



THE GOOD REPORT CELEBRATING THE BEST CAMPAIGNS FOR SOCIAL RESPONSIBILITY 2015

A collaboration between ACT Responsible and The Gunn Report

**Human Traffic Signs #1 campaign | Y&R Paris #1 agency
Ogilvy & Mather #1 network | WWF #1 brand**

06 April 2016 - 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 The Gunn Report, the global index of creative excellence in advertising.

A total of 1,474 campaigns produced by 866 agencies for 1,090 advertisers from 82 countries were evaluated from the 2015 ACT Responsible database, exhibition and public votes, which were also assessed for their creative performance based on The Gunn Report 2015 results. The combination mixes the industry's recognition on one hand and the general public's recognition on the other. There are no complicated criteria or categories, just great work for Good.

The Good Report 2015 features a total of 40 campaigns, 28 of which are for NGO's, institutions and foundations and 12 are for commercial corporations; The top 25 Agencies are made up of 11 independents and 14 from agency networks; The top 20 Networks list features 2 independent networks and 18 networks owned by holding companies; and the top 10 Advertisers include 7 NGO's and 3 for-profit companies.

Taking the top places are:

Most successful Campaigns promoting good causes 2015

- #1 - Human Traffic Sign, MullenLowe China - General Motors Corp. Shanghai China
- #2 - #LikeAGirl, Leo Burnett Toronto - Procter & Gamble/ Always Toronto Canada
- #3 - Poachers, Leo Burnett Sydney - WWF International Sydney Australia
- #4 - A Very Disturbing Taxi Ride, Memaac Ogilvy & Mather - KAFA Dubai United Arab Emirates
- #5 - LifePaint, GREY London - Volvo London United Kingdom

Most successful Agencies promoting good causes 2015

- #1 - Y&R Paris - France
- #2 - DDB Mozambique - Mozambique
- #3 - Leo Burnett Toronto - Canada
- #4 - Spark* - UAE
- #5 - Africa - Brazil



Most successful Networks promoting good causes 2017

- #1 - Ogilvy & Mather Worldwide
- #2 - Leo Burnett Worldwide
- #3 - BBDO Worldwide
- #4 - TBWA Worldwide
- #5 - YOUNG & RUBICAM Group

Most successful brands promoting good causes 2017

- #1 - WWF
- #2 - Procter & Gamble
- #3 - Samsung
- #4 - Amnesty International
- #5 - The Salvation Army

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.

Act Responsible has created «The Good Report» in collaboration with The 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.

