



THE GOOD REPORT CELEBRATING THE BEST CAMPAIGNS FOR SOCIAL RESPONSIBILITY 2016

A collaboration between ACT Responsible and The Gunn Report

**Nivea Doll #1 campaign | Publicis Conseil Paris #1 agency
Publicis Worldwide #1 network | France 5 #1 brand.**

12 April 2017 – 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 702 campaigns produced by 461 agencies for 608 advertisers from 71 countries were evaluated for this latest Good Report. The ranking is created by combining the industry's recognition with the performance measured by The Gunn Report, as well as the promotional effort behind the campaigns and the general public's recognition from public votes organised by ACT Responsible. There is no complicated criteria or categories, just great work for Good.

The Good Report 2016 is made-up of 40 campaigns, of which 24 are for NGO's, institutions and foundations and 16 are for commercial corporations. The top 25 Agencies are made up of four independents and 21 networked agencies. In the top 20 Networks list there are three independent networks and 17 networks owned by holding companies; and the top 10 Advertisers include six NGO's/Institutions and four for-profit companies.

Taking the top places are:

Most successful Campaigns promoting good causes 2016

- #1 - Nivea Doll, FCB Brasil, São Paulo - Nivea
- #2 - Priceless Traps, Geometry Global, Bogota - Ministry of Environment and Sustainability
- #3 - This Girl Can, FCB Inferno, London - Sport England
- #4 - Print For Help, FCB Brasil, São Paulo - Hewlett-Packard Brasil
- #5 - One Shot Is Enough, Prolam Y&R, Santiago - UNICEF

Most successful Agencies promoting good causes 2016

- #1 - Publicis Conseil, Paris, France
- #2 - FCB Brasil, São Paulo, Brazil
- #3 - FCB Inferno, London, United Kingdom
- #4 - Forsman & Bodenfors, Göteborg, Sweden
- #5 - Colenso BBDO Auckland, New Zealand



Most successful Networks promoting good causes 2016

- #1 - Publicis Worldwide
- #2 - FCB Worldwide
- #3 - BBDO Worldwide
- #4 - Grey Global Group
- #5 - Young & Rubicam Group

Most successful Advertisers promoting good causes 2016

- #1 - France 5
- #2 - Nivea Brasil
- #3 - UNICEF Chile
- #4 - Innocence in Danger, Germany
- #5 - Amnesty International Brussels

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.

For 16 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 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 2016 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 Campaigns	Agency	Advertiser	City	Country
1	Nivea Doll	FCB Brasil	BDF Nivea Brasil	São Paulo	Brazil
2	The Lionfish Invasion	Geometry Global	Ministry of Environment and Sustainability	Bogota	Colombia
3	This Girl Can	FCB Inferno	Sport England	London	UK
4	Print For Help	FCB Brasil	Hewlett-Packard Brasil	São Paulo	Brazil
5	One Shot Is Enough	Prolam Y&R	UNICEF	Santiago	Chile
6	Imprisoned Children	Lew'Lara	Abrinq Foundation - Save The Children	São Paulo	Brazil
7	#Optoutside	Venables Bell & Partners	Rei	San Francisco	USA
8	The Gun Shop	Grey Group New York	States United to Prevent Gun Violence	New York	USA
9	Share The Load	BBDO India	Procter & Gamble	Mumbai	India
10	Close The Loop	Forsman & Bodenfors	H&M	Göteborg	Sweden
11	Bring Down The Statistics	Air, Partner of McCann	Amnesty International	Brussels	Belgium
12	Change Please	FCB Inferno	The Big Issue	London	UK
13	Domestic Violence	Publicis Conseil	France 5	Paris	France
14	Finding Light In The Dark	FP7/DX8 - McCann Workgroup and Memac Ogilvy	Coca Cola	Dubai	UAE
15	No Break For Trash	Y&R Paris	Surfrider Foundation	Boulogne-Billancourt	France
16	Spermatozoon Race	Y&R Amman	Tabacco Free Jordan	Amman	Jordan
17	The More Paper You Waste, The Less Space They Have.	Publicis Indonesia	WWF	Jakarta	Indonesia
18	Young Masseuse	spark*	Comminty Development Authority	Dubai	UAE
19	Street Fare	Saatchi & Saatchi Wellness	Crossroads Community Services	New York	USA
20	Invisible Women	Publicis Conseil	France 5	Paris	France
21	Animals	Publicis Conseil	Depaul	Paris	France
22	Slow Down Gps (Child Voice Navigation)	Forsman & Bodenfors	If Insurance	Göteborg	Sweden
23	Reduce Speed Dial	Colenso BBDO Auckland	Volkswagen	Auckland	New Zealand
24	#Myfamilycan	Leo Burnett Melbourne	Spc Ardmoma	Melbourne	Australia
25	Groceries Not Guns	Grey Group Canada	Moms Demand Action for Gun Sense in America	Toronto	Canada
26	Security Moms	Ogilvy Brasil Comunicação Ltda.	Sport Clube Do Recife	São Paulo	Brazil
27	Melanoma Likes Me	GPY&R	Melanoma Patients Australia	Melbourne	Australia
28	Life Saving Dot	Grey Group Asia Pacific	Talwar Bindi	Singapore	Singapore
29	Outdoor	Leo Burnett Sydney	WWF	Sydney	Australia
30	The Man And The Dog	DDB Argentina	FATH (Fundación Argentina de Transplante Hepático)	Buenos Aires	Argentina
31	Colourful Salt	Grey Group Argentina	Fundacion Favaloro	Buenos Aires	Argentina
32	The Marathon Walker	Ogilvy & Mather Paris	Water for Africa	Paris	France
33	First Days Out	AlmapBBDO	Mars, Inc.	São Paulo	Brazil
34	Mortal Timeline	BBDO Russia Group	Intouch Insurance	Moscow	Russia
35	Disappearing Animals	Grabarz&Partner	Robin Wood	Hamburg	Germany
36	Safety Wi-Fi	Leo Burnett Tailor Made São Paulo	Fiat	São Paulo	Brazil
37	45 Kg	Dentsu Plus	Honda Motor Co., Ltd.	Bangkok	Thailand
38	Aid To Cart	Sancho BBDO	Exit	Bogota	Colombia
39	Punch	Brad	SOS Conjugal Violence	Montreal	Canada
40	Dead End, Wrong Way	F&Q Brasil / M&C Saatchi Group	Observatorio National Road Safe	Rio de Janeiro	Brazil

