

GUNN 100 - Campaigns

RANK	CAMPAIGN
1	Meet Graham
2	Fearless Girl
3	Child Replacement Programme
4	Evan
5	Endless Possibilities
6	The Field Trip to Mars
7	We're The Superhumans
8	Landcruiser Emergency Network
9	Nike Unlimited Stadium
10	Like My Addiction
11	Ikea: Cook This Page
12	Buster The Boxer
13	The Unusual Football Field Project
14	SickKids vs Undeniable campaign
15	Magenta Unleashed
16	Newspaper Stack Campaign
17	Down Syndrome Answers
18	Pitching French Films To Hollywood campaign
19	Gravity Cat
20	The World's Biggest Asshole
21	Dot. The First Braille Smartwatch
22	Hungerithm
23	Narcos - Spanish Lessons
24	#BradshawStain
25	Boost Your Voice
26	Made Possible By Melbourne
27	Build The Future campaign
28	Time Is Precious
29	The Hearing Test In Disguise
30=	Unsafety Check
30=	Google Home Of The Whopper
32	The Immunity Charm
33	All That We Share
34	The Enter Sandbox VR Experience
35	Nosferatu
36	RIMOWA Electronic Tag
37	Reword
38	Ash to Art
39	Green Light Run
40	The Refugee Nation
41	Burning Stores campaign
42	Chat Yourself
43	School For Justice
44	Laughing Horses
45	Portraits Completed campaign
46	The Next Rembrandt

47 A World With No Heroes
48 Manboobs
49 Smile Lock Outlet
50 Serena Williams | Match Point | Gatorade
51 Snaplications
52= Capture
52= Pass The Heinz campaign
54 The Boys
55 Correcting History
56 Van Gogh BnB
57 The Virtual Crash Billboard
58 Glicode
59 Check It Before It's Removed: Naked Breasts On Facebook Agains
60 December 21st
61 Care Counts
61 The Line Up Song
63 Doors of Thrones
64 Year in Search 2016
65= Condensed Pre-Roll: Campaign
65= Switch it off campaign
67 Block Out The Chaos campaign
68 Heat Tech Window
69 Adidas Odds
70= What's Happening? Campaign
70= Made Of Brazilian Summer
72 Give The Rainbow
73 Hilltop Hoods - Through The Dark
74 Documents campaign
75 Aami Smartplates
76 The Conscious Crossing
77 25m2 Syria
78 The DNA Journey
79 Jackie
80 The Right Search
81 Sea Hero Quest
82 Responsibly The Beer
83 Ikea Retail Therapy
84 Libé Des Réfugiés
85 Dream
86 The Worst Photos
87 The Humanium Metal Initiative
88 Beyond Money
89 Nicknames campaign
90 Come Together
91 #BeatMe
92 Dads #ShareTheLoad
93 BrainBAND
94 Dear Media

95 Official Gorillaz App
96= Be Seen campaign
96= My Mutant Brain
98 The Family Way
99 Ostrich
100 Air-Ink

BRAND

Transport Accident Commission (Victoria)

