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).
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_
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)

MIDDLE EAST & AFRICA

UAE Government Media Office - United Arab Emirates
Havas Middle East - United Arab Emirates
Saatchi & Saatchi MEA - United Arab Emirates

NORTH AMERICA

Zulu Alpha Kilo - Canada
ALMA DDB - USA
Energy BBDO - USA

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:

<table>
<thead>
<tr>
<th>Adidas</th>
<th>Interac</th>
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<tbody>
<tr>
<td>Black Business and Professional Association</td>
<td>Maltesers</td>
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<td>Campbell’s Co. of Canada</td>
<td>McDonalds</td>
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<tr>
<td>Campaign Against Living Miserably (CALM)</td>
<td>Motor Neurone Disease New Zealand</td>
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<tr>
<td>Canadian Congress on Inclusive Diversity and Workplace Equity</td>
<td>Pepsi</td>
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<tr>
<td>Cineplex</td>
<td>Pfaff Harley-Davidson</td>
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<tr>
<td>Consonant Skin+Care</td>
<td>Pride at Work Canada</td>
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<tr>
<td>Extra Gum</td>
<td>Royal Canadian Legion / HomeEquity</td>
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<tr>
<td>Fenty Beauty</td>
<td>Bank</td>
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<tr>
<td>Finish</td>
<td>Sheba</td>
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<td>Flutewein</td>
<td>SingleCut Beersmiths</td>
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<tr>
<td>Girl Guides of Canada</td>
<td>Toronto Metropolitan University’s Diversity Institute</td>
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<tr>
<td>Guinness</td>
<td>Tourism New Zealand</td>
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<tr>
<td>Harry Rosen</td>
<td>UAE Government Media Office</td>
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<tr>
<td>Hondao Senior Citizen’s Welfare Foundation</td>
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</tbody>
</table>
“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

“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
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
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.

“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
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

1 MILLION EUROS IN 1 WEEK

EURO 100,000 DONATED AFTER THE FIRST DAY WITH THE GOAL OF

4500% INCREASE IN FOLLOWERS

€4.4 MILLION

THE VALUE OF THE WINE ROSE WITH THE GOAL OF

THE EFFECTIVENESS OF THE MOST SUCCESSFUL GERMAN CROWDFUNDING CAMPAIGN TO DATE

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
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.

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

20 MILLION VIEWS ON THEIR YOUTUBE CHANNEL

+17% BRAND AWARENESS

+14% PURCHASE INTENT

+17% MORE COUNTRIES

SHEBA’S “REEF STAR” SYSTEM HAS BEEN ADOPTED BY 5 MORE COUNTRIES

“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
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.

"
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
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
- **21.9%**
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**
- **$43.8 MILLION RAISED FROM ALL NUMBER PLATES**
- **164 MILLION MEALS DONATED ACROSS 50 COUNTRIES IN NEED**
- **$2 MILLION RAISED FROM EMPTY NUMBER PLATES**
- **12 INTERNATIONAL NEWS NETWORKS**
- **460K COMMENTS & SHARES ON SOCIAL MEDIA**
- **980K INTERACTIONS ON SOCIAL MEDIA**
- **$4.7 MILLION IN EARNED MEDIA**
- **$2 BILLION PEOPLE REACHED**
- **$43.8 MILLION RAISED FROM ALL NUMBER PLATES**
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- **980K INTERACTIONS ON SOCIAL MEDIA**
- **$4.7 MILLION IN EARNED MEDIA**
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.

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
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
- **100%** positive sentiment from the classroom participants
- **3449%** more shares than the average & besting the brand’s announcement of its global collaboration with BTS!

“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.

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
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**

<table>
<thead>
<tr>
<th>Peak Livestream Viewers</th>
<th>Total Donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>698K</td>
<td>$11,053,174</td>
</tr>
<tr>
<td>Total Number of Donors</td>
<td>VS. THE TARGET OF $10 MILLION IN JUST 12 DAYS!</td>
</tr>
<tr>
<td>155,065</td>
<td>$10.7 MILLION</td>
</tr>
<tr>
<td>Total Livestream Viewers</td>
<td>Engagement</td>
</tr>
<tr>
<td>163 MILLION</td>
<td>121.1 MILLION</td>
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</tbody>
</table>
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**

**THE WINE’S VALUE ROSE 4500%**

**#FLUTWEIN BECAME GERMANY’S MOST SUCCESSFUL CROWDFUNDING CAMPAIGN**

**ON THE FIRST DAY, €100K DONATED**

**COLLECTED MORE THAN €4.4 MILLION**

“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%**

**SHARE-OF-SEARCH Hitting the Yearly Target in Just 4 Weeks**

**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.**
“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.

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

(+7.6% GUM RECORD)

HIGHEST MARKET SHARE

ACHIEVED BY ANY US GUM BRAND SINCE EXTRA’S INCEPTION IN 1984

RESULTS

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

63,765+

TIMES

REACHED

1.5 MILLION PEOPLE.

HIGHEST MARKET SHARE

ACHIEVED BY ANY US GUM BRAND SINCE EXTRA’S INCEPTION IN 1984

RESULTS

(+7.6% GUM RECORD)

EARNED MEDIA IMPRESSIONS

(95% CONFIDENCE SIGNIFICANT)

+30%

UNAIDED BRAND AWARENESS

538.19MM

538,190,000

5-WAY TIE
“#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.

“Hope Reef” created by AMVBBDO 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

INCREASE IN BRAND CONSIDERATION

300% FISH ABUNDANCE

+10% MORE SPECIES

+175% AVERAGE FISH SIZE

70% CORAL COVERAGE

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

The campaign became McDonald’s Philippines’ 2-Way Tie. "McDonald’s Classroom" illustrates how its brand purpose continues to be meaningful in the new normal.

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.

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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.

Additional campaigns, both “Men’s Grooming” and “We know golf...style” contributed to the brand’s ranking.
Pflaff 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 Pflaff 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
54 CANADA MEDIA
11 INDIA MEDIA
18 UK MEDIA
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 GENZ)

1.65M+ LIKES ON INSTAGRAM (MAJORITY GENZ)

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
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**

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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
## RANKING SYSTEM

<table>
<thead>
<tr>
<th>Award</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Trophy</td>
<td>21</td>
</tr>
<tr>
<td>Platinum Trophy</td>
<td>15</td>
</tr>
<tr>
<td>AME Green Award</td>
<td>13</td>
</tr>
<tr>
<td>Gold Medallion</td>
<td>8</td>
</tr>
<tr>
<td>Silver Medallion</td>
<td>5</td>
</tr>
<tr>
<td>Bronze Medallion</td>
<td>3</td>
</tr>
<tr>
<td>Finalist Certificate Award</td>
<td>1</td>
</tr>
</tbody>
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