



## **The Good Report celebrating the best campaigns of 2022 for social and environmental responsibility**

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

**#1 Campaign: Reverse Selfie for Dove by Ogilvy UK | #1 Agency: Ogilvy UK | #1 Network: Ogilvy | #1 Brand: Dove | #1 Country: USA**

20 April 2023 - 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 ranking 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 1,029 campaigns produced by 658 agencies for 897 advertisers (non-profit, public sector, and commercial brands) across 77 markets were evaluated for this latest Good Report.

Of the best 40 campaigns featured in The Good Report 2022, 20 are for non-profits, 17 for commercial brands (including one produced in collaboration with a non-profit) and three for public sectors. A total of 39 agencies (27 are part of 11 networks and 12 are independent) across 24 markets are represented.

The best 25 agencies are made up of four independent and 21 networked agencies (from 11 different networks) covering a total of 13 markets. Of the best 20 networks, five are

independent and 15 are owned by holding companies. The best ten brands include seven non-profit, three for-profit.

## **The Good Report 2022 best ranked campaigns and companies promoting good are:**

### **Campaigns**

- #1 Reverse Selfie, Ogilvy UK, Dove
- #2 Signal for Help, Juniper Park\TBWA, Canadian Women's Foundation/Women's Funding Network
- #3 Catch of the Day 2050, Ogilvy Social.Lab Amsterdam, Sea Shepherd Conservation Society
- #4 Beyond the Surface, Havas Worldwide Middle East, Adidas
- #5 The Lost Class, Leo Burnett Chicago, Change the ref

### **Agencies**

- #1 Ogilvy UK
- #2 FCB Chicago
- #3 Juniper Park\TBWA Toronto
- #4 BBDO New York
- #5 Area 23, IPG Health Company New York

### **Networks**

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

### **Brands**

- #1 Dove
- #2 Sea Shepherd Conservation Society
- #3 Red Cross
- #4 Greenpeace
- #5 Change the Ref

### **Countries**

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

**Isa Kurata, The Good Report initiator and ACT Responsible Co-founder**, 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."*

**Amy Rogers, Head of Content, WARC Creative** 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 on <https://act-responsible.org/the-good-report/>

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#### **About ACT Responsible**

ACT Responsible is an international nonprofit organization 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**

For over 35 years, WARC has been powering the marketing segment by providing rigorous and unbiased evidence, expertise and guidance to make marketers more effective. Across four pillars - WARC Strategy, WARC Creative, WARC Media, WARC Digital Commerce - its services include 100,000+ case studies, best practice guides, research papers, special reports, advertising trend data, news & opinion articles, as well as 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 1,300 companies across 100+ markets and collaborates with 50+ industry partners.

WARC is an Ascential company. Ascential delivers specialist information, analytics, events and eCommerce optimisation to the world's leading consumer brands and their ecosystems. Our world-class businesses improve performance and solve customer problems by delivering immediately actionable information and visionary longer-term thinking across Digital Commerce, Product Design, Marketing and Retail & Financial Services. With more than 3,800 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.