Most successful Agencies

Rank	TOP 25 Agencies	City	Country
1	Publicis Conseil	Paris	France
2	FCB Brasil	São Paulo	Brazil
3	FCB Inferno	London	UK
4	Forsman & Bodenfors	Göteborg	Sweden
5	Colenso BBDO Auckland	Auckland	New Zealand
6	Ogilvy & Mather Japan GK	Tokyo	Japan
7	Air, Partner of McCann	Brussels	Belgium
8	spark*	Dubai	UAE
9	Grey Group Asia Pacific	Singapore	Singapore
10	FP7/DXB - McCann Worldgroup	Dubai	UAE
11	Havas Worldwide Genève	Geneva	Switzerland
12	TAM-TAM/TBWA	Montreal	Canada
13	Saatchi & Saatchi Wellness	New York	USA
14	Prolam Y&R	Santiago	Chile
15	Geometry Global	Bogota	Colombia
16	GPY&R	Melbourne	Australia
17	Leo Burnett Tailor Made São Paulo	São Paulo	Brazil
18	Leo Burnett Melbourne	Melbourne	Australia
19	BBDO India	Gurgaon	India
20	MullenLowe Singapore	Singapore	Singapore
21	Grey Group New York	New York	USA
22	Venables Bell & Partners	San Francisco	USA
23	Lew'Lara	São Paulo	Brazil
24	Y&R Paris	Boulogne-Billancourt	France
25	FCB Auckland	Auckland	New Zealand

Most successful Network

Rank	TOP 20 Networks
1	Publicis Worldwide
2	FCB Worldwide
3	BBDO Worldwide
4	Grey Global Group
5	Young & Rubicam Group
6	Ogilvy & Mather Worldwide
7	McCann Worldgroup
8	Leo Burnett Worldwide
9	DDB Worldwide
10	TBWA Worldwide
11	Havas Creative Group
12	MullenLowe Group
13	Saatchi & Saatchi
14	Geometry Global
15	JWT Worldwide
16	Dentsu Aegis Network
17	M&C Saatchi Worldwide
18	Cheil Worldwide
19	Serviceplan Group
20	BBH

Most successful Advertisers

Rank	TOP 10 Advertisers
1	France 5
2	Nivea Brazil
3	UNICEF Chile
4	Innocence in Danger, Germany
5	Amnesty International Brussels
6	Sport England
7=	Ministry of Environment and Sustainability
7=	Hewlett-Packard Brasil
9	Abrinq Foundation - Save The Children Brazil
10	Procter & Gamble India