



THE GOOD REPORT CELEBRATING THE BEST CAMPAIGNS FOR SOCIAL RESPONSIBILITY 2013

A collaboration between ACT Responsible and The Gunn Report

"Water is life " by DDB New York is the world's most successful ad for Good Causes | Lowe SSP3, Colombia the world's most successful agency in the 2013 Good Report.

Every year, creative people around the world lend their talents to the task of addressing social and environmental issues: some help NGOs devise communications strategies; others use their skills to develop creative solutions for building a better world.

"With The Good Report, ACT Responsible continues its mission of promoting, inspiring and federating the communications industry for the greater Good" says Hervé de Clerck, ACT Responsible Dream Leader.

"ACT Responsible Expo (occupying 1000 sq. mtrs in the Palais des Festivals) 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.

The corpus of campaigns in The Good Report are part the ACT Responsible collection, our annual round-up of the world's best cause-related advertising selected by ACT Responsible editorial team on criteria of creativity, innovation, execution-understanding. This corpus is then put to vote to the general public during the Cannes Exhibition in June. We then take into account each campaign's number of points in The Gunn Report to compile a list of the best of the best.

Why the Good Report?

Advertising is too often confined to its commercial side, and we tend to forget the other part of its role: information, awareness and education. For 14 years, we've collect the best ads promoting sustainability, equitable development and social responsibility in a bid to highlight how creativity is used to raise awareness on the world's major issues. Still no specific recognition is offered to agencies, giving time and talent to support the communication of public interest causes. Yet the commitment of communication professionals for these causes is fundamental; without communication campaigns these causes couldn't make themselves known to the greatest number. In a time of crisis, it is understandable that some agencies are pulling out under the guise of budget cuts. The association has decided to create The Good Report to celebrate agencies that continues to support these major causes, in order to motivate and inspire creativity and production.

The Good Report honors the Top 30 Campaigns for Good, the Top 20 Agencies, the Top 10 Networks and the Top 5 advertisers. There are no complicated categories: all we are looking for is great work for Good.



Taking the top places are:

Most successful Campaigns promoting good causes 2013

- #1 - #FirstWorldProblems, for WATERisLIFE by DDB NY - United States
- #2 - Potable Water Generator for The University of Engineering and Technology by FCB Mayo - Peru
- #3 - CNN Ecosphere for CNN by Heimat - Germany
- #4 - Rivers Of Light for Colombian for Ministry of Defense by Lowe SSP3 - Colombia
- #5 - Smoking Kid for Thai Health Promotion Foundation by Ogilvy & Mather Bangkok - Thailand

Most successful Agencies promoting good causes 2013

- #1 - 1. Lowe SSP3, Colombia
- #2 - TBWA-PARIS, France
- #3 - McCann Erickson Madrid, Spain
- #4 - Publicis Conseil, France
- #5 - DDB NY, USA

Most successful Networks promoting good causes 2013

- #1 - MCCANN Worldgroup
- #2 - DDB Worldwide
- #3 - Havas Worldwide
- #4 - Ogilvy & Mather Worldwide
- #5 - Lowe Worldwide

Most successful brands promoting good causes 2013

- #1 - Amnesty International
- #2 - Colombian Ministry of Defense
- #3 - WWF Worldwide
- #4 - Greenpeace
- #5 - Surfrider Foundation

"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.

"The Act Responsible Expo is one of the must see exhibitions at Cannes Lions each year. It 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 Donald Gunn, founder of The Gunn Report and ACT'ive Partner.

[View here The Good Report 2013 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 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 since 1999 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. The Gunn Report is available by subscription online and as a book with a showreel.



