

Table 4

THE MOST AWARDED ALL GUNNS BLAZING IN THE WORLD IN 2016

		Ad Pts
1	BURGER KING / PEACE ONE DAY "McWhopper"	Y&R New Zealand (Auckland) 34
2=	DB EXPORT "Brewtroleum"	Colenso BBDO (Auckland) 26
	REI "#OptOutside"	Venables Bell & Partners (San Fran) 26
4	SWEDISH TOURIST ASSOCIATION "The Swedish Number"	Ingo (Stockholm) 18
5	MICROSOFT XBOX "Tomb Raider Survival Billboard"	McCann (London) 16
6	ING "The Next Rembrandt"	J. Walter Thompson (Amsterdam) 14
7=	ART INSTITUTE OF CHICAGO "Van Gogh BNB"	Leo Burnett (Chicago) 13
	NETFLIX HOUSE OF CARDS "FU2016"	BBH (New York) 13
9=	DOT "Dot. The First Braille Smartwatch"	Serviceplan (Munich) 12
	LOCKHEED MARTIN "Field Trip To Mars"	McCann (New York) 12
	SALTWATER BREWERY "Edible Six Pack Rings"	We Believers (New York) 12
12	NIVEA "Nivea Doll"	FCB Brasil (Sao Paulo) 11
13	SAMSUNG "Saftey Truck"	Leo Burnett Argentina (Buenos Aires) 10
14	JOHN LEWIS "The Man On The Moon"	adam&eveDDB (London) 10
15	TRIPLE S ADVANTAGE "38 Years Later"	J. Walter Thompson (San Juan) 10
16	STATES UNITED TO PREVENT GUN VIOLENCE "The Gun Shop"	Grey (New York) 9
17	MACMA "Manboobs"	David (Buenos Aires) 8
18	DUANG PRATEEP FOUNDATION "Motorepellent"	BBDO Bangkok (Bangkok) 8
19	BOU KHALIL SUPERMARKET "The Good Note"	J. Walter Thompson (Beirut) 8
20	KRYLON "The First Ever Pinterest Sale"	Deutsch (New York) 8
21	PRODISS "Ma Place Est La Salle"	Fred & Farid (Paris) 8
22	NO SOMOS DELITO (WE ARE NOT CRIME) "Holograms For Freedom"	DDB Spain (Madrid) 8
23	IF INSURANCE "Slow Down GPS"	Forsman & Bodenfors (Gothenburg) 8
24	MIN. OF NATIONAL EDUCATION COLOMBIA "The Bulletpen"	McCann (Bogota) 7
25	PANASONC "Life Is Electric"	Dentsu (Tokyo) 7
26	VOLVO "Interception"	Grey (New York) 7
27	GETTY IMAGES "Endless Possibilities"	AlmapBBDO (Sao Paulo) 7
28	INTERMARCHE "Sugar Detox"	Marcel (Paris) 7
29	GESICHT ZEIGEN! "Mein Kampf - Against Racism"	Ogilvy Germany (Frankfurt) 7
30	PINK RIBBON GERMANY "Check It Before It's Removed"	DDB Group Germany (Berlin) 6
31	BONDS UNDERWEAR "The Boys"	Clemenger BBDO (Melbourne) 6
32	COOP "The Organic Effect"	Forsman & Bodenfors (Gothenburg) 6
33	SPORT CLUBE DO RECIFE "Security Moms"	Ogilvy Brasil (Sao Paulo) 6
34	UNICEF "Unfair Tales"	180LA (Santa Monica) 6
35	VOLKSWAGEN "Reduce Speed Dial"	Colenso BBDO (Auckland) 6
36	LOUIS XIII COGNAC "#NotComingSoon"	Fred & Farid (New York) 6
37	BEATS BY DR DRE "Straight Outta"	R/GA Hustle (Los Angeles) 6

38	SPC ARDMONA "#MyFamilyCan"	Leo Burnett (Melbourne)	6
39	ARIEL "#ShareTheLoad"	BBDO India (Mumbai)	6
40	SAVE THE CHILDREN AND SANTILLANA "Paper Glasses"	Grey (Mexico City)	6
41	DEUTSCHE TELEKOM "Sea Hero Quest"	Saatchi & Saatchi (London)	5
42	DOMINO'S PIZZA "Emoji Ordering"	CP+B (Boulder)	5
43	EDEKA SUPERMARKETS "Home For Christmas"	Jung von Matt (Hamburg)	5
44	TOYOTA LANDCRUISER "Emergency Network"	Saatchi & Saatchi (Sydney)	5
45	LIDL "Le Bon"	Ingo (Stockholm)	5
46	GLADE "Museum Of Feelings"	Ogilvy & Mather (Chicago)	5
47	PANTENE "Dad-do"	Grey (New York)	5
48	KRAFT MAC AND CHEESE "Blind Taste Test"	CP+B (Boulder)	5
49	NAS GRUNT SHOPS "Bees Can Find Sugar Where You Least Expect It"	McCann Erickson (Prague)	5
50	ATADOS BLACK BARS "Donate The Bars"	J. Walter Thompson (Sao Paulo)	5