State Street Global Advisors

Pedigree

Sandy Hook Promise

Getty Images

Lockheed Martin

Channel 4 Paralympics

Toyota

Nike

Addict'Aide

IKEA

John Lewis

AP (Thailand) Property Development

SickKids Foundation

Deutsche Telekom

Der Tagesspiegel

Canadian Down Syndrome Society

Alliance Francaise de Singapour Cine-Club

Sony Gravity Daze 2

Donate Life

Dot Incorporation

Snickers

Netflix

Tide

Boost Mobile

University Of Melbourne

Lego

Nike

Cochlear Hearing Implant

Black Lives Matter

Burger King

Ministry of Public Health, Afghanistan

TV2

Audi Q5

Getty Images

RIMOWA Electronic Tag

Headspace

Glasgow School of Art

Adidas Pure Boost

Amnesty International

Burger King

Italia Longeva

Free A Girl Movement

Volkswagen Tiguan Trailer Assist

Kiwi Quality Shoe Care

ING

Ubisoft Ghost Recon Wildlands
MACMA
Open Road Project
Gatorade
McDonald's
Verena Sure
Heinz
Bonds Underwear
Campaign Against The Return of the Marcoses to Malacan
Art Institute of Chicago
Parisian Road Safety Authority
Glico
Pink Ribbon Germany
Loterias Y Apuestas Del Estado
Whirlpool
Coca-Cola
Tourism Ireland
Google
Geico
Amnesty International
JBL Noise Cancelling Headphone Headphones
Uniqlo
Adidas
Twitter
Havaianas
Skittles
Google Play
Gun By Gun
AAMI
KiwiRail
TV-Aksjonen NRK / Red Cross / Ikea
Momondo
Heineken
Libération
Deutsche Telekom
Ubrew
IKEA
Libération
Wildlife Conservation Film Festival
Getty Images
IM Swedish Development Partner
Santander Bank Smart 11213 Account
Axe
H&M
UN Women
Ariel Matic
Samsung
Dove

Gorillaz Humanz album
The Cartel
Kenzo
Seem Sperm Testing Kit
Samsung Gear VR
Tiger Beer

AGENCY	LOCATION
Clemenger BBDO Melbourne	Australia
McCann New York	USA
Colenso BBDO Auckland	New Zealand
BBDO New York	USA
AlmapBBDO Sao Paulo	Brazil
McCann New York	USA
4Creative London	UK
Saatchi & Saatchi Sydney	Australia
BBH Singapore	Singapore
BETC Paris	France
Leo Burnett Toronto	Canada
adam&eveDDB London	UK
CJ Worx Bangkok	Thailand
Cossette Toronto	Canada
Saatchi & Saatchi London	UK
Scholz & Friends Berlin	Germany
FCB Toronto	Canada
Ogilvy & Mather Singapore	Singapore
Hakuhodo Tokyo	Japan
The Martin Agency Richmond	USA
Serviceplan Munich / Serviceplan Seoul	Germany
Clemenger BBDO Melbourne	Australia
Alma DDB Miami	USA
Saatchi & Saatchi New York	USA
180LA Los Angeles	USA
McCann Melbourne	Australia
Ogilvy & Mather Bangkok	Thailand
Wieden+Kennedy Portland	USA
CHE Proximity Sydney	Australia
J. Walter Thompson New York	USA
DAVID Miami	USA
McCann Mumbai	India
&Co Copenhagen	Denmark
POL Oslo	Norway
AlmapBBDO Sao Paulo	Brazil
Philipp Und Keuntje Hamburg	Germany
Leo Burnett Melbourne	Australia
J. Walter Thompson London	UK
TBWA\Hakuhodo Tokyo	Japan
Ogilvy & Mather New York	USA
DAVID Miami	USA
Y&R Milan	Italy
J. Walter Thompson Amsterdam	India
Grabarz & Partner Hamburg	Germany
Ogilvy & Mather Chicago	USA
J. Walter Thompson Amsterdam	Netherlands

DDB Paris	France
DAVID Buenos Aires	Argentina
Dentsu Tokyo	Japan
TBWA\Chiat\Day Los Angeles	USA
VML Sydney	Australia
McCann Bangkok	Thailand
DAVID Miami	USA
Clemenger BBDO Melbourne	Australia
TBWA\Santiago Mangada Puno Makati City	Philippines
Leo Burnett Chicago	USA
Serviceplan Paris	France
Dentsu Tokyo	Japan
DDB Berlin	Germany
Leo Burnett Madrid	Spain
DigitasLBI Chicago	USA
FP7/CAI Cairo	Egypt
Publicis London	UK
72andSunny Los Angeles	USA
The Martin Agency Richmond	USA
Ogilvy & Mather Frankfurt	Germany
Cheil Hong Kong	Hong Kong
Cheil Seoul	South Korea
Taproot Dentsu Mumbai	India
	USA
AlmapBBDO Sao Paulo	Brazil
adam&eveDDB London	UK
R/GA Sydney	Australia
DDB New York	USA
Ogilvy & Mather Melbourne	Australia
Clemenger BBDO Touchcast Wellington	New Zealand
POL Oslo	Norway
&Co Copenhagen	Denmark
Publicis Milan	Netherlands
J. Walter Thompson Paris	France
Saatchi & Saatchi London	UK
McCann Milan	Italy
Akestam Holst Stockholm	Sweden
Fred & Farid Paris	France
DDB New York	USA
DDB Buenos Aires	Argentina
Great Works Stockholm	Sweden
MRM//McCann Madrid	Spain
Ponce Buenos Aires	Argentina
adam&eveDDB London	UK
BBDO Lahore	Pakistan
BBDO Mumbai	India
Leo Burnett Sydney	Australia
SapientRazorfish New York	USA

