

THE GOOD REPORT 2015

Ranking	TOP 40 Campaigns	Agency	Advertiser	City	Country
1	Human Traffic Sign	MullenLowe China	General Motors Corp.	Shanghai	China
2	#LikeAGirl	Leo Burnett Toronto	Procter & Gamble/ Always	Toronto	Canada
3	Poachers	Leo Burnett Sydney	WWF International	Sydney	Australia
4	A Very Disturbing Taxi Ride	Memac Ogilvy & Mather	KAFA	Dubai	United Arab Emirates
5	LifePaint	GREY London	Volvo	London	United Kingdom
6	Genital Mutilation	Ogilvy & Mather Advertising	28 Too Many	London	United Kingdom
7	The wall	Agence LIMITE	Action Enfance	Paris	France
8	Domestic Violence Hotline	spark*	UN Woman	Dubai	United Arab Emirates
9	Nazis against Nazis - Germany's most involuntary charity walk	MullenLowe + Grabarz & Partner	ZDK Gesellschaft Demokratische Kultur	Hamburg	Germany
10	The Safety Truck	Leo Burnett Argentina	Samsung	Buenos Aires	Argentina
11	Make Love. Not Dogs	TBWA\San Juan	Pet SOS	San Juan	Puerto Rico
12	The more you donate, the more you protect	Acesso Comunicação	Instituto Maria da Penha	Fortaleza	Brazil
13	Balance of Nature	Terremoto Propaganda	Ecovia	Curitiba	Brazil
14	No Bee No Food Campaign	6P Marketing & Propaganda	CETAPIS	Ribeiro Preto	Brazil
15	Too Young To Drink	Fabrica	EFASDA	Catena di Villorba	Italy
16	Endangered Species	Seagull Advertising	Thermax Profetherm	Pune	India
17	805 Million Names - Zlatan Ibrahimovic	Forsman & Bodenfors	United Nations World Food Programme	Göteborg	Sweden
18	A Rainbow for the #RainbowNation	FCB South Africa	Coca-Cola Company	Johannesburg	South Africa
19	Domestic Violence	Publicis Mexico	DIF Zaponan	Mexico City	Mexico
20	Unbind yourself. Equal rights – joint success!	Laboratory for Social Advertising	OPEN LINE Public Foundation	Moscow	Kyrgyzstan
21	They had a Past	BDDP & Fils	Fondation Abbé Pierre	Paris	France
22	Lights	Ogilvy & Mather Japan GK	Adot.com	Tokyo	Japan
23	Torture a Man	AIR Brussels	Amnesty International	Brussels	Belgium
24	The RGB News	Geometry Global Budapest	Antena 1 /Observator	Budapest	Hungary
25	Holograms For Freedom	DDB Madrid	No Somos Delito	Madrid	Spain
26	Between Us	Y&R Turkey	Vodafone	Istanbul	Turkey
27	Clever Buoy	M&C Saatchi Sydney	Optus Pty. Ltd.	Sydney	Australia
28	Love Has No Labels	R/GA	Ad Council	New York	United States
29	Inglorious Fruits and Vegetables	Marcel	Intermarché	Paris	France
30	Nobody's Memories	FCB Canada	PFLAG Canada	Toronto	Canada
31	The War on Drugs	AlmapBBDO	The Global Commission on Drug Policy	São Paulo	Brazil
32	Would you still be my fan?	LDV United	Special Olympics Belgium	Antwerp	Belgium
33	Donate blood. Save lives.	Binder Visão Estratégica	Hemorio	Rio de Janeiro	Brazil
34	Skinless Logos	DDB Mozambique	MFW / Sociedade de Notícias	Maputo	Mozambique
35	My Positive Impact	Havas Worldwide Paris	Fondation Nicolas Hulot	Paris	France
36	Initiatives Océanes 2015	Y&R Paris	Surfrider Foundation	Boulogne-Billancourt	France
37	Clean river soon	TBWA\Sanctiogo Mangada Puno	Shokobutsu	Makati City	Philippines
38	3D Printer	Y&R Paris	IFAW	Boulogne-Billancourt	France
39	Don't Drink & Drive	Facto Saatchi & Saatchi	Sécurité Routière	Ste-Clotilde	France
40	What's Behind?	Africa	CEPIA Institutional	São Paulo	Brazil

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Ranking	TOP 25 Agencies	City	Country
1	Y&R Paris	Boulogne-Billancourt	France
2	DDB Mozambique	Maputo	Mozambique
3	Leo Burnett Toronto	Toronto	Canada
4	Spark*	Dubai	United Arab Emirates
5	Africa	São Paulo	Brazil
6	AIR Brussels	Brussels	Belgium
7	MullenLowe China	Shanghai	China
8	Leo Burnett Sydney	Sydney	Australia
9	Binder Visão Estratégica	Rio de Janeiro	Brazil
10	Memac Ogilvy & Mather	Dubai	United Arab Emirates
11	GREY London	London	United Kingdom
12	Ogilvy & Mather Advertising	London	United Kingdom
13	M&C Saatchi Sydney	Sydney	Australia
14	Agence LIMITE	Paris	France
15	Geometry Global, Budapest	Budapest	Hungary
16	Publicis Conseil	Paris	France
17	Leo Burnett Argentina	Buenos Aires	Argentina
18	Acesso Comunicação	Fortaleza	Brazil
19	Terremoto Propaganda	Curitiba	Brazil
20	6P Marketing & Propaganda	Ribeiro Preto	Brazil
21	Seagull Advertising	Pune	India
22	Fabrica	Catena di Villorba	Italy
23	Rosapark	Paris	France
24	AlmapBBDO	São Paulo	Brazil
25	MullenLowe/ Grabarz & Partner	Hamburg	Germany

Ranking	TOP 10 Advertisers
1	WWF
2	Procter & Gamble
3	Samsung
4	Amnesty International
5	The Salvation Army
6	KAFA
7	Surfrider Foundation
8	General Motors Corp.
9	UN Woman
10	Instituto Maria da Penha

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Ranking	TOP 20 Network
1	Ogilvy & Mather Worldwide
2	Leo Burnett Worldwide
3	BBDO Worldwide
4	TBWA Worldwide
5	YOUNG & RUBICAM Group
6	DDB Worldwide
7	FCB Worldwide
8	PUBLICIS Worldwide
9	GREY Global Group
10	HAVAS Creative Group
11	MCCANN Worldgroup
12	SAATCHI & SAATCHI
13	LOWE AND PARTNERS Worldwide
14	GRUPO ABC
15	M&C SAATCHI Worldwide
16	JWT Worldwide
17	DENTSU AEGIS Network
18	CHEIL Worldwide
19	BBH
20	Droga5