



GUNN Media 100

The world's best campaigns and companies
for creativity and innovation in media

GUNN Report

WARC

Welcome to the Gunn Media 100

GUNN Media 100

The Gunn Media 100 is an annual ranking of the world's most awarded advertising and marketing campaigns in media competitions around the world, and the companies that created them. It is produced by Gunn Report, now part of WARC.

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Themes from the world's best campaigns

GUNN Media 100

1

Data is driving fresh media thinking

The top campaign in the first ever Gunn Media 100 is built around smart use of data. McDonald's in Singapore combined first-party data with Google data to create more intelligent communications for its delivery service. This is a recurring theme in the rankings, as brands look to harness multiple data sources to deliver competitive advantage. Also in the top 10, Snickers built its 'Hungerithm' campaign around Twitter data.



2

An event-led strategy helps brands stand out

As brands struggle to be heard in a fragmented media landscape, there is a growing focus on 'events' that can draw a crowd and interest from the press. There are few events bigger than the Super Bowl, which Tide used to showcase its innovation. Other examples in the top 20 include Excedrin, which built a campaign around the US presidential debates, and sports retailer Sport Chek, which used the Olympics as an awareness platform.



3

Partnerships are central to youth-focused media strategy

Partnerships with organisations or individuals that bring their own reach are now a key element of media strategy, particularly for brands targeting younger demographics. Examples from the top 20 include Mountain Dew, which helped set up an e-sports league, and contraceptive brand Yasmin, which partnered with Chinese curriculum app SuperT timetable.



Top campaigns for media

GUNN Media 100

Top 10 campaigns in the Gunn Media 100

	Campaign title	Brand	Primary Agency	Product category	Location	Points
1	Capacity Based McDelivery	McDonald's	OMD Singapore	Retail	Singapore	136.1
2	Hungerithm	Snickers	MediaCom Melbourne / Clemenger BBDO Melbourne	Food	Australia	131.2
3	Reword	Headspace	Leo Burnett Melbourne / Starcom Melbourne	Non-profit, public sector & education	Australia	129.1
4	Bachelor Of Shaving	Gillette	MediaCom Mumbai	Toiletries & cosmetics	India	122.5
5	Bradshaw Stain	Tide	Saatchi & Saatchi New York / Hearts & Science New York	Household & domestic	USA	106.1
6	Best Day Of My Life	Shell	MediaCom London	Business & industrial	UK	105.4
7=	Sport Chek – The Fastest Olympic Campaign!	Sport Chek	Touché PHD! Montreal	Retail	Canada	101.3
7=	Bully Ads	Canadian Safe School Network	Touché PHD! Toronto	Non-profit, public sector & education	Canada	101.3
9	Yasmin's Sex-Ed Revolution	Yasmin	PHD Shanghai	Pharma & healthcare	China	96.7
10	Like My Addiction	Addict'Aide	BETC Paris	Non-profit, public sector & education	France	87.2

View full rankings on [Gunn Report](#)

About the top campaigns

GUNN Media 100

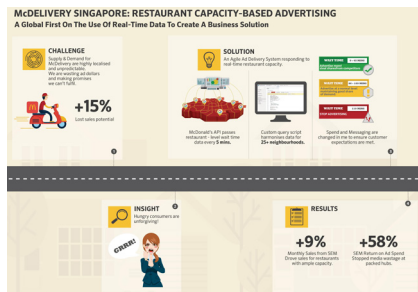
1. CAPACITY BASED MCDELIVERY

Brand: McDonald's
Agency: OMD Singapore
Country: Singapore

McDelivery (McDonald's food delivery service) is one of the fastest growing sectors of McDonald's business in Singapore, but it faced increased competition from other fast food delivery aggregators.

To sustain business momentum, the brand identified a way to maximise its biggest strengths: the breadth of its store network and the depth of its owned data. By integrating McDonald's first-party data with Google's hyper-local targeting, the brand maximised media cost efficiency and improved consumer expectations of delivery time through personalised messages. Real-time restaurant data was mapped against paid search spends via a live API. The campaign resulted in a 9% growth in average monthly revenue and a 58% greater return on ad spend.

