

## All the 2021 Immortal Awards winners

The winners of the 2021 Immortal Awards have been announced and just four projects have been crowned Immortal by this year's jury.



The 31 pieces shortlist was discussed and debated by a global jury, composed of jurors from each of this year's five regional competitions, with just four Immortal winners and six Commendations being awarded this year. The winning projects were selected at the final virtual round of judging held in November.

This year's Immortal winners are:

- Propuesta Civica - #StillSpeakingUp DeepTruth, submitted by Publicis Groupe Eastern Europe
- Mastercard - True Name, submitted by Hungry Man US
- Beats by Dre - You Love Me, submitted by PRETTYBIRD & Company 3
- Reddit - Superb Owl, submitted by R/GA California

With every single entry into the Immortal Awards scoring points, the results of this year's Immortal Awards, as well as previous years can be viewed on the [League Table of Creativity](#). With four projects from UAE achieving finalist status, this year's results mean that UAE ranks #8 on the country list, with the region's top creative companies as follows:

## Top 5 UAE Advertising Agencies 2021

1. Impact BBDO
2. MullenLowe Dubai
3. M&C Saatchi UAE
4. Serviceplan Middle East
5. FP7 McCann Dubai

Europe makes its mark this year with Latvia and Italy being recognised among the Immortals and Commendations for the first time ever.

Hungry Man has equalled the current record by securing a third Immortal Award for True Name, following two wins in 2019.

Somesuch continues to uphold its standard of quality, having been recognised among the Immortals and Commendations each year since the inaugural awards in 2018.

Building on the competition's growth last year, there was a 14% increase in the number of entrant companies in 2021, from 541 in 2020 to 619 in 2021.



### The Immortal Awards announces MEA finalists, shortlist

21 Oct 2021



This year's global jury maintained the incredibly high standards set by the juries in the competition's first three years, limiting the number of Immortal winners to four - the same number as 2018, 2019, and 2020 - whilst also keeping the number of Commendations low, at just six.

Matt Cooper, founder of Little Black Book, comments: "Four years in, we are so proud of what the Immortal Awards is fast becoming. Our dream was to do something different; to be free to enter, hard to win and to celebrate truly great work. It is also about showing this work to the world, which we will continue to do globally in cinemas and in-house. Our belief is that country-by-country we can really help the world see the greatest work and inspire them to make it. Now we want to push The Immortal Awards a whole lot further. Next year, we aim to do local judging on the ground in many more countries before returning to in-person regional and global finals - and we are so excited."

Paul Monan, awards director of The Immortal Awards, comments: "With the introduction of local jury days, this year's judging has been a phenomenal experience. Having listened to creatives around the world, our belief is that the work judged locally by locals, then regionally with hand-picked locals, and then globally with some of our regional jurors, would get discussed and distilled in a way that has never been done before and it paid off. Thank you to our jurors this year and, of course, a huge congratulations to the four Immortal winners and the six Commendation recipients on their achievements as our juries were as tough as we've ever seen."

### All the winners

The full list of winners for The Immortal Awards 2021:

#### Immortal:

- Propuesta Civica - #StillSpeakingUp DeepTruth, submitted by Publicis Groupe Eastern Europe

- Mastercard - True Name, submitted by Hungry Man US
- Beats by Dre - You Love Me, submitted by PRETTYBIRD & Company 3
- Reddit - Superb Owl, submitted by R/GA California

**Commendation:**

- House of Lapland - Salla 2032, submitted by Africa
- City of Chicago - Boards of Change, submitted by FCB Chicago
- Channel 4 Paralympics - Super. Human., submitted by Time Based Arts, Somesuch, Factory Studios, Leland Music, Final Cut London
- Heineken - Shutter Ads, submitted by Publicis Italy
- Heinz - Draw Ketchup, submitted by Rethink
- Duck Sauce - Mesmerize, submitted by Caviar

The global League Table rankings for 2021 are as follows:

**Agency Network:**

1. McCann
2. BBDO
3. DDB

**Agency:**

1. McCann New York
2. Publicis Groupe Eastern Europe
3. R/GA California

**Production Company:**

1. Hungry Man US
2. PRETTYBIRD US
3. Somesuch UK

**Post Production:**

1. Company 3 LA
2. Company 3 NY
3. Mill London

**Edit Company:**

1. Final Cut London
2. tenthree
3. The Editors

**Music & Sound:**

1. 750mph
2. Factory Studios
3. Wave Studios

**Country:**

1. USA
2. UK
3. Australia
4. Canada
5. Ireland
6. Brazil
7. Germany
8. UAE
9. Ukraine
10. South Africa

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