

# South Africa ranked at #23 in 2018 Gunn Media 100 report

The results of the 2018 Gunn Media 100 were released by the Gunn Report ranking the world's most awarded and applauded campaigns and companies based on their performance in media competitions around the world.

Gunn Report, now part of Warc, tracks the winners' lists of close to 30 of the most important global, regional and national media awards shows to compile 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.



Gunn 100 results announced

12 Feb 2018



## Data-driven creativity

The highest-ranked campaign in the Gunn Media 100 is McDonald's 'Capacity Based McDelivery' by OMD Singapore. To maintain competitive advantages, McDonald's promoted its delivery service McDelivery in Singapore in partnership with Google. By integrating McDonald's first-party data with Google's hyper-local targeting, they maximised media cost efficiency and managed consumer expectations of delivery time through tailored messages, mapping real-time restaurant data against paid search spends via a live API.

Stephen Li, CEO of OMD Apac, said: "To have our work for McDonald's recognised as best of the best globally, is a testament to our unwavering commitment and relentless focus on helping our clients' leading brands continue to cut-through with data-driven creativity. This recognition motivates us to continue our drive in helping brands make better decisions, faster. The 'Capacity Based McDelivery' campaign is the perfect example of this in practice, leveraging real-time data to generate fresh growth for a market-leading brand in a highly competitive category. I could not be more proud of this achievement, and all the other great work coming out of OMD Singapore. It only inspires us to continue raising the bar even further still for our clients."



Stephen Li, CEO of OMD Apac. Image supplied.

In second place is 'Hungerithm' by MediaCom Melbourne/Clemenger BBDO, which saw confectionary brand Snickers partner with 7-Eleven stores in Australia to drive sales and increase category share. Snickers says the internet gets angry when it's hungry. The brand launched 'Hungerithm', an algorithm that analysed 14,000 social posts a day and adjusted the price of the chocolate bar accordingly. The angrier the internet got, the cheaper Snickers became.

Ranked third is 'Reword' for Headspace by Leo Burnett Melbourne/Starcom Melbourne. The Australian youth mental health foundation, successfully tackled cyberbullying by putting in place a social media rewording tool that analyses what users type and uses a red line to strike through abusive phrases.

## **Themes from the world's top campaigns**

Three themes have emerged from the world's top campaigns for media excellence:

- Data is driving fresh media thinking. The top campaign is built around the smart use of data. This is a recurring theme in the rankings, as brands look to harness multiple data sources to deliver competitive advantage.

- 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' such as Super Bowl, US presidential debates, and Olympics, that can draw a crowd and interest from the press.
- 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.

## Top ranking agencies, networks and holding companies

MediaCom London claims first place in the Gunn Media 100 agency rankings with four campaigns ranked in the top 100: 'Best Day Of My Life' for Shell (#6), 'Singing Our Way To The Top Of The Box Office' for Universal Pictures' Sing (#22), 'Missing Type' for NHS Blood & Transplant (#30) and 'Dark To Light' for Gucci Guilty (#77=).

PHD New York is in second place also with four campaigns in the top 100. Their highest ranked campaign (#13) is 'The Debate Headache' for GlaxoSmithKline's Excedrin. Mindshare Mumbai is ranked third with three campaigns making the cut.

MediaCom is the top-ranked network with eight agencies from around the world - Auckland, Bogota, Dusseldorf, London, Mumbai, Melbourne, Mexico City, New York – contributing to the network's poll position. PHD Worldwide is in second place and OMD Worldwide, third.

For the first time, Gunn Media 100 has included a ranking of holding companies. WPP tops the leaderboard, with three of its networks – MediaCom, Mindshare Worldwide and Wavemaker – ranked in the top 10. Omnicom Group and Interpublic Group follow.

Stephen Allan, Worldwide CEO and chairman of MediaCom, said: "This is an outstanding achievement, of which I am extremely proud. Every single person throughout the MediaCom network has contributed to our success and has truly embraced our philosophy of Systems Thinking to great effect.



MediaCom SA puts people first by reaching B-BBEE Level 1

MediaCom 9 Mar 2018



"I am, of course, delighted that MediaCom UK has also been recognised within the Gunn Media 100 as the top individual agency, which is incredibly well deserved. But none of this would have been possible without our fantastic clients, agency partners and media owners who have collaborated with us to create globally-celebrated campaigns. We are proud to have contributed towards WPP's achievement of being named the top holding company within the same report."