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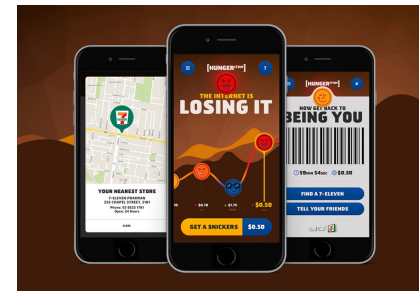
2. HUNGERITHM

Brand: Snickers
Agency: MediaCom Melbourne / Clemenger BBDO Melbourne
Country: Australia

Snickers says the internet gets angry when it's hungry. To help, the confectionery brand launched the 'Hungerithm'; an algorithm that analysed 14,000 social posts a day and adjusted the price of the chocolate bar every 10 minutes at 7-Eleven stores across Australia according to the public's mood; the angrier people got, the cheaper the Snickers.

At the heart of the media strategy was mobile; dynamic barcodes could be generated at the click of a button, then people took their mobile into a store and scanned it to redeem a Snickers. The campaign was pushed on the Snickers website, Twitter, Facebook, Spotify radio and mobile banner display in addition to in-store, on TV and through PR. The campaign resulted in a reach to over 4 million unique 18- to 35-year-old Australians, a 1740% rise in social traffic and 30m media impressions.

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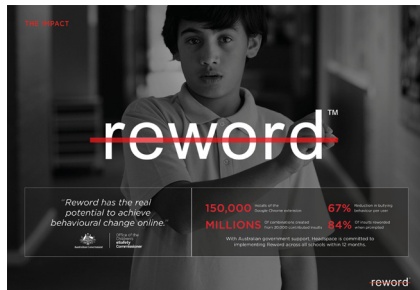
About the top campaigns

3. REWORD

Brand: Headspace
Agency: Leo Burnett Melbourne / Starcom Melbourne
Country: Australia

Anti-bullying charity Headspace wanted to stop abusive cyber bullying at the source. Reword is a simple tool that analyses what users type and uses a red line to strike through abusive phrases, causing the author to reconsider their words.

Designed to help develop young people's moral compass when they become active on social media, Reword was launched in collaboration with 260 schools across Australia on Australia's National Day of Action Against Bullying and Violence. The campaign used an integrated media strategy extending across outdoor, print, TV, display, social media and PR. A tactical media strategy targeted schools, educational bodies, parents and young people. Reword achieved over 150 million media impressions, generated AUD\$500,000 in earned media and has been introduced to over 300 Australian schools.



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4. BACHELOR OF SHAVING

Brand: Gillette
Agency: MediaCom Mumbai
Country: India

Gillette faced challenges in rural India where unemployment rates had significantly reduced shaving incidence. The brand decided to start an educational programme aimed at developing job-hunting skills among graduates; the Gillette Bachelor of Shaving, which worked alongside 1,500 colleges in rural Indian districts to offer students invaluable career advice.

Gillette's communication plan was centred around an on-campus outreach programme. Local media communicated Gillette's message via print, SMS and 'missed calls', out-of-home and locally targeted Facebook ads. More than 350,000 students graduated from the programme, thousands secured job placements and were recruited by major corporations straight out of the programme, while the brand immensely benefitted from this exposure, with sales up by 40%.



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About the top campaigns

5. BRADSHAW STAIN

Brand: Tide

Agency:

Saatchi & Saatchi New York / Hearts
& Science New York

Country: USA

Tide's #BradshawStain saw the laundry detergent brand work with Fox sports commentators Terry Bradshaw and Curt Menefee to blur the line between Super Bowl broadcast and advert.

The ad was set up to look exactly like the broadcast box and took the first slot in the commercial break, seemingly part of the normal game coverage. Bradshaw appeared on set with a stain on his shirt, so the audience experienced Terry's stain as a 'real-time' blunder (which he eventually managed to clean with the help of Tide and actor Jeffrey Tambor). The campaign initially used traditional media to reach a large audience, before relying on social media to maintain the campaign's momentum and generate organic impressions. During the live broadcast, the ad reached 100 million viewers, '#BradshawStain' became a top organic trend on Twitter and the videos received 6.3 million views on YouTube.



[!\[\]\(cf531ed27e91483460120fcc057b3901_img.jpg\) VIEW CREATIVE](#)

6. Best Day Of My Life

Shell / MediaCom London / UK

Shell launched a multimedia campaign centred around a key passion point for its millennial target audience; music.

7=. Sport Chek – The Fastest Olympic Campaign!

Sport Chek / Touché PHD! Montreal / Canada

Sport Chek outsmarted other brands with bigger budgets during the 2016 Olympics with a dynamic, multichannel media strategy, partnering with Canada's Olympic broadcaster, CBC, to obtain exclusive access to Olympic footage in real-time.

7=. Bully Ads

Canadian Safe School Network / Touché PHD! Toronto / Canada

Canadian Safe School Network created a campaign that leveraged an existing database of influencers, bloggers and media through mass programmatic ad banners that began to 'bully' unknowing users.

