

2022

AME REPORT

NEWYORKFESTIVALS

AME AWARDS®

2022 AME REPORT



“Awards like the AMEs are a way to continually raise our standards as an industry. To challenge each other - as clients, as agencies, as colleagues - and ensure we **never stop at ‘good enough’.**”

Paola Ortega, 2022 AME Grand Jury Strategy Director at BBH USA

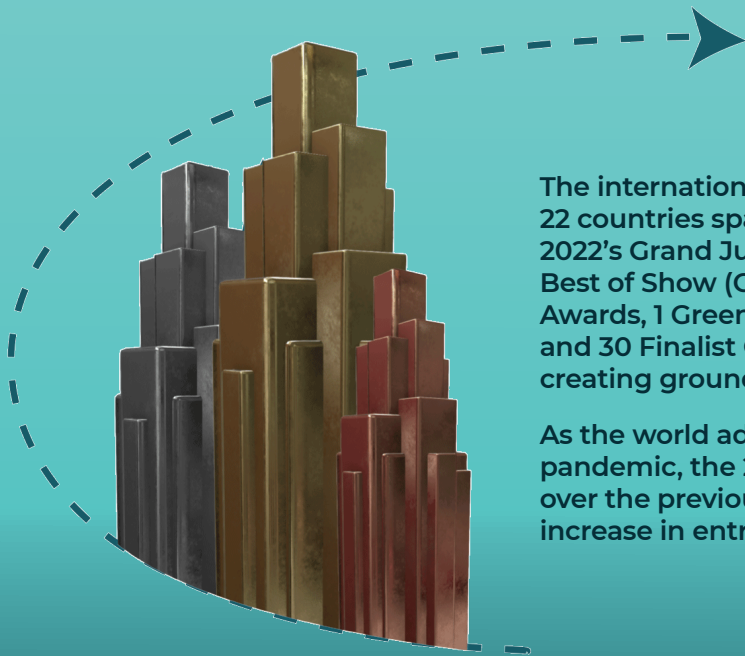
HONORING IMPACTFUL CREATIVE THAT DELIVERS EFFECTIVE RESULTS

In 2022, the AME Awards celebrated its 28-year legacy of honoring creative and effective campaigns that deliver measurable results for prominent brands.

The annual AME Agency report recognizes those agencies whose groundbreaking work earned recognition and received top scores from the 2022 AME Grand Jury.

AME's Grand Jury spans 5-global regions. Juries are populated with world-class industry executives who thoughtfully evaluate all entries with global knowledge of the industry. Results of those jury sessions are parsed into AME's annual ranking brief that includes 2 individual reports (Agency and Brand).

AME AWARDS 2022 OVERVIEW



The international AME Awards received entries from 22 countries spanning 5 regions around the globe. 2022's Grand Jury awarded the following: AME Best of Show (Grand Award), 4 Regional Platinum Awards, 1 Green Award, 25 Gold, 31 Silver, 39 Bronze and 30 Finalist Certificate Awards to agencies creating ground-breaking results-driven work.

As the world adjusted to a new normal post pandemic, the 2022 AME Awards saw a 39% increase over the previous year's entries and an impressive 43% increase in entries from MENA over the previous year.

“

Competitions like the AME Awards are a beacon of light that shines its glare in the right direction. It serves **as a reference point, a benchmark, and a standard for the following year** for both agencies and clients alike.

It is indeed the best of both worlds, ”
imprinting credibility to our industry.

Frederico Roberto, 2022 AME Grand Jury
Commerce Creative Director
Publicis Poke UK



PERCENTAGE OF TOTAL ENTRIES FOR EACH REGION

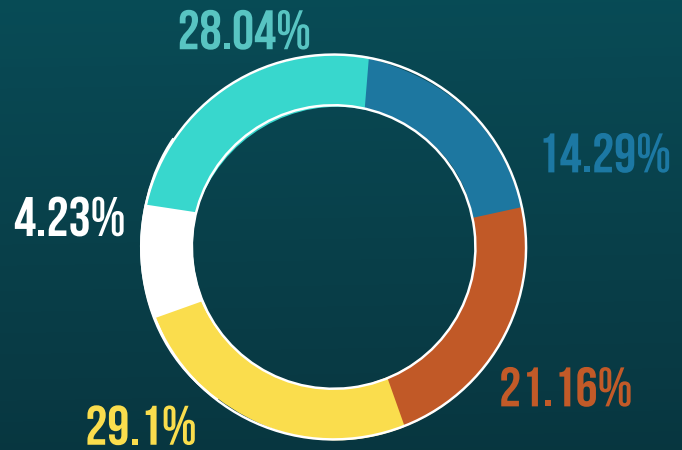
MIDDLE EAST & AFRICA

ASIA PACIFIC

EUROPE

LATIN AMERICA

NORTH AMERICA



HIGH SCORING CAMPAIGNS

for 2022 elevated brand positioning, created engagement, and increased market share while delivering results that surpassed benchmarks.

