

THE GUNN REPORT 2009

The Most Awarded Commercials in The World in 2009

			Ad Pts
1	CREST TOOTHPASTE "Bulldozer"/"Lice"/"Pre-Nup"	Saatchi & Saatchi (New York)	16
2=	SCHWEPPE MIXERS "Burst"	GPY&R (Melbourne)	15
	SHELTER CHARITY "House Of Cards"	Leo Burnett (London)	15
	SKITTLES "Pinata"	TBWA\Chiat\Day (New York)	15
5=	COMCAST "Rabbit"	Goodby, Silverstein & Partners (San Fran)	14
	NORTE BEER "Doctor"/"IT Guy"/"Millionaire"	Del Campo Nazca Saatchi & Saatchi (Bs As)	14

The Most Awarded Print Ads and Campaigns in The World in 2009

			Ad Pts
1	CHRYSLER JEEP "Two Worlds" campaign	BBDO/Proximity (Kuala Lumpur)	22
2=	ALKA SELTZER "Dissolve Your Problems" campaign	CLM BBDO (Boulogne-Billancourt)	16
	HARVEY NICHOLS "Harvey Nichols Bristol Store Launch"	DDB London	16
4	HOSPITAL ALEMAN "Kinder Plan" Campaign	Del Campo Nazca Saatchi & S (Bs As)	15
5	JAMES READY BEER "Share Our Billboard" campaign	Leo Burnett Canada (Toronto)	13

The Most Awarded Interactive in The World in 2009

			Ad Pts
1	BURGER KING "Whopper Sacrifice"	Crispin Porter + Bogusky (Boulder, CO)	18
2	NINTENDO Wii "Wario Land Shake It"	Goodby, Silverstein & Partners (San Fran)	15
3=	DORITOS "Hotel 626"	Goodby, Silverstein & Partners (San Fran)	13
	WOWOW TV "12 Cams Create Your Rainbow"	Bascule Inc (Tokyo)	13
5=	JEWISH CO. FOR ED. & RESEARCH "The Great Schlep"	Droga5 (New York)	12
	NOKIA N-GAGE "Get Out And Play"	Farfar (Stockholm)	12

The Most Awarded All Gunns Blazing 2009

			Ad Pts
1	OBAMA CAMPAIGN "Obama For America"	Obama For America (Washington)	18
2	NEW YORK CITY DEPT. OF EDUCATION "Million"	Droga5 (New York)	15
3	WARNER BROS. RECORDS "Oasis Dig Out Your Soul - In The Streets"	BBH (New York)	13
4=	BURGER KING "Whopper Sacrifice"	Crispin Porter + Bogusky (Boulder, CO)	10
	HAAGEN-DAZS "Help The Honey Bees"	Goodby, Silverstein & Partners (San Fran)	10
	HORNBACH HOME IMPROVEMENT STORES "House of Imaginations"	Heimat (Berlin)	10

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The Most Awarded Countries in The World in 2009

		TV & Cinema	Print	Interactive	Gunns Blazing	Total
1	USA (1)	156	37	123	71	387
2	Great Britain (2)	134	55	60	12	261
3	Argentina (3)	98	22	9	12	141
4	Germany (4)	49	34	22	12	117
5	Japan (5)	46	2	56	7	111

The Most Awarded Advertiser in The World in 2009

		TV & Cinema	Print	Interactive	Gunns Blazing	Total
1	Volkswagen (1=)	34	13	9	2	58
2	Nike (5)	20	5	25	3	53
3	Axe/Lynx (12=)	14	2	14	-	30
4	Sony (1=)	12	6	10	-	28
5	adidas (4)	6	12	5	4	27
	Burger King (10)	2	1	15	9	27

The Most Awarded Production Companies in The World in 2009

		Winner Pts
1	MJZ (London, Los Angeles, New York) (1)	40
2	Gorgeous (London) (4=)	29
3	Outsider (London, Santa Monica) (-)	22
4=	Biscuit Filmworks (LA)/Biscuit@Independent (London) (9=)	21
	Rattling Stick (London) (7=)	21

The Most Awarded Directors in The World in 2009

		Winner Pts
1	Tom Kuntz (USA) (8=)	25
2=	Harold Einstein (USA) (-)	14
	Ringan Ledwidge (Great Britain, France) (21=)	14
	Noam Murro (USA, Great Britain) (13=)	14
5=	Bryan Buckley (USA) (-)	13
	Garth Davis (Australia) (-)	13
	Wayne McClammy (USA) (-)	13
	Chris Palmer (Great Britain) (17=)	13

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The Most Awarded Agencies in The World in 2009 (Trad. Media)

		TV & Cinema	Print	AGB	TOTAL
1	DDB London (3)	17	23	1	41
2	Almap BBDO (Sao Paulo) (11=)	13	17	-	30
3	Dentsu (Tokyo & Osaka) (11=)	23	1	4	28
4	Goodby, Silverstein & Partners (San Fran) (-)	12	-	15	27
5	Del Campo Nazca Saatchi & Saatchi (Bs As) (24=)	11	13	2	26

The Most Awarded Interactive Agencies in The World in 2009

		Winner Pts
1	Goodby, Silverstein & Partners (San Francisco) (3)	25
2	Crispin Porter + Bogusky (Boulder, CO & Miami) (1)	16
3	Bascule Inc (Tokyo) (15=)	14
4	Farfar (Stockholm) (2)	13
5=	AKQA (London) (-)	11
	AlmapBBDO (Sao Paulo) (9=)	11
	BBH (London) (-)	11
	Dentsu Inc (Tokyo) (9=)	11
	R/GA (New York) (-)	11

The Most Awarded Agency Networks in The World in 2009

		TV & Cinema	Print	Interactive	Gunns Blazing	TOTAL
1	BBDO (1)	64	73	33	15	185
2	DDB (3)	65	55	16	6	142
3	Ogilvy & Mather (5=)	49	45	11	4	109
4	Leo Burnett (2)	52	33	4	18	107
5	Saatchi & Saatchi (4)	46	44	5	8	103

(numbers in brackets = ranking 2008)