

The Big Won 2009 – Top agencies

1. AlmapBBDO Sao Paulo	535
2. DDB London	471
3. BBDO New York	384
4. Abbott Mead Vickers BBDO London	366
5. DDB Berlin	361
6. Shackleton Madrid	347
7. Ogilvy Frankfurt	339
8. Proximity BBDO Malaysia	326
9. Dentsu Tokyo	309
10. Saatchi & Saatchi New York	300

The Big Won 2009 – Top networks

1. BBDO Worldwide	2952
2. DDB Worldwide	2631
3. Ogilvy Worldwide	2436
4. Leo Burnett Worldwide	2217
5. JWT Worldwide	1618
6. Saatchi & Saatchi Worldwide	1566
7. Proximity Worldwide	1253
8. TBWA Worldwide	995
9. Lowe Worldwide	894
10. Euro RSCG Worldwide	889

The Big Won 2009 – Top holding companies

1. Omnicom	8917
2. WPP	6371
3. Publicis	2537
4. Interpublic	1352
5. Havas	917

The Big Won 2009 – Top countries

1. United States	5443
2. Germany	4548
3. UK	3569
4. Australia	1890
5. Brazil	1638
6. France	1593
7. Spain	1486
8. Canada	1470
9. India	1366
10. Japan	1221

The Big Won 2009 – Top countries by traditional media (Press, Poster & TV)

1. UK	1841
2. United States	1660
3. Germany	1497
4. France	1161
5. Brazil	900
6. India	784

7. China	730
8. Malaysia	691
9. Thailand	668
10. Canada	653

In 2008 Germany was No.1, USA No.2 and the UK 3rd.

The Big Won 2009 – Top countries for ‘new’ media, digital and integrated

1. United States	1071
2. Germany	779
3. UK	649
4. Japan	514
5. Sweden	388
6. Canada	263
7. Spain	184
8. New Zealand	177
9. Australia	176
10. France	171

The Big Won 2009 - The top campaigns by total creativity

1. Best Job in the World	Tourism Queensland	SapientNitro	200
2. Wallace & Gromet	Harvey Nicholls	DDB London	134
3= Share our Billboard	James Ready	Leo Burnett Toronto	108
3= The Store that Sells Hope	Red Cross Portugal	Leo Burnett Lisbon	108
5. Dance	T-Mobile	Saatchi London	101
6. Trillion Dollar campaign	The Zimbabwean	TBWA Hunt Lascaris Jo'burg	98
7. The Yellow Treehouse	Yellow Pages	AIM Proximity Auckland	97
8. Magic salad plate	Four n' Twenty Pies	Clemenger BBDO Melbourne	96
9. TED 696 Project	Lion Nathan	BMF Sydney	94
10. Two Worlds campaign	Jeep	Proximity BBDO Malaysia	92

Top agencies in Spain

1. Shackleton	347
2. Euro RSCG	105
3. Contrapunto	63
4. Double You	61
5. TBWA	52
6. CP Proximity	48
7= McCann Erickson	44
7= SRA Rushmore	44
9. Publicis	40
10, Vitruvio Leo Burnett	38

Top campaigns in Spain

1. The village where nothing...	Conect Pay TV	Shackleton	89
2. No hunger	Accion Contra El Hambre	Shackleton	51
3. Trappers	Atrapolo	Double You	48
4. Education with an H	Random House Mondadori	Shackleton	30
5. Labuat Video	Labuat	Heraiz Soto	29

6. Barrilete Cosmico	Caja Madrid	Shackleton	28
7. The Signal	Random House	CP Proximity	27
8. Fernando Torres	Banco gallego	Contrapunto	24
9= Go to la Porra	BWIN	El Laboratorio	22
9= Non Stop	Chicco-Control	Euro RSCG	22

Top Talents 2009 sponsored by The Garden Partnership Recruitment Consultants, London

