

# Ogilvy, King James, TBWA ranked in AdForum Business Creative Report '18

PARIS, France - AdForum has released its second annual Business Creative Report, ranking the most successful campaigns and agencies in seven specific sectors, including Ogilvy South Africa, King James and TBWA\Hunt Lascaris.

Ogilvy South Africa made it to the top 10 in the Health & Beauty category (the World's First Baby Marathon made it to the top three ads) in Automotive and in Luxury & Premium. King James with Sanlam made it to the Finance ranking in fourth place, and TBWA\Hunt Lascaris came fourth in the Transport & Tourism category.



Top performers this year include JvM Spree (Germany) in Automotive; McCann NY in Finance; DDB Chicago in Food & Beverage; AMV BBDO (UK) in Health & Beauty; BETC Paris in Luxury & Premium; Marcel (France) in Retail and Jung Von Matt (Germany) in Transport & Tourism.

This year's most awarded campaign overall came from the retail sector: 'Black Supermarket' by Marcel in France. BBDO New York and BETC in Paris were among the agencies who shone for the second year running in the Finance and Luxury sectors respectively.

See below for the top three performers in each category. Meanwhile, the [website](#) allows viewers to see at a glance which campaigns and agencies did best in their relevant sector. It lists the top 10 campaigns and the top five agencies in each field.

AdForum CEO Philippe Paget commented:

*“ No other global creative ranking shows the best performing campaigns in individual market segments. The ability to see the year's most successful work by industry sector is of great interest to CMOs, agencies and consultants. ”*

The report is based on the results of the many awards shows with which AdForum has a partnership, including Cannes, D&AD, the Clios, the Epica Awards, The One Show, the LIA, Eurobest, Adfest, Dubai Lynx, Cristal, ADC\* Europe, the FAB Awards, the World Luxury Award, the EACA Care Awards, and many more.

Below is a brief insight into the top performers:

### **Automotive**

1. The Faith of a Few for Mini by JvM/Spree (Germany)
2. Clowns for Audi by BBH London (UK)
3. #SheDrives for Nissan by TBWA\RAAD (UAE)

### **Finance**

1. Fearless Girl for State Street Global Advisor by McCann NY (USA)
2. Friendshit for Kasirkornbank by GreynJ United (Thailand)
3. Pride Jersey for AIG by THWA\Hakuhodo (Japan)

### **Food & Beverage**

1. Exclusive the Rainbow (case) for Skittles by DDB Chicago (USA)
2. Exclusive the Rainbow (announcement) for Skittles by DDB Chicago (USA)
3. Share a Coke 1.000 Name Celebration for Coca-Cola by Fitzgerald+Co (USA)

### **Health & Beauty**

1. Blood Normal for Libresse by AMV BBDO (UK)
2. Blink to Speak for Aska Ek Hope Foundation by TBWA\India
3. The World's First Baby Marathon for Huggies by Ogilvy South Africa

### **Luxury & Premium**

1. Save Our Species for Lacoste by BETC Paris (France)
2. Go With the Flaw for Diesel by Publicis Italy
3. Timeless for Lacoste by BETC Paris (France)

### **Retail**

1. Black Supermarket for Carrefour by Marcel (France)
2. Scary Clown Night for Burger King by Lola Mullenlowe (Spain)
3. Rhythm of Love Wall for 7-Eleven by ADK Taiwan

## **Transport & Tourism**

1. The Ticket Shoe for Berliner Verkehrsbetriebe+adidas by Jung von Matt (Germany)
2. Universal Love for MGM Resorts by McCann NY (USA)
3. Dundee: The Son of A Legend Returns Home (trailer 1) for Tourism Australia by droga5

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