



The Good Report celebrating the best campaigns for social & environmental responsibility 2020

A collaboration between ACT Responsible and WARC Rankings

The Big Issue "Pay it forward" #1 campaign | Anomaly London #1 agency
FCB #1 network | Sea Shepherd Conservation Society #1 brand

05 May 2021 - [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 produced 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 effectiveness and publisher of the [WARC Creative 100 Rankings](#), a global benchmark of creative excellence in advertising.

A total of 1,266 campaigns produced by 748 agencies for 1,012 brands (non-profit, public sector, and commercial brands) across 78 markets were evaluated for this latest Good Report.

The Good Report ranking combines a campaign's presence and performance in shows [tracked](#) for the WARC Creative 100 throughout 2020, and in ACT Responsible initiatives (*Great Ads for Good Exhibition, the Care Awards, « One minute of Responsibility » TV Program, all Tributes (public vote), Good Ad Gallery*). There are no complicated criteria or categories, just great work for Good.

Of the top 40 campaigns featured in [The Good Report 2020](#), 27 are for non-profits, 11 for commercial brands (including three produced in collaboration with non-profits) and two for public sectors. 40 agencies (28 of which are from 19 networks and 14 are independent agencies) across 21 markets are represented.

The top 25 agencies are made up of six independent and 19 networked agencies covering a total of 13 markets. Of the top 20 networks, three are independent and 17 are owned by holding companies. The top ten brands include seven non-profits, one for-profit and two are collaborations.

Taking the top places are:

Most successful Campaigns promoting good

- #1 Pay it forward, FCB Inferno London, The Big Issue & Monzo Bank
- #2 Elsa, Altmann + Pacreau Paris, Association Petits Princes
- #3 Unsafe Buildings in the Spotlight, Anomaly London, Grenfell United
- #4 Project Understood, FCB Canada, Google AI / Canadian Down Syndrome Society
- #5 The Gun Violence History Book, FCB Chicago, Illinois Council Against Handgun Violence



Most successful Agencies promoting good

- #1 Anomaly London
- #2 FCB Inferno London
- #3 Altmann + Pacreau
- #4 Wings The Agency
- #5 FCB Canada

Most successful Networks promoting good

- #1 FCB
- #2 BBDO Worldwide
- #3 Ogilvy
- #4 McCann Worldgroup
- #5 Havas

Most successful advertisers promoting good

- #1 Sea Shepherd Conservation Society
- #2 The Big Issue / Monzo Bank
- #3 Association Petits Princes
- #4 WWF
- #5 Grenfell United

Act Responsible considers that advertising is not always given recognition for its role to inform, raise awareness and educate.

For 19 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.

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



Amy Rodgers, Managing Editor, Research & Rankings, WARC and ACT'ive Partner, comments: *"Creativity as a force for positive change is more important than ever. WARC is delighted to collaborate with Act Responsible to continue shining a light on the brands, the NGOs and the agencies that are creating breakthrough ideas that truly matter to society."*

All the campaigns featured in The Good Report are available to view online here:
act-responsible.org/act-the-good-report

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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 WARC – The global authority on marketing effectiveness

WARC is an Ascential company, the path-to-purchase business that combines intelligence, data and insights to drive growth in the digital economy. We do this by delivering an integrated set of business-critical products in the key areas of product design, marketing and sales.

For over 30 years WARC has been powering the marketing segment by providing rigorous and unbiased evidence, expertise and guidance to make marketers more effective. WARC services include 20,000+ case studies, 90,000+ best practice guides, research papers, special reports and advertising trend data, webinars, awards, events and advisory services; has 1,200+ client companies, 21,500+ active users in 100+ markets; collaborates with 50+ industry partners; has offices in the UK, US, China and Singapore.



