

THE GUNN REPORT 2010

The Most Awarded Film in The World in 2010

		Ad Pts
1	CANAL+ "Closet"	BETC Euro RSCG (Paris) 34
2	VIAGRA "Strolling"/"Reading"/"Antiquing"	Taxi Canada (Toronto) 18
3	CADBURY'S DAIRY MILK "Check"/"You're Right"/"Shh"	Del Campo Nazca Saatchi & Saatchi (Bs As) 16
4	JAMES BOAG'S DRAUGHT BEER "Pure Water"	Publicis Mojo (Sydney) 15
5=	AXE DEODORANT "Destiny"	Ponce (Buenos Aires) 14
	CAR ONE DEALERSHIP "Inheritance"/"Blueberries"	Leo Burnett (Buenos Aires) 14
	MICROSOFT XBOX 360 HALO ODS "The Life"	Agency TwoFifteen / TAG (San Francisco) 14
	VICTORIA BITTER "The Regulars"	Droga5 (Sydney) 14

The Most Awarded Print Ads and Campaigns in The World in 2010

		Ad Pts
1	DIXONS.CO.UK "Sandals"/"Middle England"/"Piers" & campaign	M&C Saatchi (London) 19
2=	BILLBOARD MAGAZINE "Eminem"/"Amy"/"Marilyn" & campaign	AlmapBBDO (Sao Paulo) 13
	THE ZIMBABWEAN NEWSPAPER "Paper Money" campaign*	TBWA\Hunt\Lascaaris (Johannesburg) 13
4	NOKIA NAVIGATION SYSTEMS "World's Biggest Signpost"	Farfar (Stockholm) 12
5	BEN & JERRY'S ICE CREAM "Hugs"/"Whale Cow"/"Freaky Recipes"	Ogilvy & Mather (Singapore) 11

The Most Awarded Digital in The World in 2010

		Ad Pts
1	IKEA "Facebook Showroom"	Forsman & Bodenfors (Gothenburg) 26
2	NOKIA NAVIGATION SERVICES "World's Biggest Signpost"	Farfar (Stockholm) 24
3	JFK PRESIDENTIAL LIBRARY MOON LANDING 40TH ANNIVERS "We Choose The Moon"	The Martin Agency (Richmond, VA) / Domani Studios (New York) 23
4	MONOPOLY CITY GAMEBOARD "Monopoly City Streets"	DDB UK (London) 19
5	VOLKSWAGEN BLUE MOTION TECHNOLOGY "The Fun Theory"	DDB Stockholm (Stockholm) 18

The Most Awarded All Gunns Blazing in The World in 2010

		Ad Pts
1	NIKE LIVESTRONG "Livestrong Campaign"	Wieden+Kennedy (Portland, OR) 20
2	THE ZIMBABWEAN NEWSPAPER "Trillion Dollar" campaign	TBWA\Hunt\Lascaaris (Johannesburg) 16
3=	HEINEKEN "Are You Still With Us?" campaign	JWT Italia (Milan) 12
	SHELTER HOMELESS CHARITY "House Of Cards"	Leo Burnett (London) 12
5	THE METROPOLITAN POLICE "Choose A Different Ending"	Abbott Mead Vickers BBDO (London) 11

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The Most Awarded Countries in The World in 2010

		Film	Print	Digital	Gunns Blazing	Total
1	USA (1)	128	19	108	60	315
2	UK (2)	108	48	62	26	244
3	France (8)	84	44	21	3	152
4	Sweden (9)	13	10	86	20	129
5	Brazil (7)	35	53	24	9	121

The Most Awarded Advertisers in The World in 2010

		Film	Print	Digital	Gunns Blazing	Total
1	Volkswagen (1)	18	16	23	7	64
2	Nike (2)	13	1	16	12	42
3	Ikea (15=)	8	2	16	6	32
4	Nokia (9)	4	6	14	4	28
5	Uniqlo (-)	1	-	18	3	22

The Most Awarded Production Companies in The World in 2010

		Winner Pts
1	MJZ (London, Los Angeles, New York) (1)	46
2	Partizan (Paris, London, Berlin, LA) (9)	34
3	Phenomena (Bangkok) (21=)	26
4	Gorgeous (London) (2)	24
5	@radical.media (Sydney, New York, LA) (-)	23

The Most Awarded Directors in The World in 2010

		Winner Pts
1	Thanonchai Sornsrivichai (Thailand) (18=)	21
2	Tom Kuntz (USA) (1)	20
3=	Michael Gracey (UK) (18=)	19
	Matthijs van Heijningen (Netherlands) (-)	19
5	Adam Berg (UK) (-)	16

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The Most Awarded Agencies in The World in 2010

		TV & Cinema	Print	Digital	AGB	TOTAL
1	AlmapBBDO (Sao Paulo) (2)	14	28	9	4	55
2	BETC Euro RSCG (Paris) (21=)	33	8	7	2	50
3=	Dentsu (Tokyo & Osaka) (3)	28	-	10	2	40
	Wieden+Kennedy (Portland, OR) (9=)	18	1	11	10	40
5	RKCR/Y&R (London) (-)	23	6	-	-	29

The Most Awarded Digital Agencies in The World in 2010

		Winner Pts
1=	DDB Stockholm (Stockholm) (21=)	16
	Forsman & Bodenfors (Gothenburg) (12=)	16
3	Crispin Porter + Bogusky (Boulder & Miami) (2)	15
4	Farfar (Stockholm) (4)	14
5=	DDB UK (London) (-)	12
	Goodby Silverstein & Partners (San Francisco) (1)	12
	The Martin Agency (Richmond) (-)	12

The Most Awarded Agency Networks in The World in 2010

		TV & Cinema	Print	Digital	Gunns Blazing	TOTAL
1	BBDO (1)	93	53	28	28	202
2	DDB (2)	47	54	49	9	159
3	Ogilvy & Mather (3)	69	36	18	12	135
4	Leo Burnett (4)	61	28	9	30	128
5	TBWA (7)	47	31	11	12	101

(numbers in brackets = ranking 2009)