

2023



AME REPORT

NEWYORKFESTIVALS®
AME AWARDS

2023 AME REPORT

The New York Festivals AME Awards recognizes and celebrates creative and effective advertising and marketing campaigns. It focuses on campaigns that not only demonstrate creativity but also deliver tangible and measurable results for world-class brands. With a legacy spanning 29 years, the AME Awards has become a respected platform within the advertising and marketing industry.

Throughout its history the AME Awards has served as a platform for acknowledging campaigns that go beyond mere aesthetics and storytelling, highlighting the importance of campaigns that can demonstrate their effectiveness in achieving specific goals, such as increasing brand awareness, driving sales, or generating customer engagement.

Winning an AME Award is a mark of distinction within the industry, showcasing a campaign's ability to combine creative excellence with real-world impact.

“

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

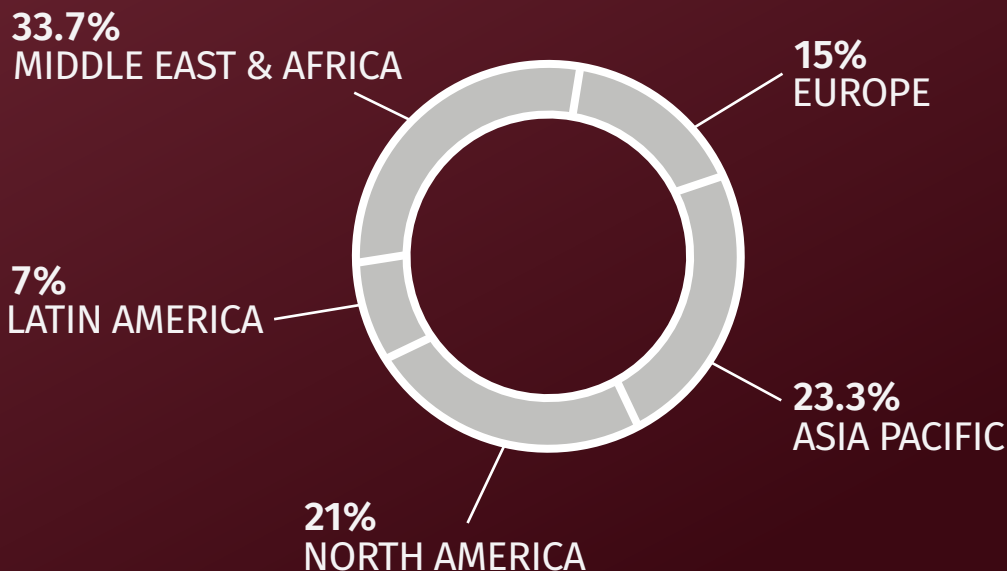
Award-winning agencies harnessed diverse strategies to elevate worldwide brands and deliver exceptional outcomes.

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



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.

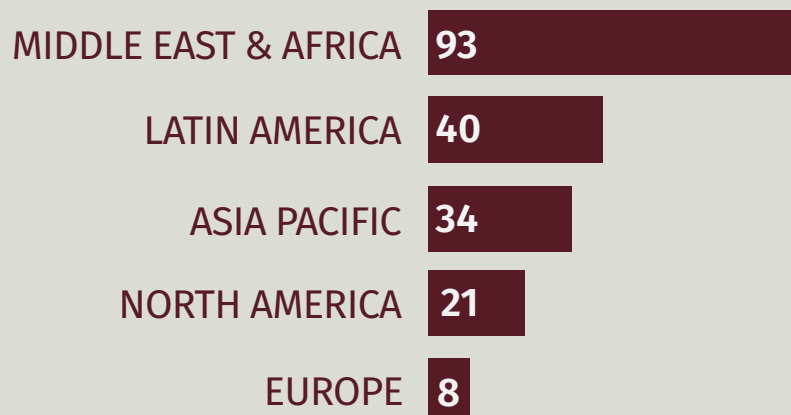
Surpassed previous market shares, demonstrating substantial growth and industry dominance.

