At a time when the world is crying out for powerful ideas to solve big problems, AME provides an annual reminder that our industry can be an impactful weapon. AME has recognised campaigns that have been good for business, good for brands and in many instances good for people around the world. The AME awards are an important benchmark in helping set the standard for the industry to better year over year.

AJ Jones
2023 Executive Jury
Chief Strategy Officer
McCann Canada
The annual AME Agency Report recognizes those agencies whose groundbreaking work earned recognition and received top scores from the 2023 AME Grand Jury and AME Executive Jury.

The 2023 AME Executive Jury panel of internationally recognized C-suite strategists and industry innovators determined this year’s award-winning entries from the shortlist selected by the AME Grand Jury. The Executive Jury scores are the results of two sessions, first an online meticulous review resulting in the scoring of the shortlisted campaigns followed by a thoughtful and deliberate virtual session to determine this year’s creative and effective trophy winning campaigns.

“There was a great mix of contenders this year – and I thoroughly enjoy learning from other brands’ submissions and having the dialogue on benchmarking what is truly best in class in effectiveness.”

Aki Spice
2023 Executive Jury
Chief Strategy Officer
Cashmere USA
INNOVATIVE CREATIVE DELIVERS POWERFUL RESULTS

Award-winning agencies harnessed diverse strategies to elevate worldwide brands and deliver exceptional outcomes.

Noteworthy campaigns, marked by their trophy-winning status, adopted pioneering technologies, harnessed the potential of data for unconventional approaches, seamlessly integrated gamification into branding strategies, utilized the power of AI, and established brand awareness through bold guerilla marketing tactics.

Creative initiatives that earned high marks not only reinvigorated brands through ingenious design but also created immersive experiential marketing journeys. These initiatives elevated brand affinity through captivating, branded content and harnessed the potential of public relations to establish deeper connections with consumers, ultimately leading to a substantial increase in market share.

2023 GLOBAL OVERVIEW
A COMPREHENSIVE SNAPSHOT

Break through creative and effective work submitted from 17 countries across 6 continents from Egypt to Singapore, and Argentina to United Arab Emirates

33.7% MIDDLE EAST & AFRICA
15% EUROPE
23.3% ASIA PACIFIC
21% NORTH AMERICA
7% LATIN AMERICA

United Arab Emirates led the shortlist with Publicis Groupe showing a record-breaking 48 entries shortlisted from multiple Publicis agencies. In 2023 AME saw a stunning 20% increase in peak-performing work submitted from MENA over 2022.
OUTSTANDING CAMPAIGNS THAT EARNED AWARDS

Elevated brand affinity and skillfully presented the brand’s message, yielding a remarkable return on investment (ROI).

Spearheaded initiatives that fostered inspired engagement and united like-minded individuals, effectively advocating for important causes.

Nurtured brands into catalysts for meaningful cultural change, harnessing cutting-edge technology for entertainment and impact.

Amplified active interactions through innovative methods, resulting in heightened user engagement.

Surpassed previous market shares, demonstrating substantial growth and industry dominance.

Achieved outstanding results that consistently outperformed established benchmarks.

Top-scoring ground-breaking campaigns that increased brand affinity and seamlessly showcased the brand’s message resulting in ROI.

High ranking campaigns inspired engagement, aligned like-minded individuals, championed issues, assisted brands to become catalysts for cultural change, employed cutting edge tech to entertain, increased active interaction, topped previous market share, and delivered results that surpassed benchmarks.

REGION RANKING BY TOTAL POINTS

<table>
<thead>
<tr>
<th>Region</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIDDLE EAST &amp; AFRICA</td>
<td>93</td>
</tr>
<tr>
<td>LATIN AMERICA</td>
<td>40</td>
</tr>
<tr>
<td>ASIA PACIFIC</td>
<td>34</td>
</tr>
<tr>
<td>NORTH AMERICA</td>
<td>21</td>
</tr>
<tr>
<td>EUROPE</td>
<td>8</td>
</tr>
</tbody>
</table>
Trophy winning campaigns created for renowned brands yielded impactful results, propelling international agencies to secure the highest rankings in the AME Agency Report.