Full Lists

Most successful Campaigns promoting good

Rank	Campaigns	agency	country	advertiser	network
1	Pay it forward	FCB Inferno	UK	The Big Issue / Monzo Bank	FCB
2	Elsa	Altmann+Pacreau	France	Association Petits Princes	
3	Unsafe Buildings in the Spotlight	Anomaly London	UK	Grenfell United	MDC Partners
4	Project Understood	FCB Canada	Canada	Google A.I. / Canadian Down Syndrome Society	FCB
5	The Gun Violence History Book	FCB Chicago	USA	Illinois Council Against Handgun Violence	FCB
6	Straws	Wings The Agency	Venezuela	Sea Shepherd Conservation Society	
7	Water Portraits	STEVE	France	World Vision	
8	Wheelchange Tours	FCB Lisbon	Portugal	Tur4All	FCB
9	Courage	Ogilvy Toronto	Canada	Unilever	Ogilvy
10	Through Your Eyes	Wunderman Thompson	Argentina	INCUCAI / Sony	Wunderman Thompson
11	Little blue label, Big blue future	Don't Panic	UK	Marine Stewardship Council	
12	Thank you, Doctors	McCann Belgrade	Serbia	SupportTheDoctors	McCann Worldgroup
13	The Tampon Book: A Book Against Tax Discrimination	Scholz & Friends Berlin	Germany	The Female Company	Scholz & Friends Group
14	Go Back To Africa	FCB/SIX Toronto	Canada	Black & Abroad	FCB
15	#AgirPourlEducation	Notchup	France	Coalition Education	
16	Eva Stories	Leo Burnett Israel	Israel	K's Galleries – a Vilko Project	Leo Burnett Worldwide
17	A Hard Pill To Swallow	Åkestam Holst	Sweden	Apotek Hjärtat	The North Alliance
18	Dot translate. The First Braille Translator Based on AI.	Serviceplan	Germany	Dot Incorporation	Serviceplan Group
19	Generation Lockdown	McCann New York	USA	March for Our Lives	McCann Worldgroup
20	Old Clothes	CHINA	Spain	Adolfo Dominguez	
21	For Seasons Composed by Climate Data	Jung von Matt Hamburg	Germany	NDR Elbphilharmonie Orchester	Jung von Matt
22	Crocodile Free	BETC Paris	France	Lacoste / IUCN	Havas Creative Group
23	Punishing Signal	FCB Interface	India	Mumbai Traffic Police	FCB
24	Back To School	BBDO New York	USA	Sandy Hook Promise	BBDO Worldwide
25	Narcostore.co	Ogilvy Bogotá	Colombia	Colombia con Memoria Foundation	Ogilvy
26	Natural Disasters in Syria	VMLY&R SCL	Chile	Amnesty International	VMLY&R
27	Zero Tolerance Ribbon	Impact BBDO	UAE	Female genital mutilation	BBDO Worldwide
28	Digital addiction	Camisa 10 Propaganda	Brazil	Delete Institute	
29	Animal Borders	Circus Grey	Peru	Amnesty International	Grey Group
30	Choices	Uncommon Creative Studio	UK	WWF	
31	Working child	Ogilvy Mumbai	India	CRY	Ogilvy
32	The Good Vibes Project	Cheil India	India	Sense International India	Cheil Worldwide
33	The Most Challenging PingPong Table	TBWA/Hakuhodo Tokyo	Japan	Japan Para Table Tennis Association	TBWA Worldwide
34	Art of Quarantine	Looma	Ukraine	Ministry of Culture and Information Policy of Ukraine	
35	#Confined Outside	Josiane	France	Samusocial de Paris	
36	#StillSpeakingUp	Publicis Mexico	Mexico	Propuesta Civica AC	Publicis Worldwide
37	Rare Disease Day	Publicis Health	France	Eurordis	Publicis Health
38	Dark Gummies	Bleublancrouge Toronto	Canada	Drug Free Kids Canada	
39	New Mindset	Havas LYNX Manchester	UK	Mental Health Foundation	Havas Health & You
40	Be a Lifesaver	Raw London	UK	Anthony Nolan Trust	

THE GOOD report 2020

Most successful Agencies promoting good

Rank	agency	country	network
1	Anomaly London	United Kingdom	MDC Partners
2	FCB Inferno London	United Kingdom	FCB
3	Altmann + Pacreau	France	
4	Wings The Agency	Venezuela	
5	FCB Canada	Canada	FCB
6	Impact BBDO	United Arab Emirates	BBDO Worldwide
7	FCB Chicago	United States	FCB
8	McCann New York	United States	McCann Worldgroup
9	BBDO New York	United States	BBDO Worldwide
10	STEVE	France	
11	FCB Lisbon	Portugal	FCB
12	Ogilvy Toronto	Canada	Ogilvy
13	Don't Panic	United Kingdom	
14	Scholz & Friends Berlin	Germany	Scholz & Friends Group
15	Wunderman Thompson Buenos Aires	Argentina	Wunderman Thompson
16	Serviceplan Munich	Germany	Serviceplan Group
17	McCann Belgrade	Serbia	McCann Worldgroup
18	Africa São Paulo	Brazil	DDB Worldwide
19	FCB/SIX Toronto	Canada	FCB
20	Uncommon Creative Studio London	United Kingdom	
21	TBWA\Hakuhodo Tokyo	Japan	TBWA Worldwide
22	Leo Burnett Israel	Israel	Leo Burnett Worldwide
23	BETC Paris	France	Havas Creative Group
24	Jung von Matt Hamburg	Germany	Jung von Matt
25	McCann Health	United States	McCann Worldgroup

Most successful Network promoting good

Rank	network
1	FCB
2	BBDO Worldwide
3	Ogilvy
4	McCann Worldgroup
5	Havas
6	TBWA Worldwide
7	Publicis
8	MDC Partners
9	DDB Worldwide
10	Cheil Worldwide
11	Wunderman Thompson
12	Leo Burnett Worldwide
13	Grey Group
14	Serviceplan Group
15	VMLY&R
16	Scholz & Friends Group
17	Mullenlowe Group
18	Saatchi & Saatchi
19	Jung von Matt
20	Dentsu Aegis Network

Most successful Brand promoting good

Rank	Advertisers
1	Sea Shepherd Conservation Society
2	The Big Issue / Monzo Bank
3	Association Petits Princes
4	WWF
5	Grenfell United
6	Amnesty International
7	Google AI / Canadian Down Syndrome Society
8	Illinois Council Against Handgun Violence
9	Unilever
10	World Vision