



## **The Good Report celebrating the best campaigns for social responsibility 2018**

**A collaboration between ACT Responsible and WARC Rankings**

**Trash Isles #1 campaign | BBDO New York #1 agency  
BBDO Worldwide #1 network | Amnesty International #1 brand**

04 April 2019 - 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 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 index of creative excellence in advertising, successor to the Gunn Report.

A total of 827 campaigns produced by 534 agencies for 685 advertisers from 74 countries were evaluated for this latest Good Report. The Good Report ranking is created by combining the industry's recognition of the best performing campaigns as tracked by the WARC Creative 100, with the promotional effort behind the campaigns and the general public's recognition from public votes organized by ACT Responsible. There is no complicated criteria or categories, just great work for Good.

Of the 40 campaigns featured in The Good Report 2018, 27 are for NGO's, institutions and foundations and 13 are for commercial brands. The top 25 agencies are made up of 6 independents and 19 networked agencies. In the top 19 Networks list there are 3 independent networks and 18 networks owned by holding companies; and the top ten Advertisers include 8 NGO's/Institutions and 2 for-profit companies.

Taking the top places are:

### **Most successful Campaigns promoting good causes 2018**

- #1 Trash Isles, AMV BBDO London, LadBible and Plastic Oceans Foundation
- #2 Prescribed to Death, Energy BBDO Chicago, National Safety Council
- #3 No Conditions Apply – Sindoor Khela, FCB Ulka Mumbai, The Times of India
- #4 Destination Pride, FCB/SIX Toronto, PFLAG Canada
- #5 Touching Masterpieces, Geometry Prague, NeuroDigital for National Gallery of Prague



### **Most successful Agencies promoting good causes 2018**

- #1 BBDO New York, USA
- #2 AMV BBDO London, UK
- #3 Colenso BBDO Auckland, New Zealand
- #4 la chose, Paris, France
- #5 J. Walter Thompson New York, USA

### **Most successful Networks promoting good causes 2018**

- #1 BBDO Worldwide
- #2 FCB
- #3 J. Walter Thompson Worldwide
- #4 McCann Worldwide
- #5 Havas Group

### **Most successful advertisers promoting good causes 2018**

- #1 Amnesty International
- #2 WWF
- #3 Greenpeace
- #4 Procter & Gamble
- #5 Plastic Oceans Foundation

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 18 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.

"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" says Hervé de Clerck, ACT Responsible Dream Leader.



David Tiltman, Head of Content, WARC and ACT'ive Partner, comments: "Whilst purpose-driven campaigns are playing a key role in today's brand marketing, Act Responsible, together with Gunn Report, have been shining a light on communications for good causes for nearly two decades. Following the recent rebrand of the Gunn Report to WARC Rankings, WARC is delighted to continue this collaboration."

All the work featured in The Good Report will be available to view at The Act Responsible Expo, one of the must-see exhibitions at the Cannes Lions International Festival of Creativity in June each year. It honours the hugely valuable job the industry does throughout the year in countries all round the world, in multiplying the impact and effectiveness of communications for Good Causes.

[View here The Good Report 2018 list](#)

To see The Good Report 2018 in full visit <http://act-responsible.org/the-good-report/>

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[Download The Good Report 2018 logo](#)

For further information, please contact:

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

Isabel Kurata  
Co-Founder  
Act Responsible & The Good Report  
Email: [isa@act-responsible.org](mailto: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 advertising and media effectiveness**

WARC provides the latest evidence, expertise and guidance to make marketers more effective. WARC's mission is to save the world from ineffective marketing.

WARC's clients include the world's largest brands, advertising and media agencies, media owners, research companies and universities. They rely on WARC for rigorous, unbiased information and advice on almost any advertising and marketing issue, which WARC delivers via best practice guides, case studies, research papers, special reports and advertising trend data, as well as via webinars, awards, events and advisory services.