Full Lists

Most successful Campaigns promoting good

Rank	TOP 30 Campaign	Agency	Advertiser	City	Country
1	#FirstWorldProblems	DDB New York	WATERisLIFE	New York	USA
2	Potable Water Generator	FCB Mayo	The University of Engineering and Technology	Lima	Peru
3	CNN Ecosphere	Heimat Berlin	CNN International	Berlin	Germany
4	Rivers Of Light	Lowe SSP3	Ministry of Defense	Bogotá	Colombia
5	Smoking Kid	Ogilvy & Mather Bangkok	Thai Health Promotion Foundation	Bangkok	Thailand
6	Fix You	McCann Erickson Madrid	AECC (Asociación Española Contra el Cáncer)	Madrid	Spain
7	Timeline	McCann-Erickson	Israel anti drug authority	Tel Aviv	Israel
8	Kid Rescue	Y&R Bogotá	Telefónica	Bogotá	Colombia
9	Click help	BBDO Moscow	WWF	Moscow	Russia
10	Topless Poster	DDB Mozambique	Associação da Luta Contra o Cancer	Maputo	Mozambique
11	Bury the Past Project	DM9 JaymeSyfu	Gabriela Philippines	Makati City	Philippines
12	Pedestrian Bridge, Motorcycle, Taxi, Parking	IMPACT/BBDO	LBCI	Beirut	Lebanon
13	Operation Christmas	Lowe SSP3	Colombian Ministry of Defense	Bogotá	Colombia
14	Alzheimer Knitting	McCann Erickson	Alzheimer Turkish Foundation	Istanbul	Turkey
15	Minstrels	McCann Erickson Madrid	Campofrío	Madrid	Spain
16	Give your name to Freedom	McCann Portugal	Amnesty International	Lisbon	Portugal
17	Polar Bears	Memac (O&M)	Greenpeace	Dubai	UAE
18	Children as Grownups	Propeg	Safernet	São Paulo	Brazil
19	A Woman's Nightmare	Publicis Conseil	SAMU Social	Paris	France
20	Justice Muttur	TBWA/PARIS	Action Contre La Faim	Boulogne-Billancourt	France
21	Fan Corals	BBDO Guerrero	WWF International	Makati City	Philippines
22	Stop Trashing Oceans	Court Circuit	Stop Trashing Oceans	St-Clotilde	France
23	September Christmas	Horizon FCB	Tamanna Wishes	Dubai	UAE
24	No More Abuse	MEMAC Ogilvy	King Khalid Foundation	Riyadh	Saudi Arabia
25	Tobacco Chicken	Tabasco	Smoke Free Ukraine	Kiev	Ukraine
26	Independence	TBWA/PARIS	Amnesty International	Boulogne-Billancourt	France
27	Brain on Board	Acart Communications	Traffic Injury Research Foundation and Toyota	Ottawa	Canada
28	A bullet Follows you	Badillo Nazca Saatchi & Saatchi	United Way	San Juan	Puerto Rico
29	My Third Eye	DDB Singapore	Starhub Singapore Society of visually handicapped	Singapore	Singapore
30	Become David	FCB Zurich	Greenpeace	Zurich	Switzerland

Most successful Agencies

Rank	TOP 20 Agencies	City	Country
1	Lowe SSP3	Bogotá	Colombia
2	TBWA-PARIS	Paris	France
3	McCann Erickson	Madrid	Spain
4	Publicis Conseil	Paris	France
5	DDB New York	New York	USA
6	Air Brussels	Brussels	Belgium
7	Paz Comunicação	São Paulo	Brazil
8	Y&R	Paris	France
9	FCB Mayo	Lima	Peru
10	Heimat Berlin	Berlin	Germany
11	Ogilvy & Mather	Bangkok	Thailand
12	H&C Leo Burnett	Beirut	Lebanon
13	BETC Paris	Paris	France
14	Havas Worldwide	Prague	Poland
15	McCann-Erickson	Tel Aviv	Israel
16	DDB Mozambique	Maputo	Mozambique
17	McCann Erickson Istanbul	Istanbul	Turkey
18	Propeg	São Paulo	Brazil
19	Y&R Bogotá	Bogotá	Colombia
20	W & Cie	Boulogne-Billancourt	France

Most successful Network

Rank	TOP 10 Networks
1	MCCANN Worldgroup
2	DDB Worldwide
3	Havas Worldwide
4	Ogilvy & Mather Worldwide
5	Lowe & Mather Worldwide
6	BBDO Worldwide
7	PUBLICIS Worldwide
8	YOUNG & RUBICAM Group
9	FCB Worldwide
10	TBWA Worldwide

Most successful Advertisers

Rank	TOP 5 Brands
1	Amnesty International
2	Colombian Ministry of Defense
3	WWF
4	Greenpeace
5	Surfrider Foundation