9. Yasmin's Sex-Ed Revolution

Yasmin / PHD Shanghai / China

Birth control medication, Yasmin, produced two gender-specific sex-ed videos and partnered with curriculum app SuperTimetable to put its video into every student's daily curriculum as a must-take class.

10. Like My Addiction

Addict'Aide / BETC Paris / France

Addict'Aide's campaign was designed for Instagram; it involved no media buying but the creation of a fake profile, a stunt which taught people how easy it is to overlook the signs of an alcohol problem.

Top agencies for media

GUNN Media 100

Top 10 agencies in the Gunn Media 100

Rank	Agency	Location	Points
1	MediaCom	London, UK	317.2
2	PHD	New York, USA	249.0
3	Mindshare	Mumbai, India	235.0
4	PHD	Shanghai, China	211.4
5	Mindshare	Shanghai, China	197.4
6	Clemenger BBDO	Melbourne, Australia	184.0
7	MediaCom	Mumbai, India	174.9
8	Mediaplus	Munich, Germany	171.4
9	Touché PHD!	Montreal, Canada	171.3
10	Starcom	Chicago, USA	169.4

View full rankings on [Gunn Report](#)

Commentary

- ✓ MediaCom London claims first place in the Gunn Media 100 agency rankings, followed by PHD New York and Mindshare Mumbai, with a second MediaCom agency, MediaCom Mumbai, in seventh.
- ✓ Five of the top 10 media agencies were from Asia Pacific.
- ✓ The US had two top-10 media agencies and dominated the rankings overall with 13 agencies in the top 50, followed by the UK with six and Australia with six.
- ✓ Mediaplus in Munich was the highest ranked media agency belonging to an independent network, Serviceplan.

Top agency networks for media

GUNN Media 100

Top 10 agency networks in the Gunn Media 100

Rank	Agency Network	Holding company	Points
1	MediaCom	WPP	1360.6
2	PHD Worldwide	Omnicom Group	1199.5
3	OMD Worldwide	Omnicom Group	1140.8
4	Mindshare Worldwide	WPP	890.2
5	Starcom	Publicis Groupe	761.1
6	Universal McCann	Interpublic Group	731.1
7	BBDO Worldwide	Omnicom Group	546.0
8	Wavemaker	WPP	526.8
9	Dentsu Aegis Network	Dentsu	482.2
10	McCann Worldgroup	Interpublic Group	447.1

View full rankings on [Gunn Report](#)

Commentary

- ✓ With eight agencies in the Gunn Media 100 agency ranking, MediaCom is the top-ranked network.
- ✓ PHD is in second place. It also had eight agencies in the top 50, three of them in the top 10.
- ✓ OMD was close behind its sister network PHD, and had seven agencies in the top 50.
- ✓ In seventh place was BBDO Worldwide, a creative- rather than a media-focused network, illustrating the blurring boundaries between creative thinking and media innovation.

Top agency holding companies for media

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Top holding companies in the Gunn Media 100

Rank	Holding company	Points
1	WPP	3565.4
2	Omnicom Group	3326.7
3	Interpublic Group	2131.7
4	Publicis Groupe	1597.3
5	Dentsu	540.1
6	Havas	442.0
7	MDC Partners	88.6
8	Hakuhodo DY Holdings	65.1
9	Publicis Group	41.4
10	Accenture	17.1
11	BlueFocus Communications	13.3

View full rankings on [Gunn Report](#)

Commentary

- ✓ WPP tops the holding company in the Gunn Media 100; three of the top agency networks – MediaCom, Mindshare Worldwide and Wavemaker – are owned by WPP.
- ✓ In second place is Omnicom Group, also represented three times in the top agency network ranking, due largely to the strong performance of PHD Worldwide and OMD Worldwide.
- ✓ Interpublic Group is close behind in third place with strong performances from agency networks McCann Worldgroup and Universal McCann.

Top brands for media

GUNN Media 100

Top 10 brands in the Gunn Media 100

Rank	Brand	Sector	Points
1	Nike	Clothing & Accessories	297.5
2	McDonald's	Retail	263.7
3	Snickers	Food	227.9
4	Dove	Toiletries & Cosmetics	204.5
5	Netflix	Media & Publishing	194.5
6	Shell	Business & Industrial	180.8
7	Samsung	Technology & Electronics	136.1
8	Headspace	Non-profit, public sector & education	129.1
9	Gillette	Toiletries & Cosmetics	122.5
10	US Army	Non-profit, public sector & education	107.3

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Commentary

- ☑ Nike takes first position as the top brand in the Gunn Media 100, with four campaigns in the top 100, all from the US. Nike has a significant lead over McDonald's in second and Snickers in third.
- ☑ Despite Snickers having three campaigns in the top 100, McDonald's takes second place in the brand ranking thanks to its McDelivery campaign claiming first place overall.