"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 2015 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 40 Campaign	Agency	Advertiser	City	Country
1	Human Traffic Sign	MullenLowe China	General Motors Corp.	Shanghai	China
2	#LikeAGirl	Leo Burnett Toronto	Procter & Gamble/ Always	Toronto	Canada
3	Poachers	Leo Burnett Sydney	WWF International	Sydney	Australia
4	A Very Disturbing Taxi Ride	Memac Ogilvy & Mather	KAFA	Dubai	UAE
5	LifePaint	GREY London	Volvo	London	UK
6	Genital Mutilation	Ogilvy & Mather Advertising	28 Too Many	London	UK
7	The wall	Agence LIMITE	Action Enfance	Paris	France
8	Domestic Violence Hotline	spark*	UN Woman	Dubai	UAE
9	Nazis against Nazis - Germany's most involuntary charity walk	MullenLowe + Grabarz & Partner	ZDK Gesellschaft Demokratische Kultur	Hamburg	Germany
10	The Safety Truck	Leo Burnett Argentina	Samsung	Buenos Aires	Argentina
11	Make Love. Not Dogs	TBWA\San Juan	Pet SOS	San Juan	Puerto Rico
12	The more you donate, the more you protect	Acesso Comunicação	Instituto Maria da Penha	Fortaleza	Brazil
13	Balance of Nature	Terremoto Propaganda	Ecovia	Curitiba	Brazil
14	No Bee No Food Campaign	6P Marketing & Propaganda	CETAPIS	Ribeiro Preto	Brazil
15	Too Young To Drink	Fabrica	EFASDA	Catena di Villorba	Italy
16	Endangered Species	Seagull Advertising	Thermax Profetherm	Pune	India
17	805 Million Names - Zlatan Ibrahimovic	Forsman & Bodenfors	United Nations World Food Programme	Göteborg	Sweden
18	A Rainbow for the #RainbowNation	FCB South Africa	Coca-Cola Company	Johannesburg	South Africa
19	Domestic Violence	Publicis Mexico	DIF Zaponan	Mexico City	Mexico
20	Unbind yourself. Equal rights – joint success!	Laboratory for Social Advertising	OPEN LINE Public Foundation	Moscow	Kyrgyzstan
21	They had a Past	BDDP & Fils	Fondation Abbé Pierre	Paris	France
22	Lights	Ogilvy & Mather Japan	GK Adot.com	Tokyo	Japan
23	Torture a Man	AIR Brussels	Amnesty International	Brussels	Belgium
24	The RGB News	Geometry Global Budapest	Antena 1 /Observator	Budapest	Hungary
25	Holograms For Freedom	DDB Madrid	No Somos Delito	Madrid	Spain
26	Between Us	Y&R Turkey	Vodafone	Istanbul	Turkey
27	Clever Buoy	M&C Saatchi Sydney	Optus Pty. Ltd.	Sydney	Australia
28	Love Has No Labels	R/GA	Ad Council	New York	USA
29	Inglorious Fruits and Vegetables	Marcel	Intermarché	Paris	France
30	Nobody's Memories	FCB Canada	PFLAG Canada	Toronto	Canada
31	The War on Drugo	AlmapBBDO	The Global Commission on Drug Policy	São Paulo	Brazil
32	Would you still be my fan?	LDV United	Special Olympics Belgium	Antwerp	Belgium
33	Donate blood. Save lives.	Binder Visão Estratégica	Hemorio	Rio de Janeiro	Brazil
34	Skinless Logos	DDB Mozambique	MFW / Sociedade de Notícias	Maputo	Mozambique
35	My Positive Impact	Havas Worldwide Paris	Fondation Nicolas Hulot	Paris	France
36	Initiatives Océanes 2015	Y&R Paris	Surfrider Foundation	Boulogne-Billancourt	France
37	Clean river soon	TBWA\Santiago Mangada Puno	Shokobutsu	Makati City	Philippines
38	3D Printer	Y&R Paris	IFAW	Boulogne-Billancourt	Billancourt
39	Don't Drink & Drive Facto	Saatchi & Saatchi	Sécurité Routière	Ste-Clotilde	France
40	What's Behind?	Africa	CEPIA Institutional	São Paulo	Brazil

Most successful Agencies

Rank	TOP 25 Agencies	City	Country
1	Y&R Paris	Boulogne-Billancourt	France
2	DDB Mozambique	Maputo	Mozambique
3	Leo Burnett Toronto	Toronto	Canada
4	Spark*	Dubai	UAE
5	Africa	São Paulo	Brazil
6	AIR Brussels	Brussels	Belgium
7	MullenLowe China	Shanghai	China
8	Leo Burnett Sydney	Sydney	Australia
9	Binder Visão Estratégica	Rio de Janeiro	Brazil
10	Memac Ogilvy & Mather	Dubai	UAE
11	GREY London	London	UK
12	Ogilvy & Mather Advertising	London	UK
13	M&C Saatchi Sydney	Sydney	Australia
14	Agence LIMITE	Paris	France
15	Geometry Global, Bucharest	Bucharest	Romania
16	Publicis Conseil	Paris	France
17	Leo Burnett Argentina	Buenos Aires	Argentina
18	Acesso Comunicação	Fortaleza	Brazil
19	Terremoto Propaganda	Curitiba	Brazil
20	6P Marketing & Propaganda	Ribeiro Preto	Brazil
21	Seagull Advertising	Pune	India
22	Fabrica	Catena di Villorba	Italy
23	Rosapark	Paris	France
24	AlmapBBDO	São Paulo	Brazil
25	MullenLowe/ Grabarz & Partner	Hamburg	Germany

Most successful Network

Rank	TOP 20 Networks
1	Ogilvy & Mather Worldwide
2	Leo Burnett Worldwide
3	BBDO Worldwide
4	TBWA Worldwide
5	YOUNG & RUBICAM Group
6	DDB Worldwide
7	FCB Worldwide
8	PUBLICIS Worldwide
9	GREY Global Group
10	HAVAS Creative Group
11	MCCANN Worldgroup
12	SAATCHI & SAATCHI
13	LOWE AND PARTNERS Worldwide
14	GRUPO ABC
15	M&C SAATCHI Worldwide
16	JWT Worldwide
17	DENTSU AEGIS Network
18	CHEIL Worldwide
19	BBH
20	Droga5

Most successful Advertisers

Rank	TOP 10 Brands
1	WWF
2	Procter & Gamble
3	Samsung
4	Amnesty International
5	The Salvation Army
6	KAFA
7	Surfrider Foundation
8	General Motors Corp.
9	UN Woman
10	Instituto Maria da Penha