**MIDDLE EAST & AFRICA**
- LEO BURNETT GROUP
  - Middle East UAE
- SAATCHI & SAATCHI
  - Middle East UAE

**EUROPE**
- AMV BBDO
  - United Kingdom
- SERVICEPLAN
  - Serviceplan Germany

**LATIN AMERICA**
- VECTOR
  - Mexico

**ASIA PACIFIC**
- BBDO
  - China
- LEO BURNETT GROUP
  - Manila Philippines

**NORTH AMERICA**
- McCANN
  - Canada
- THE KITCHEN
  - Canada
- THE COMMUNITY
  - USA
Award platforms such as AME offer an incredible opportunity for recognizing and celebrating marketing campaigns that have demonstrated tangible and significant results. By highlighting campaigns that have achieved real-world outcomes, these competitions help to elevate the status of marketing as a discipline and demonstrate the value that marketing can deliver to businesses and organizations.

Venkata Bhonagiri
2023 Grand Jury
Sr. Partner, Group Director, Strategy & Analytics Mindshare Chicago

HIGH-PROFILE BRANDS

In 2023, exceptional work earned awards for renowned brands captivated audiences, elevated brand affinity, and delivered substantial bottom-line outcomes. Visionary brands that embraced innovative approaches championed groundbreaking work that played a pivotal role in positioning agencies on the prestigious AME ranking report.

McDonald’s
Bimbos
Wendy’s
Delimex
Netflix
Libresse
Kinokuniya
Home Centre

K-Lynn
General Motors
Anheuser-Busch Inbev (China) Sales Company Limited - Harbin Brand
Climate Partner
Home Box
LOGI Energy
Leo Burnett Middle East emerged as the frontrunner in this year’s AME Awards annual ranking report. Their impressive array of outcome-focused campaigns received top accolades in this year’s competition and solidified the agency’s position as the top contender on the AME Report.

Exceptional Gold winning work for “Self Check Out” for K-Lynn and “Homecoming” for Home Centre saw the agency soar to the number one slot.

“Self Check Out” on K-Lynn’s e-commerce site pioneered a unique channel that engaged Arab women during captive moments, prompting effective self-checks comfortably. This encouraged breast cancer self-checks each time they browsed K-Lynn’s collection and drove mammogram bookings via the website.

RESULTS

INITIATIVE REACHED 52% OF ONLINE FEMALE SHOPPERS IN THE UAE

VISITS TO THE K-LYNN WEBSITE INCREASED BY 45%

47% OF THE WEBSITE VISITORS ENGAGED WITH THE CHAT FUNCTION BOOKED THEIR MAMMOGRAM.

“Awards shows like the AMEs are important as they continually raise our standards as an industry. They encourage agencies and brands to improve the effectiveness of campaigns and ultimately deliver better value for the end consumer. Having been most awarded at the recent AMEs, and now being ranked #1 globally validates that we’re leading the curve in both creativity and effectiveness. And this is only possible when you have exceptional talents to make this happen. Knowing that their work for our clients is being recognised on the global stage, helping us to reach #1 is a great motivator that challenges them to push the boundaries a step further each time.”

Bassel Kakish, CEO of Publicis Groupe Middle East & Turkey
"HOMECOMING" - HOME CENTRE

“Homecoming,” created for Home Centre, championed adoption, confronted cultural taboos and became the pioneering initiative addressing orphaned children in the Middle East, resulting in their placement into homes.

New laws and Government representatives supported and enabled integration of orphans into homes and society and a commitment from Home Centre to continue the initiative via the digital hub and social content to help more children find a home in 2023 and beyond.

Leo Burnett Middle East’s campaigns earned a substantial collection of trophies and secured them the prime position on the AME Report. Innovative and effective campaigns earned 2 Gold AME Awards, 6 Silver, 10 Bronze, and 4 Finalist Awards.

RESULTS

| INCREASE OF | BRAND AWARENESS | 14% |
|            | BRAND PREFERENCE | 27% |
|            | BRAND LOVE       | 37% |

7,300 CHILDREN ADOPTED

The best agencies win at both creative and effectiveness award shows. The AME Awards by New York Festivals have, for many years, been respected as a premium competition for creative and marketing effectiveness globally. It is not easy to win. And seeing our work win the most globally across a range of actual big brands – only – from our region, following the success at other shows for those same brands, is a testament to the fact that we are making work that does work for our brand partners.

Tahaab Rais
Chief Strategy Officer
Publicis Groupe Middle East & Turkey
“The Greatest Guide to Jochos & Burgers” created by Vector B McCann / Performance Art for client Bimbo delivered the most impressive results and earned the agency the 2023 AME Grand Award.