Top advertisers for media

GUNN Media 100

Top 10 advertisers in the Gunn Media 100

Rank	Advertiser	Location	Points
1	Unilever	UK/Netherlands	942.7
2	Procter & Gamble	USA	517.6
3	Mars	USA	392.8
4	Nike	USA	297.5
5	PepsiCo	USA	266.3
6	McDonald's	USA	263.7
7	Nestlé	Switzerland	195.7
8	Netflix	USA	194.5
9	Royal Dutch Shell	UK/Netherlands	186.5
10	Anheuser-Busch InBev	Belgium	175.4

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Commentary

- ☑ Unilever won first place among advertisers by a significant margin. In second place is Procter & Gamble. Both advertisers have six campaigns featured in the top 100.
- ☑ Mars takes third place among the top advertisers. Its brands, including Snickers, M&M's and Pedigree, have five campaigns in the top 100.

Top countries for media

Top 10 countries in the Gunn Media 100

Rank	Country	Points
1	USA	2841.9
2	UK	1427.5
3	Australia	871.6
4	India	854.8
5	United Arab Emirates	748.0
6	Canada	684.1
7	China	656.8
8	Singapore	363.2
9	Brazil	345.3
10	Germany	337.0

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Commentary

- ✓ The US dominated the rankings, with 30 campaigns in the top 100, 12 of which featured in the top 20.
- ✓ UK was second, and was represented eleven times in the top 100 ranking
- ✓ Third-placed Australia had eight campaigns in the top 100, two of which were in the top five.
- ✓ In total, 24 countries were represented in the Gunn Media 100.

About the Gunn Media 100

Gunn Report tracks the winners' lists from all the most important advertising award contests, everywhere in the world. The results of media awards are used to compile the Gunn Media 100 – a list of the 100 best campaigns for creativity and innovation in media, along with the best-performing agencies, networks, holding companies, brands, advertisers and countries.

[!\[\]\(5eb1325dfdc3f1cad8426726c0db51cd_img.jpg\) Learn more at the Gunn Report website.](#)

GUNN Media 100

The methodology for the Gunn Report's rankings has changed in 2018 – but the fundamental principles behind them remain the same.

The idea behind the Gunn Media 100 is to combine the winners' lists from all the most important contests for media creativity and innovation, everywhere in the world. Some of these are global contests, some regional, some national. For the 2018 report, we looked at almost 30 of the world's top shows and their winners' lists across a range of categories (the shows' identities are not revealed).

Campaigns that won awards in those competitions were awarded points based on the level of award they won (Gold, Silver, Bronze, etc). Those points are then weighted according to the standing of each competition in the global marketing industry. The competition weightings are based in part on a survey of senior media agency management.

A campaign's 'score' reflects the sum of all the weighted points attributed to it from different competitions. Scores for agencies, agency networks, holding companies, brands and advertisers are developed by adding together the scores for the campaigns they have created.

Gunn Report is now part of WARC. The Gunn Media 100 methodology was introduced for the 2018 rankings, and mirrors the methodology for the Gunn 100, which tracks creativity awards, and the WARC 100, which tracks effectiveness and strategy shows. This approach was developed in consultation with Douglas West, Professor of Marketing at King's College London.

The Gunn Media 100 replaces the Media Report produced by Gunn Report in previous years.

More from Gunn Report

Gunn Report is the global index of excellence in advertising. It identifies the most awarded and applauded ideas in the world and their creators. It currently offers the following rankings:

② **Gunn 100 ranking** – the world's most creative advertising ideas (formerly The Gunn Report rankings, which have run every year since 1999).

② **WARC 100 ranking** – the world's best advertising based on performance in strategy and effectiveness awards.

② **Gunn Media 100 ranking** – the world's best advertising based on performance in media awards.

As well as the full rankings, subscription to the Gunn Report site includes access to a searchable library of more than 5,000 creative campaigns, commentaries and proprietary research.

The Gunn Report was founded by Donald Gunn in 1999, after a career of more than 30 years at Leo Burnett. In 2016 it became part of WARC, an online service offering advertising best practice, evidence and insights from the world's leading brands.

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