Social Equality entries shined a spotlight on inequality and helped brands to be a catalyst for cultural change while promoting diversity, equity, and inclusion.

Out-of-Home campaigns increased brand awareness and consumer recognition while engaging consumers where they work and play.

Purpose Driven marketing aligned like-minded consumers with causes that championed social and environmental issues.

Campaigns employing technology built stronger brand connections, entertained, and created a personalized brand experience.

Branded Content/Entertainment entries captivated consumers while increasing brand awareness and inspiring engagement.

Products and Services campaigns launched new products, engaged target audiences, and boosted brand affinity.

Health & Wellness entries educated and engaged consumers and healthcare professionals.

“

The emphasis on effectiveness is critical, and competitions like the AME Awards help reinforce that criticality, and highlight that effectiveness doesn't mean a compromise on creativity.”

Miriam Wells

Head of Strategy & Creative
Ogilvy PR Australia
2022 AME Grand Jury



Agencies earning a spot on 2022 AME Report utilized first-of-its-kind technology, crowdsourcing, omnichannel marketing, media led engagement, OOH activations, branded entertainment, experiential marketing, gamification, influencer-led campaigns, guerilla marketing, and donation driven-initiatives to improve brand relevance, create contextual engagement, achieve growth, and deliver stunning bottom-line results.

REGION RANKING BY TOTAL POINTS

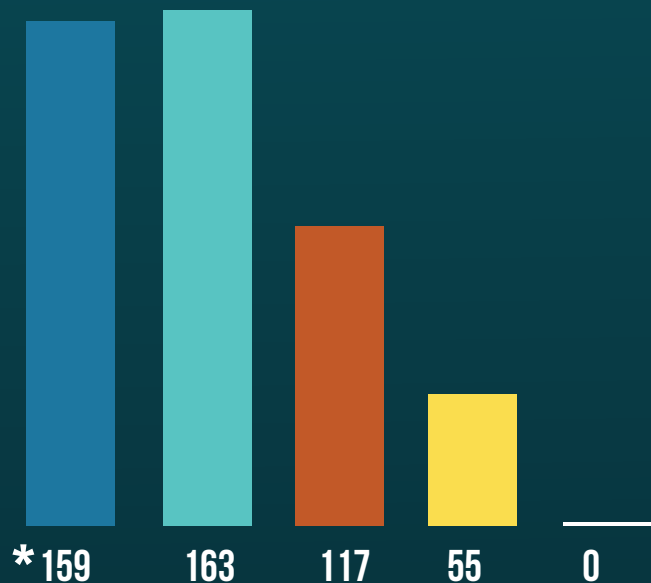
MIDDLE EAST & AFRICA

NORTH AMERICA

EUROPE

ASIA PACIFIC

LATIN AMERICA



* TOTAL POINTS FOR EACH REGION

AWARD-WINNING CAMPAIGNS

campaigns created for prominent brands delivered results and earned global agencies the top slots on the AME Agency Report.

EUROPE

AMVBBDO - United Kingdom

Seven.One AdFactory - Germany

Creative House Germany - Germany

White Rabbit Budapest - Hungary

WallDecaux - Germany

(Multiple agencies working on same brand)

NORTH AMERICA

Zulu Alpha Kilo - Canada

ALMA DDB - USA

Energy BBDO - USA

MIDDLE EAST & AFRICA

UAE Government Media Office - United Arab Emirates

Havas Middle East - United Arab Emirates

Saatchi & Saatchi MEA - United Arab Emirates

ASIA PACIFIC

Special - New Zealand

Leo Burnett Group Manila - Philippines



“

Effectiveness competitions build credibility for the industry and the industry philosophy behind creating effective advertising. It provides the evidence that **advertising is persuasive: great advertising increases awareness, inspires action and justifies** the cost of production and placement. It reminds clients of the true power of marketing communications.”

Susan Gillmeister, 2022 AME Grand Jury SVP, Planner, Havas Village X, Canada



“Awards shows like the AME Awards are important, not just to recognize within the ad community what work is truly inspiring, but it’s also important because **it shows our client tangible proof that award winning work works.**”

Mike Hanley, 2022 AME Grand Jury VP, Creative Director, BBDO Atlanta

TOP TIER BRANDS

In 2022 award-winning work for top-tier brands engaged audiences, increased brand affinity, and generated bottom line results. Risk-taking brands approved inventive work that contributed to agencies' position on the AME ranking reports:

Adidas

Black Business and Professional Association

Campbell's Co. of Canada

Campaign Against Living Miserably (CALM)

