

Observations:

The Gunn Report for Media 2014

- (1) Consumers have the power to be selective in what they engage with. They want to control and dictate when, where and how they are communicated to. They demand a real conversation, whatever the platform is. They also want to participate, share and collaborate as never before. They expect to be surprised and entertained, and are more and more influenced by their friends and their networks.
- (2) Contact has become as critical to the success of a marketing campaign as content.
- (3) Stand Out Messages:
 - Be bold, innovative and generate content that is genuinely engaging.
 - Make them laugh
 - Make them cry
 - Use unexpected places as media
 - The medium is the message
- (4) Great media ideas sometimes emerge when flexibility and spontaneity are more important than sophistication or technology.
- (5) Guatemala, Ecuador, Colombia, Peru, Lebanon and Egypt received awards at national and international festivals.

Top 15 Most Awarded Countries in Media in the World 2014

<u>Rank</u>	<u>Country</u>	<u>Points</u>
#1	USA	424
#2	UK	309
#3	India	253
#4	Canada	230
#5	France	172
#6	New Zealand	169
#7	UAE	167
#8	Australia	146
#9	Hong Kong	140
#10	Malaysia	128
#11	Spain	120
#12	Brazil	113
#13	China	111
#14	Turkey	100
#15	Portugal	95
#16	Poland	92
#17	Chile	88

#18	Russia	86
#19	Singapore	82
#20	The Netherlands	72
#21	Germany	70
#22	Romania	68
#23	Ireland	67
#24	Denmark	66
#25	Peru	63

- (6) Coca-Cola takes the title of the world's most awarded advertiser in 2014. Its success came from winning at 36 different award shows and festivals. McDonald's in at #2 continues to demonstrate quality and originality, winning at 29 different awards. Samsung #3 won at 23 awards. Heineken #4 at 13 awards. Nivea #5 at 12 awards. Ikea #6 at 14 awards.

Top 10 Most Awarded Advertisers in Media Worldwide 2014

<u>Rank</u>	<u>Advertiser</u>	<u>Number of festivals</u>	<u>Points</u>
#1	Coca-Cola	36	137
#2	McDonald's	29	103
#3	Samsung	23	77
#4	Heineken	13	61
#5	Nivea	12	36
#6	Ikea	14	31
#7	Vodafone	12	30
#8	Kellogg's	5	23
#9	Volkswagen	9	20
#10	Dove	7	19

- (7) OMD once again tops the media network table. Its star agencies included OMD Singapore, OMD UK, OMD Colombia and OMD MENA, which was the most awarded media agency at the 2014 Effies.

Starcom MediaVest is challenging OMD in many countries and is the most awarded network in the Cannes Media Lions competition and #5 most effective agency in 2014 according to the Effie Effectiveness Index. Starcom MediaVest USA is the star of the network with SMG Poland, SMG UAE, SMG Egypt and Starcom Netherlands also doing well.

PHD joins the Top Three for the first time, having won four Gold Media Lions in Cannes – the most Golds won by any media agency in 2014. The two stars of the network are PHD London and PHD India. PHD Hong Kong, PHD New Zealand, PHD China, PHD Denmark and PHD Colombia also did well.

Top 10 Most Awarded Media Agency Networks 2014

<u>Rank</u>	<u>Agency Network</u>	<u>Points</u>
#1	OMD	521
#2	Starcom MediaVest	467
#3	PHD	357
#4	Mindshare	294
#5	UM	209
#6	Mediacom	192
#7	Havas Media	149
#8	Maxus	144
#9	O&M	143
#10	Carat	141

(8) There are 12 media agencies and 8 advertising agencies in the Top 20 table, but there are 9 media agencies in the Top Ten. 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.

(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 weight the points scoring system inappropriately.

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