The Grand and multi-Gold award winning campaign is the world’s first fully generative search and signage system designed to put 8,402 of Mexico’s most creative hamburger and hotdog stands on foodies’ map.

Supported by an AI-powered creative workflow, a Google Maps API-integrated consumer website, nationwide earned media, extraordinary street food recipes, and the world’s largest bakery, The Greatest Guide to Jochos & Burgers gives local businesses an edge against encroaching big fast-food chains.

**RESULTS**

- **12.2M** impressions across Mexico
- **+180%** week-over-week nationwide sales record
- **+77K** online map engagements to date
- **42K** unique point-of-sale images generated
- **+23%** increase in sales among Bimbo’s “special channels” compared to the 10% target (120%)

“This is the kind of project where the beautiful relationship the Bimbo brand has with the Mexican community flourishes and creates value for everyone involved. At the crossroads between traditional urban culture and technology, vendors can let themselves be known, people can find the most creative and unthinkable recipes and Bimbo bonds with them, moving one step further to its purpose of nourishing a better world. We are very grateful that they let us be part of it.”

Juan Luis Arteaga
Managing Director, Vector B.
BBDO China on behalf of Harbin Beer created an innovative product experience to win the heart of the consumers.

COVID forced young people to stay at their small home during FIFA World Cup, Harbin gave them the best tool to host friends to watch the game – The Harbin Sit Pack, a packaging solution that can turn into a bench that accommodates up to eight people.

The work resulted in successful social engagement, brand growth and product sales. Brands’ endorsed influencers content on TikTok achieved 22.9 million viewership and impressions from Dec.15 to Dec. 31 with 522K total engagement.

All Sit-Pack are sold out during livestream within one minute. brought massive sales growth for the brand’s in-home SKU – the big can.

RESULTS

+355K ENGAGEMENT

COMPARED TO DECEMBER 2021, THE SALES OF BIG CAN ACHIEVED A 51.41% GROWTH RATE

81K PEOPLE WATCHED THE BRAND’S SPECIAL LIVESTREAMING ABOUT THE SIT-PACK

COMPARED TO 2021, KEY BRAND ATTRIBUTES ACHIEVED GROWTH

15.96% “FOR YOUNG PEOPLE”

8.02% “SHARE WITH FRIENDS”

5.92% “INNOVATIVE BRAND”
The AME Gold-winning campaign “Time to Read,” created for Kinokuniya, the largest bookstore in the UAE, extended an invitation to disengaged consumers to explore the world of books.

By harnessing individuals’ screen time data, the agency transformed this information into a tangible representation of reading potential. For instance, with an average weekly duration spent on various social platforms: Facebook equated to 35 books, YouTube to 42 books, Instagram to 43 books, Twitter to 22 books, and TikTok to 42 books.

To reshape perspectives and engage social media users, the agency quantified their potential reading by repurposing their social media screen time. They transformed this insight into impactful visual installations and leveraged social media channels.

RESULTS

ACHIEVED
2X FOOTFALL TARGETS

+196% ENGAGEMENT VS. HISTORICALLY HIGH-PERFORMING PROMOTIONAL AND SALES POSTS SURPASSING THE CAMPAIGN KPI BY

+926% INCREASE IN SALES VOLUME VS. THE SAME MONTH IN 2021

+12% INCREASE IN SALES VOLUME VS. THE SAME MONTH IN 2021

+317% REACH

+8% INCREASE IN STORE VISITS VS. THE SAME PERIOD PRIOR TO THE CAMPAIGN

SUSTAINED SALES GROWTH POST-CAMPAIGN PERIOD

28% INCREASE IN VOLUME FOR FIVE MONTHS
In Leo Burnett’s AME Gold-winning “Unbranded Menu” campaign, McDonald’s collaborated with the country’s biggest gaming influencers to rally the gaming community to screenshot virtual grub from ANY GAME, brand them as McDonald’s.

By effectively branding ALL GAMING FOOD, they redeemed corresponding McDelivery coupons IRL, utilizing gamification they drove not only brand engagement but also McDelivery sales. This epic cross-gaming hunt has surfaced McDonald’s food in over 350 DIFFERENT GAMING TITLES – from The Sims to Roblox to Final Fantasy to Grand Theft Auto.

