

The Big Won 2009 – Top agencies

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|------------------------------------|-----|
| 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 |

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|-------------|-----|
| 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 | |