

THE GUNN REPORT 2008

The Most Awarded Commercials in The World in 2008

			Ad Pts
1	CADBURY'S DAIRY MILK "Gorilla"	Fallon (London)	30
2	EPURON WIND ENERGY "Power of Wind"	Nordpol+ (Hamburg)	24
3=	SKODA FABIA "Cake"	Fallon (London)	22
	SONY BRAVIA LCD TV "Play-Doh"	Fallon (London)	22
5=	PETRONAS MERDEKA 2007 "Tan Hong Ming"	Leo Burnett (Kuala Lumpur)	19
	TIDE-TO-GO STAIN REMOVER "Interview"	Saatchi & Saatchi (New York)	19

The Most Awarded Print Ads and Campaigns in The World in 2008

			Ad Pts
1	TIDE ULTRA "Stains Don't Stand A Chance" campaign	Saatchi & Saatchi (New York)	17
2=	OGAMA VENTILATING FAN "Cook"/"Smoke"/"Incense"	Lowe Bangkok	16
	WWF "Tree"	Ogilvy & Mather (Bangkok)	16
4	ADIDAS OLYMPIC LAUNCH "Sui Fei Fei"/"Hu Jia"/"Zheng Zhi"	TBWA\China (180\TBWA) (Shanghai)	15
5	FHM MAGAZINE "Renaissance Art" & campaign	O&M Singapore	14

The Most Awarded Interactive in The World in 2008

			Ad Pts
1	UNIQLO "Uniqlock"	Projector Inc (Tokyo)	26
2	CALIFORNIA MILK PB "Milk Get The Glass"	Goodby, Silverstein & Partners (San Fran)	21
3	HBO "HBO Voyeur"	BBDO New York / Big Spaceship (Brooklyn)	16
4	ADIDAS "Impossible Is Nothing"	Netthink (Madrid)	15
5	DIESEL UNDERWEAR "Heidies 15mb Of Fame"	Farfar (Stockholm)	15

The Most Awarded All Gunns Blazing 2008

			Ad Pts
1	WWF "Earth Hour"	Leo Burnett (Sydney)	17
2	MICROSOFT XBOX 360 HALO 3 "Believe"	McCann Worldgroup/T.A.G./AKQA (SF)	15
3	BURGER KING "Whopper Freakout"	Crispin Porter & Bogusky (Miami)	11
4	HBO "HBO Voyeur"	BBDO New York	11
5	UNIQLO "Uniqlock"	Projector Inc (Tokyo)	10

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The Most Awarded Countries in The World in 2008

	TV & Cinema	Print	Interactive	Gunns Blazing	Total
1 USA (1)	149	52	91	39	331
2 Great Britain (2)	124	39	45	4	212
3 Argentina (3)	99	21	2	7	129
4 Germany (7)	47	35	31	6	119
5 Japan (5)	42	1	60	14	117

The Most Awarded Advertiser in The World in 2008

	TV & Cinema	Print	Interactive	Gunns Blazing	Total
1= Sony (3)	26	9	14	1	50
Volkswagen (2)	20	14	11	5	50
3 Microsoft (10=)	17	0	10	9	36
4 adidas (6)	7	6	10	7	30
5 Nike (1)	16	1	9	3	29

The Most Awarded Production Companies in The World in 2008

	Winner Pts
1 MJZ (London, Los Angeles, New York) (1)	64
2= Phenomena (Bangkok) (2)	30
RSA Films (New York) (-)	30
4= Blink Productions (London) (17=)	25
Gorgeous (London) (3)	25

The Most Awarded Directors in The World in 2008

	Winner Pts
1 Thanonchai Sornsrivichai (Thailand) (1)	30
2 Rupert Sanders (USA) (-)	27
3 Simon McQuoid (USA) (-)	24
4 Yuichi Kodama (Japan) (-)	20
5= Phil Morrison (USA) (-)	16
Jake Scott (USA) (-)	16
The Vikings (France) (-)	16

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The Most Awarded Agencies in The World in 2008 (Trad. Media)

	TV & Cinema	Print	Gunns Blazing	TOTAL
1 BBDO (New York) (8=)	32	23	8	63
2 Fallon (London) (4=)	48	-	2	50
3 DDB (London) (3)	12	19	2	33
4 Saatchi & Saatchi (New York) (2)	19	12	-	31
5 McCann Worldgroup (San Francisco) (-)	16	-	9	25

The Most Awarded Interactive Agencies in The World in 2008

	Winner Pts
1 Crispin Porter + Bogusky (Miami) (1)	21
2 Farfar (Stockholm) (1=)	20
3 Goodby, Silverstein & Partners (San Francisco) (5)	19
4 Grupo W (Saltillo) (15=)	15
5 Projector Inc (Tokyo) (-)	14

The Most Awarded Agency Networks in The World in 2008

	TV & Cinema	Print	Interactive	Gunns Blazing	TOTAL
1 BBDO (1)	87	75	25	16	203
2 Burnett (6)	52	35	19	22	128
3 DDB (4)	52	60	10	4	126
4 Saatchi & Saatchi (2)	52	53	6	2	113
5= Ogilvy & Mather (5)	34	49	18	3	104
TBWA (3)	57	33	7	7	104

(numbers in brackets = ranking 2007)