Canadian Congress on Inclusive
Diversity and Workplace Equity

Cineplex

Consonant Skin+Care

Extra Gum

Fenty Beauty

Finish

Flutewein

Girl Guides of Canada

Guinness

Harry Rosen

Hondao Senior Citizen's Welfare Foundation

Interac

Maltesers

McDonalds

Motor Neurone Disease New Zealand

Pepsi

Pfaff Harley-Davidson

Pride at Work Canada

Royal Canadian Legion / HomeEquity

Bank

Sheba

SingleCut Beersmiths

Toronto Metropolitan University's
Diversity Institute

Tourism New Zealand

UAE Government Media Office

“

Effectiveness competitions are a perfect motivation, inspiration, and example to the advertising and marketing industry. AME Awards drives agencies' innovation and creativity towards impactful results and adds value to creative talent. It is important that agencies have the endorsement and recognition of their campaigns' success because this proves that ideas are much more than subjective creativity but have the potential to generate change. ”

Santi Bibiloni, 2022 Grand Jury
CEO & Co Founder, COR



2022 AME REPORT

AGENCY



“

Effectiveness recognizes the value our industry can bring to businesses and brands. It is to show how insights and creativity can drive business success. ”

Iris Coldibelli, 2022 Grand Jury
Group Strategy Director
Ogilvy New York

1 UAE GOVERNMENT MEDIA OFFICE THE DONATION PLATE

The UAE Government Media Office took the lead this year in the AME Awards annual ranking report. Their robust number of result-driven campaigns earning top honors in this year's competition resulted in the Media Office soaring to the number one spot on the 2022 AME Report.

Their triumphantly effective campaign "The Donation Plate" supported the UAE's 100 Million Meals Initiative by using first-of-its kind technology and was honored with an AME Gold Award, 2 Silver, and 3 Bronze Awards.

"The Donation Plate" featured the world's first incognito QR code, designed to be picked up by mobile camera sensors, even if the QR code was covered by the food. As people took food pics while dining out to share on social media, the QR code prompted them to share a meal too – by visiting a mobile site.

"The Warm Winter Livestream" also earned a Gold AME. The UAE Media Office also received multiple levels of recognition for "The Warm Winter Livestream," including a Gold AME Award and "A Winter Through My Eyes" earned resulted in top honors on the 2022 AME Report.

RESULTS

11 MILLION MEALS
DONATED IN
28 DAYS TO 20 COUNTRIES

216 MILLION MEALS
REACHED BY THE CAMPAIGN'S END

“ At the UAE Government Media Office, we go much further than brief agencies and assess the performance of our campaigns. We are actively involved in the full process from ideation to execution, so much so that we're acting as an agency as much as a client. While we work closely with our agency partners, we also have a strong creative resource in-house, collaborating together to build on insights and creative sparks to turn them into award-winning and goal-achieving work. I couldn't be prouder of my team as we are recognized as the Agency of the Year at the New York Festivals AME Awards in 2022. ”

Khaled AlShehhi

Executive Director of Marketing and Communication
UAE Government Media Office



2 ZULU ALPHA KILO

THE MICROPEDIA OF MICROAGGRESSIONS

Zulu Alpha Kilo's result-driven campaigns ranked the agency number two. Their entry "The Micropedia of Microaggressions" for clients Black Business and Professional Association, Toronto Metropolitan University's Diversity Institute, Canadian Congress on Inclusive Diversity and Workplace Equity, and Pride at Work scored double AME Gold Awards.

TheMicropedia.org created a judge-free online tool that provides easy-to-digest information where people can unlearn their unconscious bias and make immediate changes in their daily interactions with others.

Other campaigns honored with Gold AME Awards include "Come&Glow" for Consonant Skin+Care, "Orders of Sacrifice" for Royal Canadian Legion / HomeEquity Bank, and "Tough Turban" for client Pfaff Harley-Davidson. Top-scoring work for clients Girl Guides of Canada, Harry Rosen, and SingleCut Beersmiths and other prominent brands saw the agency rise to the number 2 slot.

RESULTS

60K+
PEOPLE FROM

120+
COUNTRIES

VISITED THE SITE READING OVER
100K
ENTRIES

“ We've always believed in the power of ideas to create game-changing results for clients. We are thrilled to learn that our work has been recognized **in equal measure for its creativity and effectiveness.** ”

Zak Mroueh
Chief Creative Officer & Founder
Zulu Alpha Kilo



3 SEVEN.ONE ADFACTORY/ CREATIVE HOUSE / WHITE RABBIT BUDAPEST/ FLUTWEIN – OUR WORST VINTAGE

Seven.One AdFactory / Creative House / White Rabbit Budapest / WallDecaux was honored for their innovative work “#flutwein – Our Worst Vintage” with the top AME honor Best of Show (Grand Award) and the AME Platinum – Europe. The campaign also earned 3 AME Gold Awards.

“Flutwein” (Flood Wine) was created by the catastrophic flood that destroyed more than 50 wineries in the Ahr Valley, Germany. 200.000 bottles of wine, soiled with mud and dirt, survived the disaster, and became the newly created #flutwein brand uniting over 50 independent wineries from the Ahrweiler region. #flutwein bottles were available on the crowdfunding platform Startnext in exchange for a donation.

