

Table 3

THE MOST AWARDED DIGITAL IN THE WORLD IN 2016

		Ad Pts
1	BURGER KING "McWhopper"	Y&R New Zealand (Auckland) 15
2	ING "The Next Rembrandt"	J. Walter Thompson (Amsterdam) 14
3	LOCKHEED MARTIN "Field Trip To Mars"	McCann (New York) 13
4	DEUTSCHE TELEKOM "Sea Hero Quest"	Saatchi & Saatchi (London) 12
5	PEDIGREE "Pedigree Found"	Colenso BBDO (Auckland) 11
6=	AD COUNCIL "I Am Witness"	Goodby, Silverstein & Partners (San Fran) 10
	LOTERIAS Y APUESTAS DEL ESTADO "Justino - Night Shift"	Leo Burnett (Madrid) 10
	MACMA "Manboobs"	David (Buenos Aires) 10
	REI "#OptOutside"	Venables Bell & Partners (San Fran) 10
	SWEDISH TOURIST ASSOCIATION "The Swedish Number"	Ingo (Stockholm) 10
11	PINK RIBBON GERMANY "Check It Before It's Removed"	DDB Group Germany (Berlin) 9
12	BEATS BY DR DRE "Straight Outta"	R/GA Hustle (Los Angeles) 9
13	THE DALI MUSEUM "Dreams Of Dali"	Goodby, Silverstein & Partners (San Fran) 9
14	GE "The Message Podcast"	BBDO New York (New York) 9
15	L'OREAL PARIS "Make Up Genius"	McCann (Paris) 8
16	ASB BANK "Clever Kash"	Saatchi & Saatchi (Auckland) 8
17	MICROSOFT XBOX "Tomb Raider Survival Billboard"	McCann (London) 8
18	IF INSURANCE "Slowdown GPS"	Forsman & Bodenfors (Gothenburg) 8
19	HOCKEY CLUB DAVOS "HCD Rink Bingo"	FCB (Zurich) 8
20	BECAUSE MUSIC "Because Recollection"	84 (Paris) 7
21	NISSAN "Intelligent Parking Chair"	TBWA\Hakuhodo (Tokyo) 7
22	FALTER NEWSPAPER "Inferno"	Jung von Matt (Vienna) 7
23	MARC DORCEL "#HandsOff"	Marcel (Paris) 7
24	TOURISM AUSTRALIA "Giga Selfie"	TBWA\Hakuhodo (Tokyo) 6
25	MELANOMA FOUNDATION "Melanoma Likes Me"	GPY&R (Brisbane/Melbourne) 6
26	VERIZON "Verizon In Minecraft"	Wieden+Kennedy (Portland) 5
27	LEXUS "Slide Amazing In Motion"	CHI & Partners (London) 5
28	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA "Groceries"	Grey Canada (Toronto) 5
29	NEW ZEALAND TRANSPORT AGENCY "Hello"	Clemenger BBDO (Wellington) 5
30	ATADOS BLACK BARS "Donate The Bars"	J. Walter Thompson (Sao Paulo) 5