WARC collaborates with more than 50 respected industry organisations globally including: The Advertising Research Foundation, Cannes Lions, Effie Worldwide, Association of National Advertisers, ESOMAR, 4A's, IPA and DMA.

WARC was founded in 1985, and has offices in the UK, US and Singapore. In July 2018, WARC became part of Ascential plc, the global specialist information company.

**About WARC Rankings – the Global index of excellence in advertising and successor to the Gunn Report.**

Gunn Report has been rebranded as WARC Rankings, bringing together three rankings that represent a global index of excellence in marketing. It identifies the most awarded and applauded ideas in the world and their creators.

WARC Rankings combines the winners' lists from the world's most important awards – global, regional and national – to establish the annual worldwide league tables for the global advertising industry. It offers the following rankings:

WARC Creative 100 (successor to the Gunn Report): The world's most creative campaigns and companies based on performance in creative awards (ranked annually since 1999).

WARC Effective 100 (successor to the WARC 100): The world's top effectiveness campaigns and companies based on performance in strategy and effectiveness awards (ranked annually since 2014).

WARC Media 100 (successor to the Gunn Media 100): the world's best media ideas, based on their performance in media awards shows (first ranked in 2018).

The Gunn Report was founded by Donald Gunn in 1999, after a career of more than 30 years at Leo Burnett where he was latterly Director of Creative Resources Worldwide.

# THE GOOD report 2018

## Full Lists

### Most successful Campaigns promoting good

Rank	TOP 40 Campaign	Agency	Advertiser	City	Country
1	Trash Isles	AMV BBDO London	LadBible and Plastic Oceans Foundation	London	UK
2	Prescribed to Death	Energy BBDO Chicago	National Safety Council	Chicago	USA
3	No Conditions Apply – Sindoor Khela	FCB Ulka Mumbai	The Times of India	Mumbai	India
4	Destination Pride	FCB/SIX Toronto	PFLAG Canada	Toronto	Canada
5	Touching Masterpieces	Geometry Prague	NeuroDigital for National Gallery of Prague	Prague	Czech Republic
6	Palau Pledge	Host/Havas Sydney	Palau Legacy Project	Sydney	Australia
7	Immunity Charm	McCann Health New Delhi	Ministry of Public Health, Afghanistan	Mumbai	India
8	The Talk	BBDO New York	Procter & Gamble	New York	USA
9	Valuable Heritage	McCann Health	Moinhos de Ventos Hospital	Sao Paulo	Brazil
10	The Child Replacement Programme	Colenso BBDO Auckland	Pedigree - Mars, Inc	Auckland	New Zealand
11	NotFairBnb	TBWA\Brussels	Solidarité Grand Froids	Brussels	Belgium
12	Plastic Ocean	Fred & Farid Paris	Sea Shepherd Conservation Society	New York	USA
13	Yasmin's Sex-ed Revolution	PHD	Bayer HealthCare LLC	Shanghai	China
14	Unsafety Check	J. Walter Thompson New York	Black Lives Matter	New York	USA
15	The Refugee Nation	Ogilvy & Mather New York	Amnesty International	New York	USA
16	Dream	DDB New York	Wildlife Conservation Film Festival	New York	USA
17	One Shot	DDB BetterFly	WWF	Tbilisi	Georgia
18	Ataxie Canada - Le Portefeuille	Brad	Ataxie Canada	Montreal	Canada
19	School For Justice	J. Walter Thompson Amsterdam	Free A Girl Movement	Amsterdam	Netherlands
20	The soundtrack of a women's life	Madame Bovary	Association Une femme, un toit (FIT)	Paris	France
21	AAMI	Ogilvy & Mather Melbourne	AAMI Smartplates	Melbourne	Australia
22	Attachez-vous à la vie	la chose	Direction de la Sécurité et de la Circulation Routières	Paris	France
23	Exclusion can include anyone	Altmann + Pacreau	Fondation Abbé Pierre	Paris	France
24	Ash to Art	J. Walter Thompson London	Glasgow School of Art	London	UK
25	Mother and Daughter	BBDO New York	Cure Alzheimer's Fund	New York	USA
26	Adaptation	Avalanche Vitória	Origens	Espirito Santo	Brazil
27	Lucky Day	HUMANSEVEN	French Federation of Cardiology	Puteaux	France
28	Repicturing Homeless	Havas Germany	Getty Images/Fiftyfifty	Düsseldorf	Germany
29	The Impossible Riddle	Human	ALMA (Asociación Lucha contra el Mal de Alzheimer)	Buenos Aires	Argentina
30	Dead Whale	Dentsu Jayme Syfu Makati	Greenpeace	Makati City	Philippines
31	Libé des réfugiés	Fred & Farid Paris	Libération	Los Angeles	France
32	Rejection letter	FCB Chicago	Boeing	Chicago	USA
33	The Truth is Hard to Find	Droga5 New York	The New York Times	New York	USA
34	Reaction time	Ig2	La Société de l'assurance automobile du Québec	Québec	Canada
35	Beautiful Pathogens	TBWA\Hunt\Lascais Johannesburg	Goodbye Malaria	Johannesburg	South Africa
36	Social contact can be frightening for people with autism	Ruf Lanz Werbeagentur	Autism Forum Switzerland	Zürich	Switzerland
37	The Good Dictators	Air, Partner of McCann	Amnesty International	Brussels	Belgium
38	Anything but sorry	FCB Toronto	Canadian Down Syndrome Society	Toronto	Canada
39	Rail Safety Week	Clemenger BBDO   Touchcast Wellington	Kiwirail	Wellington	New Zealand
40	Healthy Hands Chalk Sticks	Ogilvy & Mather India	ITC	Mumbai	India

