



The Good Report celebrating the best campaigns for social and environmental responsibility 2021

A collaboration between ACT Responsible and WARC Rankings

**#1 campaign: Boards of Change | #1 agency: Publicis Conseil Paris
#1 network: FCB | #1 advertiser: WWF | #1 country: USA**

5 April 2022 - [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.

The Good Report is compiled by [ACT Responsible](#), the international non-profit association and largest source of the world's best ads for social and environmental issues, in collaboration with [WARC](#), the global marketing insights company, and publisher of the [WARC Rankings](#).

The Good Report rankings is produced by combining the results of the recently published [WARC Creative 100](#), the global benchmark for creative excellence, with ACT Responsible initiatives: Great Ads for Good Exhibition, the Care Awards, TV show *One minute of Responsibility*, Tributes (public vote), and the Good Ad Gallery. There are no complicated criteria or categories, just great work for Good.

A total of 1259 campaigns produced by 796 agencies for 1000 advertisers (non-profit, public sector, and commercial brands) across 80 markets were evaluated for this latest Good Report.

Of the top 40 campaigns featured in The Good Report 2021, 21 are for non-profits, 15 for commercial brands (including 2 produced in collaboration with non-profits) and 4 for public sectors. A total of 45 agencies (34 are from networks and 11 are independent agencies) across 21 markets are represented.

The top 25 agencies are made up of four independent and 21 networked agencies covering a total of 16 markets. Of the top 20 networks, three are independent and 17 are owned by holding companies. The top ten brands include six non-profits, four for-profit.

The Good Report 2021 top ranked campaigns and companies promoting good are:

Campaigns

- #1 Boards of Change, FCB Chicago/FCBX Chicago, City of Chicago
- #2 The Hiring Chain, SMALL New York, CoorDown
- #3 Water Light, Wunderman Thompson Bogotá, E-Dina Energy
- #4 True Name, McCann New York, Mastercard
- #5 Made to Make a Difference, Saatchi & Saatchi Melbourne, The Royal Australian Mint

Agencies

- #1 Publicis Conseil
- #2 FCB Chicago
- #3 FCB Ulka Mumbai
- #4 Wunderman Thompson, Bogotá
- #5 SMALL, New York

Networks

- #1 FCB
- #2 McCann Worldgroup
- #3 TBWA\Worldwide
- #4 Havas Group
- #5 Publicis Worldwide

Advertisers

- #1 WWF
- #2 City of Chicago
- #3 CoorDown
- #4 E-Dina Energy
- #5 Mastercard

Countries

- #1 United States
- #2 France
- #3 Brazil
- #4 United Kingdom
- #5 Australia

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

For 20 years now, Act Responsible has collected the best ads promoting sustainability & social responsibility to highlight the use of creativity to raise awareness of the world's major issues. In the latest years, the explosion of purpose driven advertising carried by commercial brands has modified the landscape reducing the space for charities work to be recognized. The Good Report has adjusted to keep a special space for NGO campaigns as the commitment of communication professionals to these causes is fundamental.

The Good Report is produced by Act Responsible in collaboration with WARC to celebrate the wonderful work and dedication of the many agencies that support good causes, and to motivate and inspire the use of creativity for the continued production of new campaigns for good.

Hervé de Clerck, ACT Responsible Dream Leader, says: *"With the Good Report, ACT Responsible continues its mission of promoting, inspiring and uniting 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."*

David Tiltman, SVP Content, WARC and ACT'ive Partner, added: *"Creativity as a force for positive change has never been more important. WARC is delighted to collaborate with Act Responsible to continue shining a light on the agencies, brands and NGOs that are creating breakthrough ideas that not only matter to society but can change behaviour."*

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 an international nonprofit organisation born out of 9/11, affiliated with the United Nations Department of Public Information (UNDPI) and part of the United Nations Global Compact. ACT stands for Advertising Community Together.