## Full Lists

### The best 40 Campaigns promoting good

Rank	Campaigns	Agencies	Countries	Brands	Networks
1	Reverse selfie	Ogilvy UK	United Kingdom	Dove	Ogilvy
2	Signal for help	Juniper Park\TBWA	Canada	Canadian Women's Foundation / Women's Funding Network	TBWA\Worldwide
3	Catch of the day 2050	Ogilvy Social.Lab Amsterdam	Netherland	Sea Shepherd Conservation Society	Ogilvy
4	Beyond the surface	Havas Worldwide Middle East	U.A.E	adidas	Havas Group
5	The Lost Class	Leo Burnett Chicago	United States	Change the ref	Leo Burnett
6	Hide-and-seek	Accenture Song DK	Denmark	Save The Children Norway	Accenture Song
7	Bedtime stories	FCB Chicago & FCB/SIX Toronto	United States/Canada	Walmart	FCB
8	The Bread Exam	McCann Paris / McCann Health London / McCann Dusseldorf / FP7 McCann Dubai / McCann Frankfurt	France, UK, Germany/U.A.E.	Spinneys	McCann Worldgroup
9	JDI Dream Crazy	Wieden + Kennedy	United States	Nike	Wieden + Kennedy
10	Don't Choose Extinction	Activista	United States	UNDP	
11	The Elections Edition	Impact BBDO	U.A.E.	An-Nahar	BBDO
12	Eat a Swede	McCann Stockholm	Sweden	The Swedish Food Federation	McCann Worldgroup
13	Gender Swap	BETC Paris	France	Women in Games	Havas Group
14	Staybl	Havas New York & Havas Germany	United States / Germany	German Parkinson's Foundation	Havas Group
15	One House to save many	Leo Burnett	Australia	Suncorp Metway	Leo Burnett
16	David's Unusables	Special Group	New Zealand	Motor Neurone Disease Association	
17	I don't remember	HOY Havas Buenos Aires	Argentina	A.L.M.A.	Havas Group
18	Wombstories	AMV BBDO	United Kingdom	Bodyform	BBDO Worldwide
19	Unbox me	FCB India & FCB Chicago	India/ United States	UNAIDS	FCB
20	Just the two of us	SMALL Agency	United States	CoorDown	
21	Pirates	Camisa 10	Brazil	Sea Shepherd Conservation Society	
22	Plastic Fishing	We Believers	United States	Corona	
23	Teenage Dream	BBDO New York	United States	Sandy Hook Promise	BBDO Worldwide
24	Sick Beats	Area 23	United States	Woojer	IPG Health. Co.
25	Save it See it	GUT	United States	Michelob Ultra	
26	Home for the holidays	Wunderman Thompson	Australia	Anglicare WA	Wunderman Thompson
27	Morning After Island	Ogilvy Honduras	Honduras	Grupo Estratégico PAE	Ogilvy
28	I Will Always Be Me	VMLY&R	United States	Dell Technologies and Intel	VMLY&R
29	The Cost of Bullying	Cheil China	China	Samsung	Cheil
30	The world's strongest women	In the Company of Huskies	Ireland	Allianz Insurance + Women's Aid	
31	#SafetyfortheSafekeepers	H&C Leo Burnett Beirut	Lebanon	ABAAD	Leo Burnett
32	ReStory	Happiness Brussels	Belgium	Canon Inc.	FCB
33	Your fun hurts animals	Ogilvy Honduras	Honduras	PETA	Ogilvy
34	The grow project	X3M Ideas	Nigeria	Lagos State Parks & Gardens Agency	
35	The cigarette butt museum	Lola Normajean	Portugal	Maria Beata	
36	Pixel portraits	Different	Italy	ACRA	
37	Lil Sugar - Master of Disguise	Area 23	United States	Hip Hop Public Health (HHPH)	IPG Health. Co.
38	Stop playing with civilians' lives	Strike	France	Handicap International	
39	The Unreadables	TBWA\Helsinki	Finland	World Vision Finland	TBWA\Worldwide
40	Period poverty chronicles	Wunderman Thompson	Singapore	Freedom Cups	Wunderman Thompson

## The Best 25 Agencies

Rank	Agencies	Countries	Networks
1	Ogilvy UK	United Kingdom	Ogilvy
2	FCB Chicago	United States	FCB
3	Juniper Park\TBWA	Canada	TBWA\Worldwide
4	BBDO New York	United States	BBDO Worldwide
5	Area 23	United States	IPG Health. Co.
6	BETC Paris	France	Havas Group
7	Ogilvy Honduras	Honduras	Ogilvy
8	Ogilvy Social.Lab Amsterdam	Netherland	Ogilvy
9	Publicis Conseil	France	Publicis Worldwide
10	Havas Worldwide Middle East	United Arab Emirates	Havas Group
11	TBWA\Helsinki	Finland	TBWA\Worldwide
12	Lola Normajeau	Portugal	
13	McCann Paris	France	McCann Worldgroup
14	Wieden + Kennedy	United States	Wieden + Kennedy
15	Leo Burnett Chicago	United States	Leo Burnett
16	Accenture Song DK	Denmark	Accenture Song
17	Josiane	France	
18	Impact BBDO	United Arab Emirates	BBDO Worldwide
19	AMV BBDO	United Kingdom	BBDO Worldwide
20	Activista	United States	
21	McCann Stockholm	Sweden	McCann Worldgroup
22	HOY Havas Buenos Aires	Argentina	Havas Group
23	Wunderman Thompson	Australia	Wunderman Thompson
24	Marcel	France	Publicis Worldwide
25	Leo Burnett	Australia	Leo Burnett

## The Best 20 Networks

Rank	Networks
1	Ogilvy
2	Havas Group
3	FCB
4	BBDO Worldwide
5	McCann Worldgroup
6	TBWA\Worldwide
7	Wunderman Thompson
8	Publicis Worldwide
9	Leo Burnett
10	DDB Worldwide
11	VMLY&R
12	IPG Health
13	Saatchi & Saatchi
14	MullenLowe Group
15	Grey Group
16	Accenture Song
17	Wieden + Kennedy
18	Cheil
19	Jung von Matt
20	FF Creative

## The Best 10 Brands & Countries

Rank	Brands
1	Dove, Unilever
2	Sea Shepherd Conservation Society
3	Red Cross
4	Greenpeace
5	Change the ref
6	Canadian Women's Foundation
7	adidas
8	UNDP
9	Save the Children
10	Nike

  

Rank	Countries
1	United States
2	France
3	United Kingdom
4	Canada
5	Brazil
6	United Arab Emirates
7	Australia
8	Netherland
9	India
10	Belgium