

**THE GOOD REPORT 2016**

Ranking	TOP 40 Campaigns	Agency	Advertiser	City	Country
1	Nivea Doll	FCB Brasil	BDF Nivea Brasil	São Paulo	Brazil
2	The Lionfish Invasion	Geometry Global	Ministry of Environment and Sustainability	Bogota	Colombia
3	This Girl Can	FCB Inferno	Sport England	London	United Kingdom
4	Print For Help	FCB Brasil	Hewlett-Packard Brasil	São Paulo	Brazil
5	One Shot Is Enough	Prolam Y&R	UNICEF	Santiago	Chile
6	Imprisoned Children	LewLara	Abring Foundation - Save The Children	São Paulo	Brazil
7	#Optoutside	Venables Bell & Partners	Rei	San Francisco	United States
8	The Gun Shop	Grey Group New York	States United to Prevent Gun Violence	New York	United States
9	Share The Load	BBDO India	Procter & Gamble	Mumbai	India
10	Close The Loop	Forsman & Bodenfors	H&M	Göteborg	Sweden
11	Bring Down The Statistics	Air, Partner of McCann	Amnesty International	Brussels	Belgium
12	Change Please	FCB Inferno	The Big Issue	London	United Kingdom
13	Domestic Violence	Publicis Conseil	France 5	Paris	France
14	Finding Light In The Dark	FP7/DX8 - McCann Workgroup and Memac Ogilvy	Coca Cola	Dubai	United Arab Emirates
15	No Break For Trash	Y&R Paris	Surfrider Foundation	Boulogne-Billancourt	France
16	Spermatozoon Race	Y&R Amman	Tabacco Free Jordan	Amman	Jordan
17	The More Paper You Waste, The Less Space They Have.	Publicis Indonesia	WWF	Jakarta	Indonesia
18	Young Masseur	spark*	Comminty Development Authority	Dubai	United Arab Emirates
19	Street Fare	Saatchi & Saatchi Wellness	Crossroads Community Services	New York	United States
20	Invisible Women	Publicis Conseil	France 5	Paris	France
21	Animals	Publicis Conseil	Depaul	Paris	France
22	Slow Down Gps (Child Voice Navigation)	Forsman & Bodenfors	If Insurance	Göteborg	Sweden
23	Reduce Speed Dial	Colenso BBDO Auckland	Volkswagen	Auckland	New Zealand
24	#Myfamilycan	Leo Burnett Melbourne	Spc Ardmona	Melbourne	Australia
25	Groceries Not Guns	Grey Group Canada	Moms Demand Action for Gun Sense in America	Toronto	Canada
26	Security Moms	Ogilvy Brasil Comunicação Ltda.	Sport Clube Do Recife	São Paulo	Brazil
27	Melanoma Likes Me	GPY&R	Melanoma Patients Australia	Melbourne	Australia
28	Life Saving Dot	Grey Group Asia Pacific	Talwar Bindi	Singapore	Singapore
29	Outdoor	Leo Burnett Sydney	WWF	Sydney	Australia
30	The Man And The Dog	DDB Argentina	FATH (Fundación Argentina de Transplante Hepático)	Buenos Aires	Argentina
31	Colourful Salt	Grey Group Argentina	Fundacion Favaloro	Buenos Aires	Argentina
32	The Marathon Walker	Ogilvy & Mather Paris	Water for Africa	Paris	France
33	First Days Out	AlmapBBDO	Mars, Inc.	São Paulo	Brazil
34	Mortal Timeline	BBDO Russia Group	Intouch Insurance	Moscow	Russia
35	Disappearing Animals	Grabarz&Partner	Robin Wood	Hamburg	Germany
36	Safety Wi-Fi	Leo Burnett Tailor Made São Paulo	Fiat	São Paulo	Brazil
37	45 Kg	Dentsu Plus	Honda Motor Co., Ltd.	Bangkok	Thailand
38	Aid To Cart	Sancho BBDO	Exito	Bogota	Colombia
39	Punch	Brad	SOS Conjugal Violence	Montreal	Canada
40	Dead End, Wrong Way	F&Q Brasil / M&C Saatchi Group	Observatorio National Road Safe	Rio de Janeiro	Brazil

Ranking	TOP 25 Agencies	City	Country
1	Publicis Conseil	Paris	France
2	FCB Brasil	São Paulo	Brazil
3	FCB Inferno	London	United Kingdom
4	Forsman & Bodenfors	Göteborg	Sweden
5	Colenso BBDO Auckland	Auckland	New Zealand
6	Ogilvy & Mather Japan GK	Tokyo	Japan
7	Air, Partner of McCann	Brussels	Belgium
8	spark*	Dubai	United Arab Emirates
9	Grey Group Asia Pacific	Singapore	Singapore
10	FP7/DXB - McCann Worldgroup	Dubai	United Arab Emirates
11	Havas Worldwide Genève	Geneva	Switzerland
12	TAM-TAMTBWA	Montreal	Canada
13	Saatchi & Saatchi Wellness	New York	United States
14	Prolam Y&R	Santiago	Chile

15	Geometry Global	Bogota	Colombia
16	GPY&R	Melbourne	Australia
17	Leo Burnett Tailor Made São Paulo	São Paulo	Brazil
18	Leo Burnett Melbourne	Melbourne	Australia
19	BBDO India	Gurgaon	India
20	MullenLowe Singapore	Singapore	Singapore
21	Grey Group New York	New York	United States
22	Venables Bell & Partners	San Francisco	United States
23	LewLara	São Paulo	Brazil
24	Y&R Paris	Boulogne-Billancourt	France
25	FCB Auckland	Auckland	New Zealand

Ranking	TOP 10 Advertisers
1	France 5
2	Nivea Brazil
3	UNICEF Chile
4	Innocence in Danger, Germany
5	Amnesty International Brussels
6	Sport England
7=	Ministry of Environment and Sustainability Colombia
7=	Hewlett-Packard Brasil
9	Abring Foundation - Save The Children Brazil
10	Procter & Gamble India

Ranking	TOP 20 Networks
1	Publicis Worldwide
2	FCB Worldwide
3	BBDO Worldwide
4	Grey Global Group
5	Young & Rubicam Group
6	Ogilvy & Mather Worldwide
7	McCann Worldgroup
8	Leo Burnett Worldwide
9	DDB Worldwide
10	TBWA Worldwide
11	Havas Creative Group
12	MullenLowe Group
13	Saatchi & Saatchi
14	Geometry Global
15	JWT Worldwide
16	Dentsu Aegis Network
17	M&C Saatchi Worldwide
18	Cheil Worldwide
19	Serviceplan Group
20	BBH