### Most successful Agencies

Rank	TOP 25 Agencies	City	Country
1	BBDO New York	New York	USA
2	AMV BBDO	London	United Kingdom
3	Colenso BBDO Auckland	Auckland	New Zealand
4	la chose	Paris	France
5	J. Walter Thompson New York	New York	USA
6	Altmann + Pacreau	Paris	France
7	J. Walter Thompson London	London	United Kingdom
8	FF New York	New York	USA
9	Energy BBDO Chicago	Chicago	USA
10	FCB Ulka Mumbai	Mumbai	India
11	FCB/SIX Toronto	Toronto	Canada
12	Droga5 New York	New York	USA
13	Geometry Prague	Prague	Czech Republic
14	Ig2 Quebec	Québec	Canada
15	adam&eveDDB	London	United Kingdom
16	Mother London	London	United Kingdom
17	Host/Havas Sydney	Sydney	Australia
18	McCann Health New Delhi	Mumbai	India
19	Havas Düsseldorf	Düsseldorf	Germany
20	FCB Chicago	Chicago	USA
21	McCann Health	Sao Paulo	Brazil
22	Air, Partner of McCann	Brussels	Belgium
23	TBWA\Brussels	Brussels	Belgium
24	BETC Paris	Pantin	France
25	gyro	San Francisco	USA

### Most successful Network

Rank	Network
1	BBDO Worldwide
2	FCB
3	J. Walter Thompson Worldwide
4	McCann Worldwide
5	Havas Group
6	Ogilvy
7	TBWA Worldwide
8	DDB Worldwide
9	Dentsu Aegis Network
10	FF Creative Community
11	Grey Global Group
12	Publicis Worldwide
13	Saatchi & Saatchi
14	Geometry Global
15	VMLY&R
16	Leo Burnett Group
17	MullenLowe Group
18	M&C Saatchi
19	Serviceplan Group
20	BBH

### Most successful Advertisers

Rank	Advertiser
1	Amnesty International
2	WWF
3	Greenpeace
4	Procter & Gamble
5	Plastic Oceans Foundation
6	National Safety Council
7	The Times of India
8	PFLAG Canada
9	Palau Legacy Project
10	Fondation Abbe Pierre