Top Chief Creative Officers

1. Amir Kassaei	DDB Germany	374
2. David Lubars	BBDO New York	356
3. Bill Bruce	BBDO New York	323
4. Ronald Ng	BBDO Proximity Malaysia	304
5. Sergio Valente	DDB Brazil	271
6= Gilles Fichteberg	CLM BBDO Boulogne Billancourt	263
6= Jean-Francois Sacco	CLM BBDO Boulogne Billancourt	263
7. Judy John	Leo Burnett Toronto	234
8. Edmund Choe	Saatchi & Saatchi Malaysia	227
9. Juan Nonzioli	Shackleton Madrid	222
10. Pyush Pandey	Ogilvy & Mather Mumbai	200

Top executive creative directors

1. Marcello Serpa	AlmapBBDO Sao Paulo	396
2. Jeremy Craigen	DDB London	338
3. Stefan Schulte	DDB Berlin	330
4= Rob Reilly	Crispin Porter + Bogusky	295
4= Andrew Keller	Crispin Porter + Bogusky	295
5= Rodolfo Sampaio	DDB Brazil	270
5= Julio Andery	DDB Brazil	270
6. Paul Brazier	Abbott Mead Vickers London	256
7. Bert Peulecke	DDB Berlin	253
8. Nick Worthington	Colenso BBDO Auckland	250
9. Gerry Graf	Saatchi & Saatchi New York	244
10. Alexander Schill	Serviceplan, Munich	234

Top creative directors

1= Dulcideo Caldeira	Almap BBDO Sao Paulo	348
1= Luiz Sanchez	Almpa BBDO Sao Paulo	348
2. MUN	Proximity BBDO Malaysia	341
3. Dave King	AIM Proximity Auckland	250
4. Israel Diaz	Leo Burnett Toronto	216
5= James Burchill	SapientNitro Brisbane	200
5= Nancy Hartley	SapientNitro Brisbane	200
6= James Dawson-Hollis	Crispin Porter + Bogusky Boulder	190
6= Bill Wright	Crispin Porter + Bogusky Boulder	190
7. Matthias Spaetgens	Scholz & Friends Berlin	187
8. Tim Stuebene	DDB Berlin	183
9. Ant Keogh	Clemenger BBDO Melbourne	172
10. Oliver Handlos	Scholz & Friends, Berlin	163

Top copywriters

1. Ronald Ng	Proximity BBDO Malaysia	293
2. Kevin Le	Proximity BBDO Malaysia	283
3= Rafael Freire	JWT Shanghai	202
3= Jacqueline Ye	JWT Shanghai	202
4. Merrin McCormick	SapientNitro Brisbane	200
5. Alexis Benoit	CLM BBDO Boulogne Billancourt	197
6. Steve Persico	Leo Burnett Toronto	193
7. Mike Nicholson	Abbott Mead Vickerts BBDO London	187
8. Michael Canning	BMF Sydney	169
9. Grant Parker	DDB London	168
10. Irene Vidal	Shackleton Madrid	140

Top art directors

1. MUN	Proximity BBDO Malaysia	314
2= Eric Hor	Proximity BBDO Malaysia	283
2= Gary Lim	Proximity BBDO Malaysia	283
2= Hans Lee	Proximity BBDO Malaysia	283
2= Willeon Leong	Proximity BBDO Malaysia	283
3. Paul Kreitman	CLM BBDO Boulogne Billancourt	225
4= Lillie Zhong	JWT Shanghai	202
4= Yang Yong Liang	JWT Shanghai	202
5= Ralph Barnett	SapientNitro Brisbane	200
5= Christian Staal	Sapient Nitro Brisbane	200
6. Anthony Chelvanathan	Leo Burnett Toronto	194
7. Paul Pateman	Abbott Mead Vickers BBDO	189
8. Grant Parker	DDB London	182
9= Nopadol Srikiatikajohn	Ogilvy & Mather Bangkok	165
9= Wisit Lumsiricharoenchoke	Ogilvy & Mather Bangkok	165
9= Gumpon Laksanajinda	Ogilvy & Mather Bangkok	165
10. James Clunie	BBDO New York	140