**RESULTS**

+108% BRAND MENTIONS

+140% BRAND ENGAGEMENT

+35% McDELIVERY SALES

27 MILLION GAMING FANS

2/3 OF PHILIPPINES’ GAMING POPULATION
McCann Canada’s Gold-winning new business launch “French Toast Guy” introduced Wendy’s new Homestyle French Toast Sticks to Canada.

The guerrilla campaign showed just how difficult it was to enjoy French Toast on-the-go, and then how easy it becomes with Wendy’s new Homestyle French Toast Sticks.

The agency created French Toast Guy who went where no breakfast launch has gone before, the subway. Surrounded by thousands of commuters who skip breakfast every day, passers-by started filming him.

Who is #FrenchToastGuy was trending. Just as the speculation and intrigue reached a fevered-pitch, the agency sent French Toast Guy out one last time, but this time with Wendy’s French Toast Sticks in-hand. He became Wendy’s own “influencer.” Overall brand sentiment score was up from 47% to 76%.

### RESULTS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions in the first week</td>
<td>25.6M</td>
</tr>
<tr>
<td>TikTok views</td>
<td>1.8M</td>
</tr>
<tr>
<td>Positive sentiment online</td>
<td>96%</td>
</tr>
<tr>
<td>Increase in restaurant traffic</td>
<td>14%</td>
</tr>
<tr>
<td>French Toast Stick sales exceeding benchmarks by</td>
<td>192%</td>
</tr>
<tr>
<td>People reached</td>
<td>243M</td>
</tr>
<tr>
<td>Average cheque size increasing</td>
<td>6%</td>
</tr>
<tr>
<td>People through Wendy’s doors vs. the same time the year prior</td>
<td>90k+</td>
</tr>
</tbody>
</table>
“EVs on Screen” the community’s campaign to normalize EVs used the power of Netflix to build an electric future.

Netflix and GM teamed up to add at least one EV to every Netflix-produced show (where appropriate). An unpaid partnership between Netflix and GM normalized EVs by giving them more screen time, adding at least one electric vehicle to shows and movies people already love. The campaign was launched in the Super Bowl, with Will Ferrell, top Netflix shows, and EVs from 3 different GM brands.

Tied to the initial joint announcement in early February, GM stock went up 6% in one day. PR for the campaign kicked off with The Today Show and ET.

## RESULTS

<table>
<thead>
<tr>
<th>EDMUNDS.COM SAW INCREASES ACROSS THE BOARD FOR GM VEHICLES INCLUDING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>160% INCREASE FOR CADILLAC LYRIQ</strong></td>
</tr>
<tr>
<td><strong>6970% INCREASE FOR CHEVY SILVERADO EV</strong></td>
</tr>
<tr>
<td><strong>1374% INCREASE FOR GMC HUMMER EV</strong></td>
</tr>
<tr>
<td><strong>EV SALES ROSE 45% IN Q1</strong></td>
</tr>
<tr>
<td><strong>GM VEHICLES SAW 50% INCREASE IN SEARCHES ON CARS.COM</strong></td>
</tr>
<tr>
<td><strong>NAMED FORBES MOST EFFECTIVE AD</strong></td>
</tr>
</tbody>
</table>
The Kitchen’s award-winning target expansion campaign for client Delimex showed gamers that Delimex makes the perfect food to fuel their wins. To authentically reach gamers, Delimex played not paid their way onto their radar, flipping a powerful insight and meeting gamers face-to-face in their favorite games, feeding them samples and points to enhance their gaming experience.

RESULTS

+40 MILLION GAMERS REACHED

905% INCREASE TO SOCIAL TRAFFIC DURING ACTIVATION

DELIMEX SOCIAL MEDIA DOUBLED

653,779 TOTAL INFLUENCER & SOCIAL MEDIA ENGAGEMENTS

11,500 TAQUITOS SAMPLED TO GAMERS
AMVBBDO’s “Periodsomnia” and Serviceplan Germany’s “GreenGRP” helped the agencies achieve equal rankings on the 2023 AME Report with these award-winning entries.

AMVBBDO’s client Libresse empowers women through fostering confidence by breaking taboos and eliminating shame around intimate health. The impactful campaign “Periodsomnia,” addressing pain-induced sleeplessness during periods, marks another vital stride in this journey.

The campaign resonated in wider culture, gaining coverage in influential consumer magazines such as Grazia, You, and Glamour, which acknowledged Libresse for spotlighting the topic. Following “Periodsomnia,” Libresse expanded its market presence across all regions.