RESULTS

€100K DONATED
AFTER THE FIRST DAY
WITH THE GOAL OF
1 MILLION EUROS IN 1 WEEK

2X
THE EFFECTIVENESS OF
THE MOST SUCCESSFUL
GERMAN CROWDFUNDING
CAMPAIGN TO DATE

THE VALUE OF THE WINE ROSE
4500% INCREASE IN
FOLLOWERS
€4.4 MILLION

“

We strongly and truly believe that creativity can be and must be effective. Flutwein campaign is a brilliant example of that. We feel extremely honoured to be part of it. ”

Levente Bálint
CEO, White Rabbit Budapest



4 AMVBBDO HOPE REEF

AMVBBDO UK earned the prestigious AME Green Award for “Hope Reef” for client Sheba. The campaign also earned an AME Gold Tower and 2 Silver.

Sheba restored the habitats that fish call home and launched the world's largest coral restoration program. This 10-year commitment started with Hope Reef off Indonesia and has spread to five more countries. Sheba transformed the site of the dead coral into a new reef the size of two Olympic swimming pools and viewed from the air it spells out - HOPE. Hope Reef was given Historical Landmark status and became discoverable on Google Earth, Maps and StreetView. The reef is thriving with 70% coral coverage, +300% fish abundance.

Additional award-winning work for Guinness, Maltesers, The Metropolitan Police Service, and Campaign Against Living Miserably (CALM) boosted the agency to the number 4 spot on the ranking report.

RESULTS

1 MILLION PEOPLE
HAVE EXPLORED HOPE REEF
ON GOOGLE MAPS.

SHEBA'S "REEF STAR"
SYSTEM HAS BEEN
ADOPTED BY

5 MORE
COUNTRIES

2.5
BILLION
EARNED IMPRESSIONS
(BBC, FORBES, AND
NATIONAL GEOGRAPHIC)

20 MILLION VIEWS
ON THEIR YOUTUBE CHANNEL
RAISED ENOUGH FUNDS FOR A
NEW CROWDFUNDED REEF

+17%
BRAND AWARENESS

+14%
PURCHASE INTENT



“

Hope Reef was a true collaboration between not just agencies or agencies and clients but with the scientific and local island communities and we couldn't be prouder of seeing such teamwork recognised by our industry in such a highly regarded award.”

Emily Brydon
Strategy Director, AMVBBDO

Denise Truelove
Global VP Brands, Mars Petcare

5 HAVAS MIDDLE EAST

LIQUID BILLBOARD

Havas Middle East was awarded the AME Platinum Award – Middle East & Africa for “Liquid Billboard” for client adidas. Liquid Billboard” earned 3 additional Gold Towers.

To launch adidas’ new inclusive line and inspire women to embrace water with confidence, the agency designed and created the Liquid Billboard, the world’s first swimmable media space. The 5-meter high and 3-meter deep billboard doubled as a fully usable swimming pool capable of holding 11,500 gallons of water. The “Liquid Billboard” invited women to dive in and become the heroes of the campaign for the new inclusive line.

RESULTS

\$6 MILLION
EARNED MEDIA ACROSS 60
COUNTRIES IN 6 CONTINENTS
AND EARNED ORGANIC PR
IN OVER 40 LANGUAGES

36% OF WOMEN
IN MENA NOW FEEL
COMFORTABLE IN WATER

350+ MILLION
PEOPLE REACHED

51,751 VISITS
ON INCLUSIVE
SWIMWEAR
PORTAL IN 4 WEEKS

70% SELL-THROUGH
OF THE NEW INCLUSIVE
LINE WITHIN 4 WEEKS

“

The Liquid Billboard campaign is a great example that good creativity drives business results. One outdoor placement, a global reach of millions of people and a very successful launch of a new product. While also contributing to Adidas maintaining its position amongst the top creative brands in the world. ”

Fabio Silveira
General Manager
Havas Middle East



6 ALMA DDB

BETTER WITH PEPSI

Alma DDB USA's "Better With Pepsi" scored the AME Platinum – North America. The campaign also earned two additional Gold Towers.

As a challenger brand Pepsi shined a light on the unspoken cultural truth that was tapped into for the campaign, which is that for 30+ years, the top three U.S. burger chains have denied consumers the opportunity to enjoy their burgers with Pepsi due to exclusivity deals with Coke.

The core building block of the initiative was the paper artwork that uncovered Pepsi's logo in the wrappers of the top burger chains. With three key images, the campaign was simple, yet unforgettable.

Additional creative and effective work for Intuit QuickBooks and Tobacco Free Florida landed Alma DDB in the 6th slot.

