

# The Gunn Report 2014 unveiled

LONDON, UK: The Gunn Report, the global index for creative excellence in advertising, has released its 2014 Report, encapsulating the overall performance of the world of advertising in the year January to December 2014 based on the results of 45 global, regional and national creative award contests.

T H E   G U N N   R E P O R T

Highlights from the 2014 Gunn Report include:

## **Most Awarded Film Commercial in the World in 2014**

1. Volvo Trucks, 'The Epic Split', Forseman & Bodenfors (Gothenburg)
2. Harvey Nichols Christmas, 'Sorry I Spent It On Myself', adam&eveDDB (London)
3. New Zealand Transport Agency, 'Mistakes', Clemenger BBDO (Wellington)

## **Most Awarded Print/Out of Home Ads and Campaigns in the World in 2014**

1. Fiat/Don't Text And Drive, 'Letters' campaign, Leo Burnett Tailor Made (São Paulo)
2. Guinness Draught In A Bottle, 'Un-Cinq' campaign, BBDO Proximity (Singapore)
3. British Airways, 'The Magic of Flying', OgilvyOne Worldwide (London)

## **Most Awarded Digital Ads in the World in 2014**

1. Honda Internavi, 'Sound of Honda - Ayrton Senna 1989', Dentsu (Tokyo)
2. Volvo Trucks, 'The Epic Split', Forseman & Bodenfors (Gothenburg)
3. Volvo Trucks, 'Live Test Series', Forseman & Bodenfors (Gothenburg)

## **Most Awarded All Gunns Blazing in the World in 2014**

1. Volvo Trucks, 'Live Test Series', Forsman & Bodenfors (Gothenburg)
2. ABTO/Brazilian Organisation of Organ Transplant, 'Bentley Burial', Leo Burnett Tailor Made (São Paulo)
3. Honda Internavi, 'Sound of Honda - Ayrton Senna 1989', Dentsu (Tokyo)

## **Most Awarded Campaign Across All Gunn Report Media in 2014**

1. Honda Internavi, 'Sound of Honda - Ayrton Senna 1989', Dentsu (Tokyo)
2. Harvey Nichols Christmas, 'Sorry I Spent It On Myself', adam&eveDDB (London)
3. Volvo Trucks, 'Live Test Series', Forsman & Bodenfors (Gothenburg)

## **Most Awarded Agencies in the World in 2014**

1. Forsman & Bodenfors (Gothenburg)
2. Dentsu (Tokyo)
3. adam&eveDDB (London)

## **Most Awarded Agencies in Digital in the World in 2014**

1. Forsman & Bodenfors (Gothenburg)
2. Dentsu (Tokyo)
3. Clemenger BBDO (Sydney & Melbourne)

## **Most Awarded Networks in the World in 2014**

1. BBDO
2. DDB
3. Leo Burnett

## **Most Awarded Countries in the World 2014**

1. USA
2. UK
3. Brazil

#### **Most Awarded Advertisers in the World in 2014**

1. Volvo
2. Volkswagen
3. Honda

#### **Most Awarded Production Companies in the World in 2014**

1. MJZ (Los Angeles, London, New York)
2. Folke Film (Stockholm)
3. Outsider (London)

#### **Most Awarded Directors in the World in 2014**

1. Andreas Nilsson (Sweden)
2. James Rouse (UK)
3. Steve Ayson (Australia, USA, Italy)

Donald Gunn, a champion of creativity and Founder of The Gunn Report, says, "Creativity can be measured by awards. We've analysed the results of the most important creative award shows around the world to bring insight, commentaries and rankings - valuable data for the ever-evolving advertising industry to achieve greater heights."

The Gunn Report 2014 guest editor is Malcolm Poynton, newly appointed Global Chief Creative Officer of Cheil Worldwide. Poynton, who has contributed his own personal commentary on the report and awards tables as well as being involved in the selection for The Showreel of the Year, comments:



Malcolm Poynton.

"The Gunn Report brings all the chaos and confusion of the seemingly endless award show calendar into sharp focus to give us the bigger picture of what's hot and who's behind it. Here you will find the best ideas made for clients that know the worth of a well-executed creative idea."

The ranking tables and accompanying commentaries are now available online at [www.gunnreport.com](http://www.gunnreport.com). All the winning work, as well as the 100 commercials appearing on the Showreel of The Year will follow shortly.

The Gunn Report Book and Showreel of the Year 2014 DVD will be available in mid-March and will include the results of The Gunn Report for Media 2014.

Download [Observations - The Gunn Report 2014](#) and visit [the Gunn Report website](#) for more information on the rankings.