Its mission is to inspire, promote and unite the advertising communication industry to share good practice on social responsibility and sustainable development. Its action is to share the best social and environmental campaigns created for associations, institutions, and companies, through various initiatives developed in partnership with a network of committed players in advertising, media, and education. Its goal is to highlight the power of advertising creativity when it comes to raising awareness on social and environmental issues.

About WARC – The global authority on marketing effectiveness

WARC is an Ascential company. Ascential delivers specialist information, analytics and ecommerce optimisation platforms to the world's leading consumer brands and their ecosystems. Our world-class businesses improve performance and solve problems for our customers by delivering immediately actionable information combined with visionary longer-term thinking across Digital Commerce, Product Design and Marketing. We also serve customers across Retail & Financial Services. With more than 2,000 employees across five continents, we combine local expertise with a global footprint for clients in over 120 countries. Ascential is listed on the London Stock Exchange.

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 96,000+ case studies, best practice guides, research papers, special reports, advertising trend data, news & opinion articles, as well as webinars, awards, events, and advisory services. WARC operates out of London, New York, Singapore, and Shanghai, servicing a community of over 75,000 marketers in more than 1,200 companies in 100+ markets and collaborates with 50+ industry partners.

Full Lists

Most successful Campaigns promoting good

Rank	Campaigns	agency	country	advertiser	network
1	Boards of Change	FCB Chicago/ FCBX Chicago	USA	City of Chicago	FCB
2	The Hiring Chain	Small	USA	CoorDown	
3	Water Light	Wunderman Thompson Bogotá	Colombia	E-Dina Energy	Wunderman Thompson
4	True Name	McCann New York	USA	Mastercard	McCann Worldgroup
5	Donation Dollar	Saatchi & Saatchi	Australia	The Royal Australian Mint	Saatchi & Saatchi
6	Out & Proud	FCB Ulka Mumbai	India	The Times of India	FCB
7	The Unfinished Votes	McCann Health	USA	Change the ref	McCann Worldgroup
8	Bee_nfluencer	Publicis Conseil	France	Fondation de France	Publicis Worldwide
9	Undercover Avatar	Havas Sports & Entertainment	France	L'Enfant Bleu/Enfance Maltraitée	Havas Media Group
10	Eurythenes plasticus	BBDO Düsseldorf	Germany	WWF	BBDO Worldwide
11	Talk	Cheil Spain	Spain	Samsung & The Luzón Foundation	Cheil Worldwide
12	Contract for Change	FCB Chicago/ FCB NY	USA	Michelob ULTRA	FCB
13	Degree Inclusive	Wunderman Thompson	Argentina	Unilever/ Degree	Wunderman Thompson
14	I Am	VMLY&R	Brazil	Starbucks Corporation	VMLY&R
15	Migrants on Amazon	BETC Paris	France	Auberge des Migrants	Havas Creative Group
16	Blame no more	TBWA\Hunt\ Lascaris Johannesburg	South Africa	Hype Magazine and Tears Foundation	TBWA\Worldwide
17	The Black Plaque Project	Havas London	UK	Nubian Jak Community Trust	Havas Creative Group
18	Faces of Fear	Publicis Conseil	France	Licra	Publicis Worldwide
19	100% electric vehicles town	Publicis Conseil	France	Renault	Publicis Worldwide
20	Saylists	Rothco, part of Accenture Interactive	Ireland	Warner Music Group	
21	Unskippable Authors	Agencia Laika	Ecuador	Department of Culture for the Municipality of Guayaquil	
22	Everyone deserves a chance	Ogilvy Milan	Italy	Emergency	Ogilvy Worldwide
23	Give Me Hope	Presence	UK	Médecins sans Frontières	
24	The Breakaway	BBDO Belgium	Belgium	Decathlon	BBDO Worldwide
25	Invisible Petitions	TBWA\Istanbul	Turkey	We Will Stop	TBWA\Worldwide
26	In sickness and in health	Kontor Reykjavik	Iceland	The Icelandic division of Amnesty International	
27	Francesca	Publicis Italy	Italy	Diesel	Publicis Worldwide
28	Mother Blanket	Ogilvy Colombia	Colombia	Fundación Vivir & Consejo de Protección de Derechos Ambato (CCPDA)	Ogilvy Worldwide
29	The Day After Women's Day Newspaper	Havas Worldwide Portugal	Portugal	Raparigas da Bola	Havas Creative Group
30	AWA: The soap that cleans the rivers	Fahrenheit DDB	Peru	Andea/ AWA Project	DDB Worldwide
31	The Prescription Paper Pill Bottle	Saatchi & Saatchi Wellness	USA	Tikkun Olam Makers: TOM	Saatchi & Saatchi
32	Water Index	Havas Istanbul /Studio Circus/ 3dots Content Solutions	Turkey	Reckitt Benckiser-Finish	Havas Creative Group
33	The Drop	ici Barbès	France	Surfrider Foundation	
34	Live from the Library	FCB Chicago	USA	Chicago public library	FCB
35	40K Strong	McCann London/ McCann Enterprise London/ MRM London	UK	Help For Heroes	McCann Worldgroup
36	The Most Career-Limiting Thing You Can Do	Saatchi & Saatchi New Zealand/ Established Group	New Zealand	Global Women	Saatchi & Saatchi
37	Save water from water	McCann Santiago de Chile	Chile	Greenpeace	McCann Worldgroup
38	A chair that can save lives: Heimlich	Leo Burnett Istanbul	Turkey	Hamm Design	Leo Burnett Worldwide
39	Your Voice Anthem	Anomaly	USA	When We All Vote	Anomaly
40	Nobody Is Normal	The Gate	UK	NSPCC/Childline	