IN FRANCE, LIBRESSE/NANA NIGHT OUTPACED THE MARKET, ACHIEVING A NOTABLE 14% SALES VALUE GROWTH
Serviceplan Germany’s “GreenGRP,” developed for client ClimatePartner, stands as an all-encompassing media industry endeavor to counterbalance CO2 emissions. This initiative offers an accessible open-source tool for media buyers and industry, streamlining the creation of climate-neutral advertising and media solutions for their clients.

RESULTS

GreenGRP was launched on world climate day with the first ever climate neutral ad break in Germany, Italy, France, and Austria. The initiative has garnered immense support, with TV networks, radio stations, and publishing houses completely transitioning to GreenGRP.

TO DATE GREENGRP HAS OFFSET MORE THAN 5125 TONS OF CO2 EMISSIONS

EACH ADVERTISING BLOCK BOTH IN RADIO & TV OF ARD IS 100% COMPENSATED VIA GREENGRP

6K CLIENTS FROM OVER 60 COUNTRIES USE GREENGRP
Creativity is a means to an end, and the end is effectiveness. Creativity without effectiveness is just art without an objective. Awards like AME keep our focus on the problem we’re trying to solve, and to ultimately make our work and our creativity matter.

Juie Shah  
2023 Grand Jury  
Strategy Director  
DDB Chicago

"Creativity is a means to an end, and the end is effectiveness. Creativity without effectiveness is just art without an objective. Awards like AME keep our focus on the problem we’re trying to solve, and to ultimately make our work and our creativity matter."

BRAND REPORT

The AME Brand Report acknowledges global brands that have harnessed groundbreaking technology, spotlighted diversity, and inclusion, collaborated with influencers, championed local businesses, embraced social marketing, forged unique partnerships, tackled environmental challenges head-on, and innovated ways to support communities.

Top-performing creative initiatives revitalized and rejuvenated brands through innovative design and immersive experiential and guerrilla marketing, gamification, and generative AI.

These initiatives elevated brand affinity by delivering captivating, branded content that courageously confronted cultural taboos. Leveraging strategic public relations efforts, they established profound connections with consumers, resulting in the expansion of market share.

These daring global brands are honored for endorsing pioneering strategic campaigns that have yielded remarkable results and made a positive impact.

"Competitions like the AME awards bring effectiveness to the forefront of the industry. They put the spotlight on work and thinking that is truly helping clients to move products and brands to develop relationships that could impact or even help shape culture."

Fabio Medeiros  
2023 Grand Jury  
Head of Strategy  
VMLY&R Dubai
Bimbo, the esteemed Mexican multinational food company, clinched the highest distinction in the AME Awards, securing the coveted Grand Trophy that propelled Bimbo to the pinnacle of the AME Brand Ranking Report.


Vector B McCann / Performance Art introduced the world’s inaugural workflow designed to transform data into creative prompts and then into food-inspired paintings. To supply data-driven point-of-sale posters to 8,402 food vendors spanning Mexico’s 31 states, they seamlessly melded Mexico’s profound tradition of sign painting with the scale and efficiency of artificial intelligence. This synergy resulted in an iterative workflow that harmonized the expertise of human art directors with the capabilities of their AI models. The campaign not only strengthened commercial relationships but also reinforced the trust and loyalty Bimbo had cultivated with select food vendors, spanning a remarkable 40-year partnership.
Securing a prominent position on the AME Brand Report, HomeBox, a furniture and home furnishings retail brand, harnessed Leo Burnett Middle East’s ‘The Hidden Room’ campaign to bolster their new product launch—the Hidden Room Collection.

HomeBox sought emotional connection and aimed to revolutionize the furniture retail sector. This disruption extended to cultural norms within the region. The innovative Hidden Room Collection, the world’s first to enhance living spaces for domestic helpers, appealed to affluent homeowners. The campaign not only transformed negative perceptions but also uplifted living conditions for house helpers driving positive change.
McDonalds soared to the number two spot on the AME Brand Report with high scoring campaigns from both Leo Burnett Group Manila and Leo Burnett Middle East.

McDonald’s Philippines and Leo Burnett Group Manila’s Gold-winning target expansion campaign “Unbranded Menu” unlocked a new way for the brand to engage with the gaming audience, and in so doing, boosted brand engagement and brand mentions.