RESULTS

3.6 BILLION IMPRESSIONS
INCLUDING OOH, TWITTER, PROGRAMMATIC
(TMZ, RADAR ONLINE, PEREZ HILTON), & PRINT

720% HIGHER
THAN THE TYPICAL
PEPSI TRADEMARK
BENCHMARK OF 1.34%

1.16M IMPRESSIONS
ACROSS NYC, LA, DUBLIN
OH, MIAMI AND CHICAGO

**1.3MM TWITTER
ENGAGEMENTS AT
11% RATE**

**181K
ADDITIONAL
IMPRESSIONS AND LED
TO A 29% INCREASE IN
BRAND CONSIDERATION**

“It’s an incredible honor for all of us at alma to be awarded the AME Platinum Award for North America, especially for a campaign like Better With Pepsi that exemplifies the power of simplicity, craft and an undeniable cultural tension. I couldn’t be more proud of our team and thankful for our partners at Pepsi for their collaboration that led to such a globally celebrated campaign, and one that can hopefully continue to remind us of the influence print advertising still has in today’s fast-paced consumer culture.”

Alvar Suñol
Co-President & Chief Creative Officer
Alma DDB



7 ENERGY BBDO

FOR WHEN IT'S TIME: EXTRA GUM'S PANDEMIC COMEBACK

Energy BBDO's "For When It's Time: Extra Gum's Pandemic Comeback" impressed the AME Grand Jury and earned the agency 5 AME Gold Towers for their humorous post lockdown campaign.

In 2021, after a year of lockdowns and social distancing, gum was practically forgotten. Data indicated that the pandemic had taken a toll on consumers' social standards. Re-emergence was in their sight and when the time came, Extra had the potential to be right there with them, freshening their breath and instilling confidence.

The results-driven program elicited a global emotional response, got Extra back into pop culture, and translated that impact into unprecedented market share.

EXTRA EFFECTIVE RESULTS

538.19

MILLION EARNED MEDIA IMPRESSIONS

+7.6% GUM RECORD

POST-LAUNCH
SALES GROWTH

18.39%

VS. YA

EXTRA SUSTAINED GROWTH

AFTER THE CAMPAIGN LAUNCH AND IT ECLIPSED
COMPETITION BY OUTPERFORMING THE CATEGORY AVERAGE
AND THE ONLY SPENDING COMPETITOR, TRIDENT, BY

ALMOST 100%

HIGHEST

MARKET SHARE OF ANY BRAND SINCE
EXTRA ENTERED THE MARKET IN 1984

OF 21.9%



8 SAATCHI & SAATCHI MEA

EMPTY PLATES

Saatchi & Saatchi's multi-award winning campaign "Empty Plates targeted the ultra-elite of the UAE who annually spend millions of dollars on license plates per year via a charity auction for unique number plates. To create mass awareness, Saatchi & Saatchi launched a stunt which had the entire nation buzzing. Empty number plates placed on fleets of cars engaged the citizens of Dubai and created PR for the campaign via social posts. National news promoted the cause behind the Empty Plates, turning the attention gained from the empty number plates into awareness around world hunger.

RESULTS

2 BILLION
PEOPLE
REACHED

12 INTERNATIONAL
NEWS NETWORKS

460K COMMENTS & SHARES
ON SOCIAL MEDIA

\$43.8 MILLION
RAISED FROM ALL
NUMBER PLATES

980K INTERACTIONS ON
SOCIAL MEDIA

164 MILLION MEALS
DONATED ACROSS 50
COUNTRIES IN NEED

\$4.7
MILLION IN
EARNED MEDIA

\$2 MILLION
RAISED FROM EMPTY
NUMBER PLATES



9 SPECIAL NEW ZEALAND

DAVID'S UNUSABLES

Special New Zealand earned the 2022 AME Platinum Award - Asia Pacific for "David's Unusables" The agency also earned 2 AME Gold Towers for the campaign.

Special NZ increased awareness of the debilitating disease that causes muscle deterioration, Motor Neurone Disease, via a media-led idea that charted the 'real-life' decline of David Seymour by selling items he could no longer use on NZ's leading e-marketplace – Trade Me (a NZ version of Ebay). The TradeMe store – David's Unusables, showcased 33 items listed in a timeline relative to David's physical deterioration and told the story of David's loss.

Special's campaign for Tourism New Zealand, "Do something new, New Zealand" assisted the agency in earning its rank on the AME Report.

RESULTS

7.9 MILLION
IMPRESSIONS
(DUPLICATED REACH)

41 INDIVIDUAL
PR ARTICLES
WORTH OVER
\$230K (USD)

“

It's fantastic to see that David's Unusables has been recognised by our peers around the world for its achievement in raising awareness of the nature of Motor Neurone Disease amongst a huge proportion of New Zealanders. Congratulations to all of the winners and thanks to the wonderful judges for volunteering their time. ”

Rory Gallery
Chief Strategy Officer
Special New Zealand



10 LEO BURNETT GROUP MANILA

McDONALD'S CLASSROOM

Leo Burnett Group Manila's campaign "McDonald's Classroom" transformed unused party rooms in McDonalds shuttered by pandemic restrictions into lively classrooms to help students and teachers struggling with the distance learning system.

What began as a pandemic pivot evolved into a powerful platform for McDonald's to continue supporting teachers and students beyond lockdowns. Piloted in 2020, the campaign expanded into 2021 in 249 locations all over the country.

