

Observations:

The Gunn Report for Media 2015

(1) Stand Out Messages

- Consumers have the power to be selective in what they engage with.
- Effective media engagement with the consumer has become as critical to the success of a marketing campaign as content and can change behaviour as a result.
- The future of the industry lies in the innovative strength of its media creativity.
- Creativity and media are not mutually exclusive or even in competition. They interact with each other.
- Increasingly, Media agencies are also entering, and winning, other award categories.
- Media agencies, at the intersection of technology and the consumer, have become their clients' key strategic partner in every field.
- Great media ideas sometimes emerge when flexibility and spontaneity are more important than sophistication or technology.

(2) Top 15 Most Awarded Countries in Media in the World 2015

<u>Rank</u>	<u>Country</u>	<u>Points</u>	<u>Ranking 2014</u>
#1	USA	607	#1
#2	UK	369	#2
#3	India	343	#3
#4	Australia	279	#8
#5	Hong Kong	231	#9
#6	France	229	#5
#7	Canada	224	#4
#8	Malaysia	211	#10
#9	China	183	#13
#10	UAE	178	#7
#11	New Zealand	171	#6
#12	Germany	118	#21
#13	Turkey	117	#14
#14	Ireland	92	#23
#15	Singapore	87	#19
#16	Poland	86	#16
#17	Spain	76	#11
#18=	Chile	75	#17
#18=	Portugal	75	#15
#20	Colombia	68	-

#21	Brazil	64	#12
#22	Romania	60	#22
#23=	Greece	55	-
#23=	Russia	55	#18
#25	Lebanon	51	-

(3) Bangladesh, Colombia, Ecuador, Egypt, Guatemala, Peru and Puerto Rico received awards at national and international festivals.

(4) Mindshare Turkey and Y&R Team Red Istanbul's 'Red Light' campaign for Vodafone app earned the country's first Media Lion Grand Prix.

(5) Top 10 Most Awarded Advertisers in Media Worldwide 2015

<u>Rank</u>	<u>Advertiser</u>	<u>Number of festivals</u>	<u>Points</u>	<u>Ranking 2014</u>
#1	Coca-Cola	31	104	#1
#2	Samsung	26	100	#3
#3	McDonald's	28	92	#2
#4	Vodafone	18	85	#7
#5	Ikea	17	71	#6
#6	Heineken	19	65	#4
#7	Nike	18	43	-
#8	Burger King	13	33	-
#9	Adidas	11	32	-
#10	Volkswagen	13	30	#9

(6) Coca-Cola takes the title of the world's most awarded advertiser for the 2nd year in a row. Its success came from winning at 31 different award shows and festivals. Samsung climbs up one place to take 2nd place, winning at 26 followed by McDonald's at #3. Nike make it back into the top 10 after missing out in 2014. As does Adidas, which last ranked in 2011.

(7) Top 10 Most Awarded Media Agency Networks 2015

<u>Rank</u>	<u>Agency Network</u>	<u>Points</u>	<u>Ranking 2014</u>
#1	OMD	621	#1
#2	Starcom MediaVest	537	#2
#3	Mindshare	501	#4
#4	PHD	461	#3
#5	Mediacom	257	#6
#6	Carat	220	#10
#7	Leo Burnett	184	-
#8	UM	183	#5
#9	Havas Media	152	#7
#10	ZenithOptimedia	151	-

(8) OMD once again tops the media network table, for a tenth consecutive year, with very good results all over the world for a large number of different campaigns for many different advertisers. Its star agencies include OMD Australia, OMD Bogota, OMD Canada, OMD Dubai, OMD Egypt, OMD Hong Kong, OMD New York, OMD New Zealand, OMD Spain and OMD UK.

Starcom MediaVest is closely challenging OMD in many countries. Starcom MediaVest USA is the star of the network with SMG Australia, Poland, UAE and China also doing well.

Mindshare jumps up to #3 place from #4 the previous year. Its star agencies are Mindshare Turkey, which won the Cannes Media Lions Grand Prix for Vodafone Red Light App 'Between Us', as well as Mindshare India, Indonesia, Tunisia, UAE, UK and USA.

There are 15 media agencies and 5 advertising agencies in the Top 20 table (versus 12 media agencies and 8 advertising agencies in 2014), but there are 9 media agencies in the Top Ten (equal in 2014). Independent agency Horizon Media – the last remaining media independent of size in the USA – in the top 20 (ranked #19). Media agencies seem to have understood that, if they want to see their position recognised at festivals, and if they want to reinforce their role with clients, they need to enter more festivals and not rely on advertising agencies to do it for them.

(9) A note on Methodology:

The idea behind THE GUNN REPORT FOR MEDIA is to combine the winners' lists from all of the most important award festivals world-wide that focus on media innovation, creativity **and** effectiveness. Some of these festivals are global, some regional, and some national.

Like its sister report, THE GUNN REPORT FOR CREATIVITY, The Gunn Report for Media does not reveal which awards and festivals are included in order to avoid antagonizing contest entrepreneurs around the world whose event is not included.

Regarding the national shows, what we can say is that they include 42 markets. Argentina, Australia, Brazil, Canada, Greater China, France, Germany, India, Japan, Mexico, the Netherlands, New Zealand, the Philippines, Poland, Singapore, South Africa, Spain, Sweden, Thailand, UAE, United Kingdom, USA... are all included, as well as some "newer" advertising countries like Bulgaria, Colombia, Ecuador, Lebanon or Puerto Rico. The choice is representative of the most important advertising markets, but also of others where media creativity is burgeoning.

Every show in the Report features all of the media: TV, cinema, radio, magazines, newspapers, outdoor, special events/stunts, internet, mixed media and sponsorship. Some have special categories on target audiences such as youth, young adults, all adults, men and women. Single media festivals are excluded. Too few of these reward media creativity and efficiency, and their inclusion would have unbalanced the scoring system in respect of some countries and agencies.

Points are awarded on the same basis for every contest, covering campaigns, countries, brands, and agencies:

3 to 5 for a Best Show / Grand Prix, depending on the importance of the festival and the market.

2 to 3 for a winner or a Gold.

1 to 2 for a Silver or a Bronze.

A single ad or campaign may receive points for a Grand Prix and also for awards in the same festival for different categories (for example Best Use of Sponsorship or Best Luxury Goods.) Where an agency has received all of its awards in a single national festival, it has not been included in the Agencies' table as this would weigh the points scoring system inappropriately.

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