Rather than paying for exposure, McDonald’s leveraged its iconic menu, which has long been featured in video games. This initiative tapped into the gaming community, capitalizing on existing in-game content where food resembling McDonald’s often appears. The campaign launched a virtual hunt, encouraging gamers to tag McDonald’s look-alikes in any video game.

Top gaming influencers initiated the trend by spotting Big Mac lookalikes and tagging McDonald’s. Their influencer friends joined in, turning it into a game within games. Gamers shared screenshots of McDonald’s-like food, and influencers live-streamed their searches, rewarding fans. This innovative partnership solidified McDonald’s iconic presence, linking it with fast food in every video game scenario.

“The Drive Thru School,” crafted by Leo Burnett Middle East for McDonald’s Drive Thru, effectively engaged young drivers and bolstered the brand’s relevance with youth.

This pioneering initiative targeted Gen Z, an audience less connected with McDonald’s compared to families. The campaign offered a novel experience: teaching an essential skill not covered in traditional driving school curricula—navigating a McDonald’s Drive Thru.

In collaboration with Emirates Driving Institute, the UAE’s leading driving school, realistic McDonald’s Drive Thrus were integrated into practice circuits nationwide. This unique partnership, establishing a fresh channel for McDonald’s enjoyment, garnered attention, spurred conversations, and contributed to brand and business growth.
Anheuser-Busch's Harbin Brand received recognition for BBDO China's AME Gold-winning campaign, “The Harbin Sit Pack” for Harbin Beer. This innovative design approach effectively addressed COVID-19 restrictions and resonated with young people.

COVID confined young people to their homes during the FIFA World Cup. Harbin ingeniously provided a solution: the Harbin Sit Pack, a packaging that morphs into an eight-person bench. This novel brand experience fueled remarkable sales growth.

The award-winning campaign spoke to the reality of Chinese urban youth living in compact rented apartments. The Sit Pack addressed this by offering a bench space solution. During a livestream sales event, hosted by a prominent lifestyle influencer, the Sit Pack sold out within a minute, just three days before the World Cup semi-finals.

Leo Burnett Middle East’s “Self Check Out” achieved a coveted Gold AME award for their creative work for K-Lynn, a prominent UAE lingerie brand. This pioneering work approved by K-Lynn transformed casual website browsing into a life-saving practice. The “Self Check Out” campaign illuminated the critical issue of breast cancer awareness. Given the cultural sensitivity around discussing breast cancer openly in the Middle East, this campaign deftly navigated the challenge of addressing a taboo topic that involves women's bodies and privacy.

The innovative e-commerce campaign introduced a unique channel that effectively engaged Arab women during their private moments, encouraging comfortable and effective self-breast examinations.
"The Homecoming" created by Leo Burnett earned Home Centre, the leading home retailer in the Middle East, a prestigious slot on the AME Brand Report.

The brand’s purpose-driven social good initiative, “The Homecoming,” launched through a narrative short film promoted on social and digital platforms. Home Centre recognized the importance of establishing cultural leadership, understanding that addressing societal issues leads to lasting respect and iconic status. The film confronted a latent tension: while orphaned children are numerous in the Middle East, adoption is wrongly perceived as anti-religious and illegal. By being the first brand to tackle adoption in the region, Home Centre garnered not only reputation and respect but also experienced unplanned business growth.

Leveraging social media time data, the campaign transformed the hours spent online into potential reading time, highlighted through data-driven visual displays. This data was also utilized to infiltrate social media routines with tailored messages and personalized book recommendations. The campaign’s simplicity and impact generated high engagement, foot traffic increase, and notably, rejuvenated Kinokuniya’s presence resulting in the highest sales in 10 years.

Saatchi & Saatchi Middle East’s “Time to Read” catapulted Kinokuniya, the UAE’s largest bookstore, into a prominent spot on the AME Brand Report.

Facing a continuous sales decline, similar to other bookstores in the country, Kinokuniya was combating the surge of online entertainment and information consumption that superseded physical books. The “Time to Read” initiative targeted UAE’s avid social media users, spending 8.36 hours daily on platforms, by revealing they could indeed find time to read.
Wendy’s Canada secured a coveted spot on the AME Brand Report through McCann Canada’s ingenious guerrilla product launch named “French Toast Guy.”

Wendy’s product launch demanded a tangible, real-world brand encounter. McCann’s strategy aimed to showcase the challenges of enjoying French Toast on-the-go, followed by the simplicity offered by Wendy’s French Toast Sticks.