RESULTS

400K

IN EARNED MEDIA VALUE

3449%
MORE SHARES

THAN THE AVERAGE & BESTING THE BRAND'S ANNOUNCEMENT OF ITS GLOBAL COLLABORATION WITH BTS!

100%

POSITIVE
SENTIMENT FROM
THE CLASSROOM
PARTICIPANTS

MOST SHARED CONTENT
FOR MCDONALD'S PHILIPPINES' ON FACEBOOK 2021



“

Effectiveness competitions remind us of what our work is aiming for in the end and inspire all of us for new ways to gain impact.

”

Bastian Goldschmidt, 2022 Grand Jury
Head of Strategy, Grabarz & Partner Germany

“Effectiveness competitions such as AME Awards foster agencies and brands alike to improvement on the effectiveness of their campaigns and **deliver better value** for their clients and customers/consumers.”

Dotun Babatunde, 2022 Grand Jury
Head of Digital Marketing
Olam Grains, Nigeria



The 2022 AME Brand Report honors

risk-taking global brands for approving ground-breaking strategic campaigns that achieved results and positively affected the bottom line.

Global brands utilized first-of-its-kind technology, shined a spotlight on diversity and inclusion, partnered with influencers, rallied on behalf of those less fortunate, embraced social marketing, created unique partnerships, went head to head with environmental challenges, and created new ways to support communities.

2022 AME REPORT BRAND

“Whether it be our short history as a brand, our home market or the fact that we are a public sector entity, this accolade is a deeply meaningful validation of all our efforts to date to stand out and be counted. Our work and missions are varied and complex, but each gives us an opportunity to raise the bar and make a difference to many.”

Khaled AlShehhi
Executive Director of Marketing and Communication
UAE Government Media Office



1

المكتب الإعلامي
لحكومة دولة الإمارات

UAE GOVERNMENT MEDIA OFFICE



Effective and progressive work entered by the UAE Government Media Office resulted in this innovative brand leading the Brand Report.

The UAE Government Media Office's campaign "The Warm Winter Livestream" gamified fundraising through a live experience led by a leading gaming influencer and YouTube content creator AboFlah. The initiative resulted in the longest livestream on social media exceeding a 10 million target in just 12 days. The campaign earned two Guinness World Records, #1 Most viewers for a charity donation livestream on YouTube and Guinness World Record #2: Longest video livestream.

AboFlah recorded 268 hours, 14 minutes, and 20 seconds of live streaming during a 12 day period.

Additional award-winning top-scoring campaigns include "A Winter Through My Eyes," and "The Donation Plate." Effective work created by partner agencies include "Empty Plates" by Saatchi & Saatchi MEA and "An Invitation to the Future" and "Personalized Billboards" by Mullen Lowe MENA.

RESULTS

PEAK LIVESTREAM VIEWERS

698K

TOTAL DONATIONS

\$11,053,174

VS. THE TARGET OF \$10 MILLION IN JUST 12 DAYS!

TOTAL NUMBER OF DONORS

155,065

EARNED MEDIA VALUE

\$10.7 MILLION

TOTAL LIVESTREAM VIEWERS

163 MILLION

ENGAGEMENT

121.1 MILLION

2

flut wein

The Flutwein (Flood Wine) campaign scored the brand the number two slot on the ranking report. Created by the event of a catastrophic flood, that destroyed wineries in the Ahr Valley, Germany, the #flutwein brand united the wines of over 50 independent wineries from the Ahrweiler region under one label.

This AME Best of Show and Platinum winning #flutwein campaign focused on the surviving mud-caked wine bottles, and created high-quality iconic images, and the feel of a new brand.

RESULTS

€1 MILLION REACHED

ON THE FIRST DAY,
€100K DONATED

THE WINE'S VALUE ROSE
4500%

COLLECTED MORE THAN
€4,4 MILLION

#FLUTWEIN BECAME
GERMANY'S MOST SUCCESSFUL
CROWDFUNDING CAMPAIGN

3



"Liquid Billboard" (Havas MEA) adidas' campaign for their new inclusive swimwear line inspired women to embrace water with confidence. The ground-breaking activation for the brand targeted Middle Eastern women and sparked social conversations about making swimming more inclusive as a sport across 60 countries in 6 continents.

RESULTS

SELL-THROUGH
70%
IN 4 WEEKS

36%
OF WOMEN
IN MENA NOW FEEL
COMFORTABLE IN
WATER UP FROM 12%

THE CAMPAIGN
EARNED THE BRAND
ORGANIC PR IN OVER
40 LANGUAGES AND
BECAME A SYMBOL OF
INCLUSIVITY
AND LIBERATION FOR
WOMEN IN WATER
ACROSS THE GLOBE.

SHARE-OF-SEARCH
28%
HITTING THE YEARLY
TARGET IN JUST
4 WEEKS

4



“For When It’s Time: Extra Gum’s Pandemic Comeback” created by Energy BBDO, put Extra Gum as the first to market campaign of its kind. As the world emerged from the pandemic lockdown, the multi-AME Gold winning “For When Its Time,” previewed the joy, euphoria, and chaos of a not-too distant future where people would again come face-to-face.

