

Table 2

THE MOST AWARDED PRINT/OUT OF HOME ADS & CAMPAIGNS IN THE WORLD IN 2016

		Ad Pts
1	MICROSOFT XBOX "Tomb Raider Survival Billboard"	McCann (London) 35
2	BURGER KING "McWhopper"	Y&R New Zealand (Auckland) 24
3	DB EXPORT "Brewtroleum"	Colenso BBDO (Auckland) 23
4	BUENOS AIRES PUBLIC BIKE SYSTEM "Never Stop Riding" campaign	The Community (Miami) 18
5	IKEA "It's That Affordable" campaign	Memac Ogilvy (Dubai) 15
6	GETTY IMAGES "Endless Possibilities" campaign	AlmapBBDO (São Paulo) 12
7	GESICHT ZEIGEN! "Mein-Kampft - Against Racism"	Ogilvy Germany (Frankfurt) 11
8=	LEICA GALLERY SAO PAULO "Everything In Black & White" campaign	F/Nazca Saatchi & Saatchi (SP) 10
	MCDONALD'S "Loving The Night" campaign	TBWA\Thailand (Bangkok) 10
	SAMSUNG "Safety Truck"	Leo Burnett Argentina (Bs As) 10
11	NORWEGIAN AIRLINES "Brad Is Single"	Try (Oslo) 9
12	PRODISS "Ma Place Est Dans La Salle"	Fred & Farid (Paris) 9
13	VISA INFINITE "Germany/Netherlands"/"Sweden/Switzerland"/"Jamaica/Scotland"	AlmapBBDO (São Paulo) 9
14	FORBES "Poverty"/"Oceans"/"Cancer" & campaign	Y&R (Prague) 8
15	ANDES BEER "The Fairest Night Of All"	Del Campo Saatchi & Saatchi (Bs As) 8
16	NO SOMOS DELITO (WE ARE NOT CRIME) "Holograms For Freedom"	DDB Spain (Madrid) 8
17	28 TOO MANY "It Happens Here" campaign	Ogilvy & Mather (London) 8
18	GASTRINA "French Horn"/"Flugelhorn"/"Saxophone"	McCann Worldgroup (Mumbai) 8
19	INTERFLORA "Valentine's Day"/"Bridesmaid"/"Search History"	Tapsa Y&R (Madrid) 7
20	ING "The Next Rembrandt"	J. Walter Thompson (Amsterdam) 7
21	TOURISM IRELAND "Door Of Thrones"	Publicis (London) 6
22	BMW NIGHT VISION SYSTEM "Animal Detecting Billboards"	Demner Merlicek & Bergmann (Vienna) 6
23	ARABUS 3 IN 1 COFFEE "Man"/"Lady"/"Office"	Monday (Bangkok) 6
24	GETTY IMAGES "20 Years" campaign	AlmapBBDO (São Paulo) 6
25	APPLE IPHONE "World Gallery" campaign	TBWA\Media Arts Lab (Los Angeles) 6
26	VOLKSWAGEN TRAILER ASSIST "The Reversed Trailer"	Try (Oslo) 6
27	DONATE LIFE AMERICA "Elizabeth Williams"/"Frederick Jones"	Leo Burnett (Chicago) 6
28	WWF "Just"	Leo Burnett (Sydney) 6
29	ART INSTITUTE OF CHICAGO "Van Gogh BNB"	Leo Burnett (Chicago) 5
30	FREDDO "Chocolate"/"Mint"/"Strawberry"	Y&R (Sao Paulo) 5
31	ALCOHOLICS ANONYMOUS "Stair"/"Rope"/"Seesaw"	J. Walter Thompson (Sao Paulo) 5
32	AIR BNB "Animals" campaign	TBWA\Chiat\Day (New York) 5
33	THAI HEALTH PROMOTION FOUNDATION "Gazing"/"Thinking"/"Smiling"	Saatchi & Saatchi (Singapore) 5
34	BONDS UNDERWEAR "The Boys"	Clemenger BBDO (Melbourne) 5
35	LOCKHEED MARTIN "Field Trip To Mars"	McCann (New York) 5
36	ALZHEIMERLIGA "Simplified Stories" campaign	DDB (Brussels) 5
37	TATE BRITAIN "500 Years Of Stories" campaign	Grey (London) 5
38	INDIAN OUTDOOR ADVERTISING ASSOC."Outdoor Works Best" campaign	Taproot Dentsu (Mumbai) 5
39	SAMSUNG LEVEL ON PRO HEADPHONES "Pop"/"Tarab"/"Classical"	Cheil Worldwide (Dubai) 4
40	SKITTLES "Give The Rainbow"	adam&eveDDB (London) 4
41	LIDL "Le Bon"	Ingo (Stockholm) 4

42	VOLVO PEDESTRIAN AIRBAG "Runner"/"Cyclist"/"Pedestrian"	Grey Mexico (Mexico City)	4
43	SKY TV HISTORY CHANNEL "Unforgotten Soldiers"	DDB Group New Zealand (Auckland)	4
44	NIVEA "Nivea Doll"	FCB Brasil (Sao Paulo)	4
45	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS REF	Dentsu Singapore (Singapore)	4
46	INTERMARCHE "The Freshest Orange Juice Brand" campaign	Marcel (Paris)	4
47	DUANG PRATEEP FOUNDATION "Motorepellent"	BBDO Bangkok (Bangkok)	4
48	RAISING THE ROOF "Coming Soon"	Leo Burnett (Toronto)	4
49	COCA-COLA "Giraffe"	J. Walter Thompson (Beirut)	4
50	HSBC "Global Transfer"	J. Walter Thompson (Dubai)	4