia
11	ICF Next	Belgium
12	McCann Prague	Czech Republic
13	Altmann + Pacreau	France
14	BWM Dentsu	Australia
15	Juniper Park/TBWA	Canada
16	VMLY&R Amman	Jordan
17	DDB Mexico	Mexico
18	Ogilvy Guatemala & Ogilvy Colombia	Guatemala/Colombia
19	Boys and Girls	Ireland
20	La Secte	France
21	Saatchi & Saatchi Wellness	United States
22	Bold Creative	Saudi Arabia
23	TBWA/India	India
24	McCann Santiago	Chile
25	Piece of Cake	Spain

Most successful Network

Rank	Network
1	McCann Worldgroup
2	BBDO Worldwide
3	FCB
4	Publicis Worldwide
5	TBWA Worldwide
6	DDB Worldwide
7	Havas Creative Group
8	Ogilvy
9	Grey Group
10	Saatchi & Saatchi
11	Dentsu Aegis Network
12	VMLY&R
13	MullenLowe Group
14	Serviceplan
15	Jung von Matt
16	Leo Burnett
17	Wunderman Thompson
18	Cossette Communication
19	Cheil Worldwide
20	DAS Group of Companies

Most successful Brands

Rank	Brand
1	Greenpeace
2	Doconomy
3	Care
4	Amnesty International
5	Huawei
6	Volkswagen
7	Microsoft
8	IKEA
9	Reporters Without Borders
10	Suas Educational Development