Sir Martin Sorrell, CEO of WPP, said: "WPP's core purpose is to deliver growth for our clients so we are delighted to receive this recognition of our effectiveness in doing so. And congratulations to MediaCom who, as network and agency of the year, have helped us achieve a hat-trick of awards."

## Top ranking brands, advertisers and countries

Nike takes the first position as the top brand with four campaigns featured in the top 100, all from the US. McDonald's is in second place, followed by Snickers and Dove.

Unilever tops the advertiser's ranking by a significant margin. Procter & Gamble is in second place. Both advertisers have six brands featured in the top 100 campaigns. Mars takes third place with five campaigns in the top 100.

The US dominates the rankings with 30 campaigns in the top 100, 12 of which feature in the top 20. The UK is second with 11 campaigns. Australia and India follow. In total, 24 countries are represented.

The most highly ranked campaigns and companies in Gunn Media 100 are:

## The world's top 10 campaigns for media excellence

Rank	Campaign title	Brand	Agency	Points
1	Capacity Based McDelivery	McDonald's	OMD Singapore	136.1
2	Hungerithm	Snickers	MediaCom Melbourne / Clemenger BBDO Melbourne	131.2
3	Reword	Headspace	Leo Burnett Melbourne/Starcom Melbourne	129.1
4	Bachelor Of Shaving	Gillette	MediaCom Mumbai	122.5
5	Bradshaw Stain	Tide	Saatchi & Saatchi New York / Hearts & Science New York	106.1
6	Best Day Of My Life	Shell	MediaCom London	105.4
7=	Sport Chek - The Fastest Olympic Campaign!	Sport Chek	Touché PHD! Montreal	101.3
7=	Bully Ads	Canadian Safe School Network	Touché PHD! Toronto	101.3
9	Yasmin's Sex-Ed Revolution	Yasmin	PHD Shanghai	96.7
10	Like My Addiction	AddictAide	BETC Paris	87.2

## The world's top 10 best agencies for media excellence

Rank	Agency	Location	Points
1	MediaCom	London, UK	317.2
2	PHD	New York, USA	249
3	Mindshare	Mumbai, India	235
4	PHD	Shanghai, China	211.4
5	Mindshare	Shanghai, China	197.4
6	Clemenger BBDO	Melbourne, Australia	184
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

## The world's top 10 agency networks for media excellence

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
8	Wavemaker	WPP	526.8
9	Dentsu Aegis Network	Dentsu	482.2
10	McCann Worldgroup	Interpublic Group	447.1

## The world's top 10 holding companies for media excellence

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
7	MDC Partners	88.6

8	Hakuhodo DY Holdings	65.1
9	Publicis Group	41.4
10	Accenture	17.1

## The world's top 10 brands for media excellence

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

## The world's top 10 advertisers for media excellence

Rank	Advertiser	Points
1	Unilever	942.7
2	Procter & Gamble	517.6
3	Mars	392.8
4	Nike	283.3
5	McDonald's	263.7
6	PepsiCo	251.4
7	Anheuser-Busch InBev	217.1
8	Nestlé	195.7
9	Netflix	194.5
10	Royal Dutch Shell	186.5

## The world's top 10 countries for media excellence

Rank	Country	Points
1	USA	2841.9
2	UK	1427.5
3	Australia	871.6
4	India	854.8
5	United Arab Emirates	748
6	Canada	684.1
7	China	656.8
8	Singapore	363.2
9	Brazil	345.3
10	Germany	337

Commenting on the results of Gunn Media 100, Emma Wilkie, managing director of Gunn Report, says: "Hot on the heels of the recently published Gunn 100 ranking for creative excellence and the WARC 100 index for effectiveness, the newly launched Gunn Media 100 benchmarks media creativity and innovation as well as highlighting media trends based on an independent global analysis.

"We're seeing that the smart use of data, event-led strategies and partnerships that provide new consumer reach are the main themes currently driving the media industry forward offering new and exciting opportunities in the marketplace."

The full Gunn Media 100 rankings - including the world's top 100 campaigns for media excellence, top 50 agencies, networks, brands, advertisers, countries and top holding companies as well as commentaries, the work and credits - are

available by subscription on the Warc [website](#).



Emma Wilkie, managing director of Gunn Report.  
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