To maximize consumer engagement, the agency chose an unconventional venue for the activation: the subway. They showcased the inconvenience of making French Toast by having an ordinary person prepare it on the subway, creating an attention-grabbing spectacle with a complete breakfast setup, including a table, cutlery, and, of course, French Toast. Onlookers immediately captured the scene, propelling #FrenchToastGuy to trending status and attracting media coverage. As anticipation grew, Wendy’s French Toast Sticks were strategically revealed in his hands at the campaign’s conclusion, ending on a high note.

Delimex, the leading taquito brand in America, clinched a spot on AME’s Brand Report with The Kitchen’s “Feeding Gamers” campaign.

The Kitchen’s campaign targeted gamers, highlighting Delimex as the ideal choice for boosting performance. The campaign involved a clever presence in major gaming environments, such as taco trucks and in-game kitchens, where players received free kills and taquitos.

On a budget of just $42,383 and without formal partnerships, Delimex’s gamer team infiltrated high-profile game launches like Call of Duty: Modern Warfare 2, Warzone 2.0, and Overwatch 2. They used Mexican special forces characters with Delimex-themed skins and names, positioning them strategically in Mexican game levels, including in-game food settings like taco trucks and kitchens. These characters sacrificed their in-game progress to help fellow players level up quickly, earning free taquito coupons for real-life leveling up and introducing gamers to Delimex as their mid-game fuel.
The Super Bowl film segment introduced a unique partnership between Netflix and GM, focused on promoting an electric future. The campaign's strategy revolved around utilizing Netflix's influence to propel an electric future. This unpaid collaboration seamlessly integrated electric vehicles into popular shows and movies, normalizing their presence and leveraging Netflix titles as a platform to boost global EV popularity.

The global brand Libresse, specializing in products for period and daily intimate care, earned a spot on the AME Ranking Report along with ClimatePartner, a leading solution provider for corporate climate action.

AMVBBDO's "Periodsomnia" campaign for Libresse shed light on the authentic depiction of nighttime periods, reinvigorating a previously untapped Libresse market segment.

Libresse, traditionally known for its daytime products, saw a significant shift in focus with the introduction of Libresse's Goodnight towels. Rooted in their mission to empower women and break taboos surrounding intimate health, Libresse boldly confronts period-related stigma and aims to cultivate women's confidence.
Serviceplan Germany’s “Green GRP” campaign for ClimatePartner spearheads a market expansion drive with a clear aim: offset CO2 emissions across the media industry. This comprehensive initiative introduces an open-source tool accessible to media buyers, the media sector, and clients, enabling climate-neutral advertising.

On the basis of the defined consumption and distribution data, ClimatePartner calculates the CO2 footprint of the campaign as well as the corresponding costs for offsetting and arranges for offsetting in a climate protection project selected by the client. To date, GreenGRP has offset more than 5,125 tons of CO2 emissions. The initiative has achieved a remarkable feat of bringing together the biggest competing media houses to work towards a common goal of sustainability in the industry.

“Competition that focus on effectiveness such as AME Awards are absolutely essential to our industry as they highlight the true values and solutions that are proven to work that agencies provide to the clients.”

Shingo Suzuki
Strategic Planning Director
McCann Worldgroup Japan
Creativity is the key driver behind achieving marketing effectiveness. The AME awards acknowledge the marketers, strategists, and creatives’ courage behind bold ideas and establish an enduring academic repository for future generations to gain valuable insights and knowledge.

Marialejandra Urbina  
Chief Strategy Officer  
Dieste

AME SCORING

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

- **20%** Challenge/Strategy/Objectives
- **25%** Execution
- **25%** Creativity
- **30%** Results/Effectiveness
The results of the AME Executive Jury are parsed in AME's annual rankings brief, The AME Report, a creative ranking system based on overall points earned for winning entries and provides an account of the highest-ranking agencies and brands within this year’s competition.

**RANKING SYSTEM**

- **GRAND TOWER**: 21 POINTS
- **GOLD TOWER**: 8 POINTS
- **SILVER TOWER**: 5 POINTS
- **BRONZE TOWER**: 3 POINTS
- **FINALIST**: 1 POINT

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**NEWYORKFESTIVALS®**  
**AME AWARDS**

Gayle Seminara Mandel  
*Executive Director, AME Awards*

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