RESULTS

(+7.6% GUM RECORD)

538.19MM

EARNED MEDIA IMPRESSIONS

(95% CONFIDENCE SIGNIFICANT)

+30%

UNAIDED BRAND AWARENESS

HIGHEST MARKET SHARE

21.9%

ACHIEVED BY ANY US GUM BRAND SINCE EXTRA’S INCEPTION IN

1984

5

3-WAY TIE

Motor Neurone Disease New Zealand shined the light on this debilitating disease with “David’s Unusables” created by Special New Zealand. The media-led idea that charted the ‘real-life’ decline of David Seymour by selling items he could no longer use on NZ’s leading e-marketplace



RESULTS

TRADE ME, DAVID’S UNUSABLES TRADE ME STORE LISTINGS WERE VIEWED

63,765+

TIMES

REACHED

1.5

MILLION PEOPLE.

5

3-WAY TIE



pepsi

"#BetterWithPepsi" was a proactive creative campaign created by ALMA DDB for Pepsi. The campaign was built on unspoken cultural truth, which is that for 30+ years, the top three U.S. burger chains have denied consumers the opportunity to enjoy their burgers with Pepsi due to exclusivity deals with Coke. The award-winning campaign featured paper artwork that uncovered Pepsi's logo in the wrappers of the top burger chains and revealed how even when Pepsi isn't on the menu, the brand is always in the picture.

RESULTS

29%

 INCREASE IN BRAND CONSIDERATION

5

3-WAY TIE



"Hope Reef" created by AMVBDDO for Sheba earned the brand the AME Green Award. Sheba committed to sourcing 100% sustainable fish in all their products and took action to ensure a future with fish, not just for cats but for the millions who rely on them. With 25% of all marine life dependent on coral reefs, reef extinction is a ticking bomb with dire consequences. Sheba developed a new method to restore coral and created the world's largest coral reef restoration program, committing to restore 185,000 square meters of reef by 2029. The brand's plan was to use its positive story of progress as a call to arms to inspire and enable the world to take part.

RESULTS

300%

 FISH ABUNDANCE

SHEBA'S "REEF STAR" SYSTEM HAS BEEN ADOPTED BY
5 MORE COUNTRIES
40,000 SQM
OF REEF REGROWN SO FAR.

+10%

 MORE SPECIES

+175%

 AVERAGE FISH SIZE

70%

 CORAL COVERAGE

6

2-WAY TIE



RESULTS

249 LOCATIONS
ALL OVER THE PHILIPPINES

"McDONALD'S CLASSROOM"
ILLUSTRATES HOW ITS BRAND PURPOSE CONTINUES
TO BE MEANINGFUL IN THE NEW NORMAL.

3449%
MORE SHARES
ON FACEBOOK FOR 2021

THE CAMPAIGN BECAME MCDONALD'S PHILIPPINES'
MOST SHARED CONTENT

McDonald's roots lie firmly within the community, even as it evolved into a global brand, serving the community remains at the core of McDonald's purpose. "McDonald's Classroom" created by Leo Burnett Group Manila transformed unused party rooms into classrooms to help students and teachers struggling with the distance learning system.

6

2-WAY TIE



Black Business and Professional Association

Black Business and Professional Association, Toronto Metropolitan University's Diversity Institute, Canadian Congress on Inclusive Diversity and Workplace Equity, and Pride at Work earned the 6th place on the AME Brand Report for "Micropedia of Microaggressions" by Zulu Alpha Kilo. The organizations initiated TheMicropedia.org, a judge-free online tool that provides easy-to-digest information where people can unlearn their unconscious bias and make immediate changes in their daily interactions with others.

RESULTS

6K PEOPLE
FROM OVER

120 COUNTRIES
HAVE VISITED THE SITE READING OVER

100K ENTRIES

7



HONDAO Senior Citizen's Welfare Foundation
Republic of China (Taiwan) Hondao Volunteer Association

With donations expected to decline, the campaign for Hondao Senior Citizen's Welfare Foundation addressed the issue of senior neglect and turned their unfortunate real-life dilemma stories into special services. The campaign increased both public awareness and donations by modifying the seniors' neglected homes and turned them into a "Lonesome Hotel".

As patrons booked rooms on the hotel booking platform, the reservation payments became donations. Guests could experience the helpless situation that the isolated seniors face daily.

RESULTS

200+ NEWS STORIES
IN 3 MONTHS

124% DONATION
INCREASE
TO MORE THAN
NT\$39 MILLION

16MIN FEATURE OF
IN DEPTH REPORT ON PUBLIC
TELEVISION SERVICE NEWS
VICE PRESIDENT OF TAIWAN ATTENDED THE EVENT IN PERSON

PROVIDED **12,937**
VULNERABLE ELDERLY PEOPLE WITH PERSONAL
SUPPORT, FOOD, LIVING ENVIRONMENT
MAINTENANCE, AND BASIC HEALTH CARE.

