



THE GOOD REPORT CELEBRATING THE BEST CAMPAIGNS FOR SOCIAL RESPONSIBILITY 2014

A collaboration between ACT Responsible and The Gunn Report

"Auto complete Truth" for UN Women by Memac Ogilvy & Mather is the world's most successful ad for Good Causes | Publicis Conseil, France the world's most successful agency in the 2014 Good Report.

08 April 2015 - The Good Report, created last year in collaboration with The Gunn Report celebrate the TOP 30 campaigns, Top 20 agencies, Top 15 Networks and Top 5 advertisers promoting responsible messages.

The corpus of ads evaluated is the ACT Responsible database, combining this year, 854 campaigns, 578 agencies, 673 advertisers from 71 countries.

The formula combines the presence and performance in ACT Responsible and The Gunn Report. 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 2014

- #1 - Auto Complete Truth, Memac Ogilvy & Mather, Dubai UAE - UN Women
- #2 - Houses, Publicis Mexico – Banamex
- #3 - Dear Future Mom, Saatchi & Saatchi Milan, Italy - CoorDown
- #4 - You are my son, MullenLowe SSP3, Colombia - Colombian Ministry of Defense
- #5 - Beer suicide, The Leo Burnett Group Thailand - Don't Drive Drunk Foundation

Most successful Agencies promoting good causes 2014

- #1 - Publicis Conseil, Paris - France
- #2 - Air, Brussels - Belgium
- #3 - Memac Ogilvy & Mather, Dubai - United Arab Emirates
- #4 - Abbott Mead Vickers BBDO, London - United Kingdom
- #5 - BETC, Paris - France

Most successful Networks promoting good causes 2014

- #1 - Publicis Worldwide
- #2 - Ogilvy & Mather Worldwide
- #3 - Leo Burnett Worldwide
- #4 - Grey Group
- #5 - BBDO



Most successful brands promoting good causes 2014

- #1 - Amnesty International
- #2 - United Nations Association
- #3 - Surfrider Foundation
- #4 - Banamex
- #5 - Coca-Cola Company

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 15 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.

"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 the 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 2014 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	Auto Complete Truth	Memac Ogilvy	UN Women	Dubai	UAE
2	Banamex	Development	Publicis Mexico	Mexico City	Mexico
3	Dear Future Mom	CoorDown	Saatchi & Saatchi	Milano	Italy
4	You are my son	Colombian Ministry of Defense	MullenLowe SSP3	Bogotá	Colombia
5	Don't Drive Beer suicide	Don't Drive Drunk Foundation	The Leo Burnett Group Thailand	Bangkok	Thailand
6	Bentley Burial	Brazilian Association of Organ Transplant	Leo Burnett Tailor Made	São Paulo	Brazil
7	Climate Name Change	350 Action	Barton F. Graf	New York	USA
8	Children Protection	Child Protection Centre	spark*	Dubai	UAE
9	Unload your 401k	States United to Prevent Gun Violence	Grey New York	New York	USA
10	Emoticons	Innocence en Danger	Rosapark	Paris	France
11	A 4 year olds bucket list	WATERISLIFE	DDB New York	New York	USA
12	Natalia Project	Civil Rights Defenders	RBK Communication	Stockholm	Sweden
13	Morning After	Department for Transport	AMV BBDO	London	UK
14	Nathalie	Fondation Recherche Cardio-Vasculaire/Institut de France	Publicis Conseil	Paris	France
15	Cultivate a Better World	Chipotle Mexican Grill	CAA Marketing	Los Angeles	USA
16	If Only For A Second	Fondation Mimi	Leo Burnett France	Suresnes	France
17	Small World	Coca-Cola Company	Leo Burnett Sydney	McMahons Point	Australia
18	Mona Lisa	Fondazione ANT Italia ONLUS	Diaframma Calenzano	Firenze	Italy
19	The Biggest Air Filter	Pacific Paint (Boysen) Philippines	TBWA\Santiago Mangada Puno	Makati	Philippines
20	World Press Freedom Day	Reporters Sans Frontières	BETC Paris	Paris	France
21	No future if you drink and drive	ONG Tránsito Amigo	Giacometti	Rio de Janeiro	Brazil
22	Behind The Dreams	O Pão dos Pobres Foundation	DM9Sul	Porto Alegre/RS	Brazil
23	Beaches Cleaning Days	Surfrider Foundation	VMLY&R Paris	Boulogne-Billancourt	France
24	Nowhere	160 Girls Project	BBDO Toronto	Toronto	Canada
25	Superheroes don't exist	Amnesty International	Air, Partner of McCann	Brussels	Belgium
26	The Social Swipe	Bischöfliches Hilfswerk Misereor	Kolle Rebbe Werbeagentur GmbH	Hamburg	Germany
27	Stop Webcam Child Sex Tourism	Terre des Hommes	Havas Lemz	Amsterdam	Netherlands
28	Fuck The Poor	The Pillion Trust	Publicis London	London	UK
29	The Most Powerful Arm Ever Invented	Save Our Sons & Duchenne Foundation	Red Agency	Sydney	Australia
30	Anti-Bully Campaign	VH1 Latin America	Saatchi & Saatchi Argentina	Buenos Aires	Argentina

Most successful Agencies

Rank	TOP 20 Agencies	City	Country
1	Publicis Conseil	Paris	France
2	Air	Brussels	Belgium
3	Memac Ogilvy & Mather	Dubai	UAE
4	Abbott Mead Vickers BBDO	London	UK
5	BETC	Paris	France
6	Y&R	Boulogne Billancourt	France
7	Saatchi & Saatchi	Milan	Italy
8	Publicis Mexico	Mexico City	Mexico
9	McCann	Lisbon	Portugal
10	LOWE/SSP3	Bogota	Colombia
11	The Leo Burnett Group Thailand	Bangkok	Thailand
12	M&C Saatchi Abel	Cape Town	South Africa
13	Leo Burnett	Sao Paulo	Brazil
14	TBWA\Santiago Mangada Puno	Makati	Philippines
15	Barton F. Graf 9000 LLC	New York	USA
16	Red Agency	Sydney	Australia
17	Grey Group	New York	USA
18	DDB New York	New York	USA
19	Leo Burnett France	Saint Denis	France
20	Leo Burnett Sydney	McMahons Point	Australia

Most successful Network

Rank	TOP 15 Networks
1	Publicis Worldwide
2	Ogilvy & Mather Worldwide
3	Leo Burnett Worldwide
4	Grey Group
5	BBDO
6	TBWA Worldwide
7	Saatchi & Saatchi Worldwide
8	McCann Worldgroup
9	Havas Worldwide
10	Y&R Group
11	DDB Worldwide
12	M&C Saatchi Worldwide
13	JWT Worldwide
14	Lowe and Partners
15	Wunderman

Most successful Advertisers

Rank	TOP 5 Brands
1	Amnesty International
2	United Nations Association
3	Surfrider Foundation
4	Banamex
5	Coca-Cola Company