Most successful Agencies promoting good

Rank	agency	country	network
1	Publicis Conseil	France	Publicis Worldwide
2	FCB Chicago	USA	FCB
3	FCB Ulka Mumbai	India	FCB
4	Wunderman Thompson Bogotá	Colombia	Wunderman Thompson
5	Small, New York	USA	
6	McCann New York	USA	McCann Worldgroup
7	McCann Health, New York	USA	McCann Worldgroup
8	FCB Lisbon	Portugal	FCB
9	Saatchi & Saatchi, Melbourne	Australia	Saatchi & Saatchi
10	McCann Health São Paulo	Brazil	McCann Worldgroup
11	Cossette, Montréal	Canada	BlueFocus International
12	BETC Paris	France	Havas Creative Group
13	Havas London	UK	Havas Creative Group
14	Africa, São Paulo	Brazil	DDB Worldwide
15	Havas Sports & Entertainment Paris	France	Havas Media Group
16	BBDO Düsseldorf	Germany	BBDO Worldwide
17	Cheil Madrid	Spain	Cheil Worldwide
18	Wunderman Thompson, Buenos Aires	Argentina	Wunderman Thompson
19	VMLY&R, São Paulo	Brazil	VMLY&R
20	TBWA\Hunt\Lascais Johannesburg	South Africa	TBWA\Worldwide
21	Grey New York	USA	Grey Group
22	Rothco Dublin	Ireland	Accenture Interactive
23	Ogilvy Milan	Italy	Ogilvy
24	Agencia Laika, Guayaquil	Ecuador	
25	Presence, London	UK	

Most successful Network promoting good

Rank	network
1	FCB
2	McCann Worldgroup
3	TBWA\Worldwide
4	Havas Group
5	Publicis Worldwide
6	Saatchi & Saatchi
7	DDB Worldwide
8	Wunderman Thompson
9	BBDO Worldwide
10	Ogilvy
11	VMLY&R
12	Leo Burnett
13	Grey Group
14	M&C Saatchi
15	BlueFocus International
16	Cheil Worldwide
17	Accenture Interactive
18	Anomaly
19	MullenLowe Group
20	MSQ Partners

Most successful Advertisers & Countries promoting good

Rank	Advertisers
1	WWF
2	City of Chicago
3	CoorDown
4	E-Dina Energy
5	Mastercard
6	Amnesty International
7	The Royal Australian Mint
8	Change de Ref
9	The Times of India
10	Unilever

Rank	Country
2	USA
3	France
4	Brazil
5	UK
6	Australia