The Won Report 2009

The Won Report 2009 Top Direct Marketing agencies

1. Shackleton, Madrid	282
2. AIM Proximity Auckland	168
3. Ogilvy Frankfurt	162
4. BMF Sydney	143
5. Clemenger BBDO Melbourne	107
6. SapientNitro Brisbane	97
7. Leo Burnett Lisbon	95
8. Proximity London	94
9. DDB Argentina	77
10. Rapp Auckland	71

The Won Report 2009 – Top Direct Marketing networks

1. Proximity Worldwide	660
2. Ogilvy Worldwide	420
3. DDB Worldwide	295
4. Leo Burnett Worldwide	241

5. JWT Worldwide	170
6. Wunderman Worldwide	146
7. DraftFCB Worldwide	131
8. McCann Erickson Worldwide	122
9. Lowe Worldwide	111
10. BBDO Worldwide	108

The Won Report 2009 – Top countries for Direct Marketing

1. Australia	782
2. Germany	779
3. Spain	524
4. United States	431
5. New Zealand	422
6. Brazil	347
7. UK	333
8. Argentina	305
9. Ireland	186
10. Portugal	183

The Won Report 2009 – Top campaigns of the year

1. The Best Job in the World	Queensland Tourism	SapientNitro Brisbane	97
2. The village where nothing ever happens	Conect Pay TV	Shackleton Madrid	79
3. TED 696 Project	Lion Nathan	BMF Sydney	70
4. The Store that Sells Hope	Portuguese Red Cross	Leo Burnett Lisbon	59
5. Wear Red	Puma	DDB Argentina	49
6. Magic salad Plate	Four n' Twenty Pies	Clemenger BBDO Melbourne	42
7. Love Conspiracy	The Warehouse	AIM Proximity Auckland	39
8. The Yellow Trehouse	Yellow Pages NZ	AIM Proximity Auckland	37
9. The world's first museum of ephemera	Pampero Rum	Leo Burnett Lisbon	36
10. iPhone Jonny	Yellow Pages NZ	AIM Poximity Auckland	34

The Won Report 2009 – Top executive creative directors and creative directors

1. Juan Nonzioli	CCO Shackleton, Madrid	183
2. Dave King	CD AIM Proximity Auckland	166
3. Alfonso Marian	ECD Shackleton, Madrid	121
4. Juan Silva	ECD Shackleton Madrid	111
5. Warren Brown	ECD BMF Sydney	108
6= James Burchill	CD SapientNitro Brisbane	97
6= Nancy Hartley	CD SapientNitro Brisbane	97
7. Chacho Puebla	ECD Leo Burnett Lisbon	95
8. Simon Langley	CD BMF Sydney	89
9. James McGrath	ECD Clemenger BBDO Sydney	85
10. Tony Clewett	Deputy CD AIM Proximity	84

The Won Report 2009 – Top digital agencies

1. Dentsu Tokyo	136
2. Vrispin Porter + Bogusky	111
3. Goodby Silverstein + Partners	107

4. AKQA London	101
5= Akestam Holst, Stockholm	66
5= R/GA New York	66
7= Forsman and Bodenfors, Gothenburg	64
7= Droga5 New York	64
9. Farfar. Stockholm	55
10. GT Tokyo	54

The Won Report 2009 – top digital campaigns

1. eco:Drive	Fiat UK	AKQA London	49
2. The Great Schlep	Jewish Council of Education & Research	Droga5	40
3. Whopper Sacrifice	Burger King	Crispin Porter+Bogusky	36
4. Best Job	Queensland Tourism	SapientNitro Brisbane	31
5. Stefan the Swopper	Posten Sweden	Akestam Holst Stockholm	30
6. Labuat	Labuat Barcelona	Herraiz Soto Barcelona	29
7. Banner concerts	Axion	Boondoggle Brussels	28
8= Uniqlo March	Uniqlo	GT Tokyo	27
8= The Eco Dance	ICA Sweden	King Solutions Stockholm	27
10. Distracted Driver	New Zealand Transport	Clemenger BBDO Auckland	26

The Won Report 2009 – top countries for Digital

1. United States	778
2. Germany	691
3. UK	555
4. Sweden	460
5. Japan	435
6. Brazil	259
7. Netherlands	173
8. Spain	146
9. Norway	144
10. Australia	