8

Harry Rosen, one of North America's largest menswear retailers, helped men struggling with what to wear when working from home during lockdown. The Green Screen Shirt was created in Pantone 354C, the same shade as a green screen. The Green Screen Shirt enabled wearers to change its pattern on video calls with the simple click of a button. Zulu Alpha Kilo's Gold-winning campaign for Harry Rosen launched as an exclusive contest solely on Harry's Instagram feed. Not available anywhere, to win a Green Screen Shirt, people had to tag two friends and LIKE the post.

HARRY ROSEN

Additional campaigns, both "Men's Grooming" and "We know golf...style" contributed to the brand's ranking.

RESULTS

111K+
VIEWS ON
INSTAGRAM
(COMPARED TO 40,000 TARGET)

3X HARRY'S
FOLLOWER
COUNT
WITH ZERO PAID MEDIA

9

PFAFF



Pfaff Harley-Davidson®

Pfaff Harley-Davidson's campaign "Tough Turban" by Zulu Alpha Kilo helped Sikh motorcyclists by developing an alternative to a motorcycle helmet. With the Tough Turban's ground-breaking innovation Sikh motorcyclists no longer have to choose between their beliefs and their safety. A video with Sikh riders discussing the need for the Tough Turban was housed on a website showcasing how the turban was engineered. The social campaign launched across all Pfaff Harley-Davidson's social channels.

RESULTS

238.8

MILLION

EARNED IMPRESSIONS AND
AN ADVERTISING VALUE OF

\$2.19

MILLION

MEDIA OUTLET FEATURES

171 USA
MEDIA

11 INDIA
MEDIA

54 CANADA
MEDIA

18 UK
MEDIA



10

FENTY BEAUTY BY RIHANNA

Fenty Beauty forged a direct relationship with its fans by launching its first fragrance, Fenty Eau De Parfum direct-to-consumer. “Fenty Eau De Parfum Ghost Stores Launch” was inspired by “ghost kitchens” (delivery-only services that don’t require physical addresses). The brand’s agency, Barbarian, created 5 secret Fenty ghost stores: online-only e-commerce platforms hidden in locations central to the scent’s creation built on Google Maps’ API. Each store contained a chapter of the scent’s creation along with a chance to purchase it in limited-edition packaging.

RESULTS

70K+
LIKES & RETWEETS
ON TWITTER (MAJORITY GEN Z)

1.65M+
LIKES ON INSTAGRAM
(MAJORITY GEN Z)

141% RISE IN
TRAFFIC TO
FENTYBEAUTY.COM

“

Effectiveness competitions are an essential part of our industry showing our worth. Sometimes we’re so focused on doing great work and building the next campaign, idea, or shiny new object we forget to take a second to step back and see what we’ve built. Effectiveness competitions remind us to do just that. Showing the effectiveness of our work is critical not just for ourselves, but our clients too.”

Amanda “AJ” Jones, 2022 AME Grand Jury
Chief Strategy Officer, McCann Canada



“ Award shows like AME pushes people to find ways to answer the hard question. It pushes marketers, creative agency people and media agency people to work closely together to drive better and unified results. It pushes the industry to dig deep into proven success and decode it to get insights that help us do better next time. ”

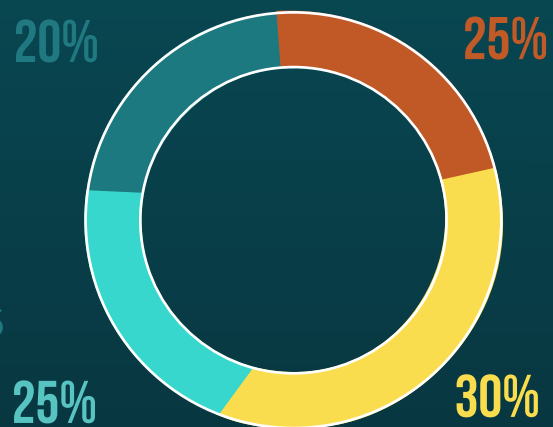
Baggio Song, 2022 Grand Jury
Co-founder & Chief Growth Officer of
iNSPIRE Communications China



AME SCORING

The AME Awards Grand Jury evaluated all of the 2022's competition entries based on four specific criteria, each weighted by importance

- CREATIVITY
- RESULTS/EFFECTIVENESS
- EXECUTION
- CHALLENGE/STRATEGY/OBJECTIVES



RANKING SYSTEM

GRAND TROPHY	21 POINTS
PLATINUM TROPHY	15 POINTS
AME GREEN AWARD	13 POINTS
GOLD MEDALLION	8 POINTS
SILVER MEDALLION	5 POINTS
BRONZE MEDALLION	3 POINTS
FINALIST CERTIFICATE AWARD	1 POINT



NEWYORKFESTIVALS

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