B-Reel London
Y&R Dubai

Dentsu Y&R Tokyo
Leo Burnett Chicago
Marcel Sydney

UK
UAE
France
Japan
USA
Australia

CATEGORY	POINTS
Non-profit, public sector and education	683,98
Financial Services	395,56
Household & Domestic	302,27
Non-profit, public sector and education	300,7
Business & Industrial	294,39
Business & Industrial	286,85
Media & Publishing	262,85
Automotive	256,27
Clothing & Accessories	254,08
Non-profit, public sector and education	247,85
Retail	235,93
Retail	235,01
Business & Industrial	233,8
Non-profit, public sector and education	223,76
Telecoms & Utilities	222,59
Media & Publishing	220,97
Non-profit, public sector and education	220,76
Leisure & Entertainment	219,95
Technology & Electronics	219,01
Non-profit, public sector and education	217,99
Technology & Electronics	216,16
Food	211,85
Media & Publishing	209,9
Household & Domestic	205,38
Telecoms & Utilities	202,01
Non-profit, public sector and education	192,73
Leisure & Entertainment	191,89
Clothing & Accessories	191,48
Pharma & Healthcare	185,63
Non-profit, public sector and education	184,49
Retail	184,41
Non-profit, public sector and education	166,84
Media & Publishing	165,19
Automotive	164,4
Business & Industrial	161,56
Technology & Electronics	156,79
Non-profit, public sector and education	151,91
Non-profit, public sector and education	151,5
Clothing & Accessories	149,02
Non-profit, public sector and education	147,35
Retail	146,23
Non-profit, public sector and education	145,74
Non-profit, public sector and education	141,2
Automotive	139,71
Household & Domestic	138,23
Financial Services	137,94

Technology & Electronics	137,08
Non-profit, public sector and education	136,76
Technology & Electronics	136,63
Soft Drinks	135,61
Retail	133,68
Pharma & Healthcare	131,53
Food	131,43
Clothing & Accessories	128,85
Non-profit, public sector and education	128,66
Leisure & Entertainment	127,91
Non-profit, public sector and education	127,16
Food	126,98
Non-profit, public sector and education	126,33
Leisure & Entertainment	125,62
Technology & Electronics	120,72
Soft Drinks	120,67
Transport & Tourism	119,87
Technology & Electronics	119,17
Financial Services	118,62
Non-profit, public sector and education	118,61
Technology & Electronics	118,18
Retail	115,62
Clothing & Accessories	113,69
Media & Publishing	113,43
Clothing & Accessories	113,4
Food	113,13
Technology & Electronics	112,9
Non-profit, public sector and education	108,89
Financial Services	105,27
Transport & Tourism	105,01
Non-profit, public sector and education	104,53
Transport & Tourism	104,18
Alcoholic Drinks	104,05
Media & Publishing	102,33
Telecoms & Utilities	101,41
Alcoholic Drinks	99,8
Retail	99,58
Media & Publishing	96,79
Non-profit, public sector and education	94,49
Business & Industrial	94,14
Non-profit, public sector and education	93,87
Financial Services	91,98
Toiletries & Cosmetics	91,01
Retail	88,93
Non-profit, public sector and education	88,53
Household & Domestic	87,5
Technology & Electronics	86,29
Toiletries & Cosmetics	85,17

Leisure & Entertainment	84,65
Retail	84,42
Toiletries & Cosmetics	84,41
Pharma & Healthcare	82,52
Technology & Electronics	81,41
Alcoholic Drinks	80,68