

THE GOOD REPORT 2017

Ranking	TOP 40 Campaign	Agency	Advertiser	City	Country
1	Fearless Girl	McCann New York	State Street Corporation	New York	United States
2	Switch it off.	Ogilvy Germany	Amnesty International	Berlin	Germany
3	Meet Graham - The only person to survive on our roads	Clemenger BBDO Melbourne	Transport Accident Commission	Melbourne	Australia
4	Evan	BBDO New York	Sandy Hook Promise	New York	United States
5	The First Braille Smartwatch	Serviceplan Germany	Dot Incorporation	München	Germany
6	Emergency Network	Saatchi & Saatchi	Toyota Motor Corporation	Sydney	Australia
7	Man boobs for boobs	DAVID	MACMA	Buenos Aires	Argentina
8	Like my addiction	BETC Paris	Addict'Aide	Paris	France
9	SickKids VS- Undeniable	Cossette	Toronto's SickKids Hospital	Toronto	Canada
10	The World's Biggest Asshole	The Martin Agency	Donate Life	Richmond	United States
11	The Virtual Crashboard	ServicePlan France	Sécurité Routière	Paris	France
12	Check it before it's removed- Naked Breasts on Facebook Against Breast Cancer	DDB Group Germany	Pink Ribbon Germany	Düsseldorf	Germany
13	Afrivan Mask	Advantage Y&R	Greenpeace Africa	Windhoek	Namibia
14	Onde de choc (shockwave)	la chose	Direction de la Sécurité et de la Circulation Routières	Paris	France
15	There's always room for more adopt	McCann Worldgroup Mumbai	World For All	Mumbai	India
16	Rewords	Leo Burnett Melbourne	Headspace	Melbourne	Australia
17	Baltic Sea Project/Aland Index	RBK Communication	Ålandsbanken	Stockholm	Sweden
18	Down Syndrome Answers	FCB Canada	Down Syndrome Society	Toronto	Canada
19	Open your eyes	Grey Dusseldorf	Terre des Femmes	Düsseldorf	Germany
20	Dirty Watercolor	TBWA\Santiago Mangada Puno	ABS CBN Lingkod Kapamilya Foundation Inc.	Makati	Philippines
21	Dads #ShareTheLoad (integrated case)	BBDO India	Procter & Gamble	Mumbai	India
22	The Swedish Number	Ingo	The Swedish Tourist Council	Stockholm	Sweden
23	Halloween	TBWA\PARIS	Burns & Smiles	Boulogne-Billancourt	France
24	Search Racism. Find Truth.	FCB Zürich	Refugees Welcome	Zurich	Switzerland
25	When You Drive, Never Drink. Jackie	Publicis Italy	Heineken	Milan	Italy
26	#IAmMuslim	VML South Africa	PASSOP	Cape Town	South Africa
27	Open Helmet	Y&R Amman	Jordan Insurance Company	Amman	Jordan
28	Cansa Testimonials	FCB Cape Town	Cancer Association of South Africa	Cape Town	South Africa
29	25m2 SYRIA	POL	Red Cross, NRK TV-aksjonen, IKEA	Oslo	Norway
30	Melting Ice Caps	Leo Burnett Manila	WWF	Manila	Philippines
31	Care counts	DigitasLBI	Whirlpool Corporation	Chicago	United States
32	Mein Kampf – against racism	Ogilvy & Mather GmbH	Gesicht Zeigen!	Frankfurt am Main	Germany
33	Made From Remains	FCB New Zealand	New Zealand Fire Service	Auckland	New Zealand
34	Launching People program	Leo Burnett Sydney	Samsung	McMahons Point	Australia
35	#NoFilter	Happiness FCB	UNICEF	Brussels	Belgium
36	Edible Six Pack Rings	We Believers	Saltwater Brewery	New York	United States
37	The First Ever Pinterest Yard Sale	Deutsch	Krylon Products Group	New York	United States
38	Sound of Trauma	Herezie	David Lynch Foundation	Paris	France
39	#MaPlaceEstDansLaSalle	FRED & FARID	Prodiss	Paris	France
40	20,000 hectares of forest	DDB Uruguay	Dirección Nacional de Bomberos	Montevideo	Uruguay

THE GOOD REPORT 2017

Ranking	TOP 25 Agencies	City	Country
1	BBDO New York	New York	USA
2	McCann New York	New York	USA
3	Ogilvy Germany	Berlin	Germany
4	Clemenger BBDO	Melbourne	Australia
5	Serviceplan	München	Germany
6	David	Buenos Aires	Argentina
7	Saatchi & Saatchi	Sydney	Australia
8	BETC Paris	Paris	France
9	Cossette	Toronto	Canada
10	The Martin Agency	Richmond	USA
11	la chose	Paris	France
12	Serviceplan	Paris	France
13	DDB Group	Dusseldorf	Germany
14	Advantage Y&R	Windhoek	Namibia
15	McCann Worldgroup Mumbai	Mumbai	India
16	Leo Burnett	Melbourne	Australia
17	RBK Communication	Stockholm	Sweden
18	FCB Toronto	Toronto	Canada
19	FCB New Zealand	Auckland	New Zealand
20	Grey Dusseldorf	Dusseldorf	Germany
21	TBWA\Santiago Mangada Puno	Manila	Philippines
22	BBDO India	Mumbai	India
23	FCB Inferno	London	UK
24	TBWA\PARIS	Paris	France
25	FCB Brasil	São Paulo	Brazil

Ranking	TOP 20 Networks
1	BBDO Worldwide
2	FCB Worldwide
3	McCann Worldgroup
4	Ogilvy & Mather Worldwide
5	Young & Rubicam Group
6	DDB Worldwide
7	TBWA Worldwide
8	Leo Burnett Worldwide
9	Serviceplan Group
10	Publicis Worldwide
11	GREY Global Group
12	Saatchi & Saatchi
13	Havas Creative Group
14	J. Walter Thompson Worldwide
15	Cheil Worldwide

THE GOOD REPORT 2017

16	Dentsu Aegis Network
17	Geometry Global
18	BBH
19	M&C Saatchi
20	MullenLowe Group

Ranking	TOP 10 Brands
1	Amnesty International
2	WWF
3	UNICEF
4	Red Cross
5	Greenpeace
6	Samsung
7	Procter & Gamble
8	Médecins du Monde
9	Direction de la Sécurité et de la Circulation Routières
10	FIDH (International Federation of Human Rights)