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



LEADING AGENCIES

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 
HOUSE OF COMMUNICATION
Serviceplan Germany

LATIN AMERICA

VECTOR 
Mexico

ASIA PACIFIC

BBDO
China

NORTH AMERICA

McCANN
Canada

THE KITCHEN
Canada

LEO BURNETT GROUP
Manila Philippines

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

AGENCY REPORT



“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

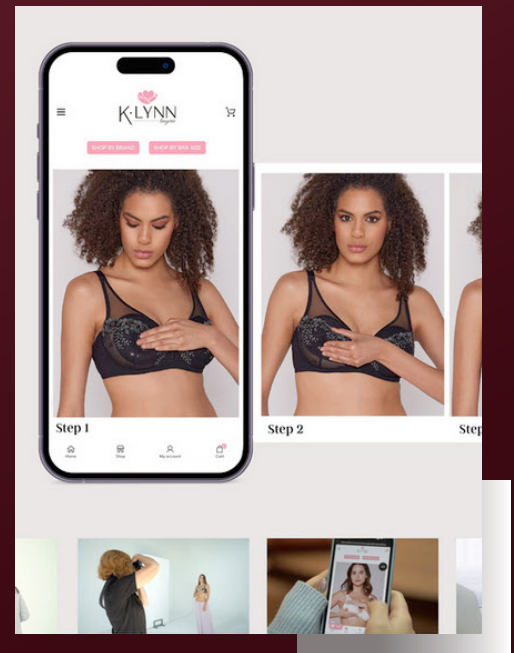
1 LEO BURNETT MIDDLE EAST

“SELF CHECK OUT”- K-LYNN

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.

“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

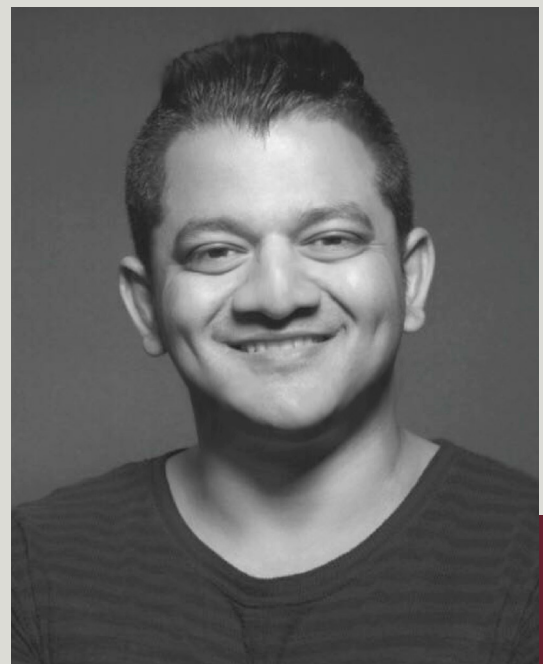
14%	27%	37%
BRAND AWARENESS	BRAND PREFERENCE	BRAND LOVE

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



2 VECTOR B McCANN / PERFORMANCE ART

“THE GREATEST GUIDE TO JOCHOS & BURGERS” – BIMBO

“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.



3 BBDO CHINA

"THE HARBIN SIT PACK" ANHEUSER BUSCH INBEV CHINA

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"

4 SAATCHI & SAATCHI MIDDLE EAST

"TIME TO READ"- KINOKUNIYA

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%

+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

5 LEO BURNETT GROUP MANILA

“UNBRANDED MENU” – McDONALDS

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 screengrab 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

6 McCANN CANADA

"FRENCH TOAST GUY" - WENDY'S

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

25.6M
IMPRESSIONS
IN THE FIRST WEEK

1.8M TIKTOK
VIEWS

14%
INCREASE
IN RESTAURANT TRAFFIC

243M
PEOPLE REACHED

6% AVERAGE CHEQUE
SIZE INCREASING

96%
POSITIVE SENTIMENT
ONLINE

FRENCH TOAST STICK
SALES EXCEEDING BENCHMARKS BY
192%

90K+
PEOPLE
THROUGH WENDY'S DOORS VS.
THE SAME TIME THE YEAR PRIOR

7 THE COMMUNITY USA

2-WAY TIE

"EVS ON SCREEN" - NETFLIX & GENERAL MOTORS

"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

**EDMUNDS.COM
SAW INCREASES
ACROSS THE BOARD FOR
GM VEHICLES
INCLUDING**

160%
**INCREASE FOR
CADILLAC LYRIQ**

6970%
**INCREASE FOR
CHEVY SILVERADO EV**

1374%
**INCREASE FOR
GMC HUMMER EV**

**EV SALES ROSE
45%
IN Q1**

**GM VEHICLES SAW
50%
INCREASE
IN SEARCHES ON
CARS.COM**

**NAMED FORBES
MOST EFFECTIVE AD**

7 THE KITCHEN CANADA

"FEEDING GAMERS" – DELIMEX

2-WAY TIE

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



8 AMVBBDO UK

"PERIODSOMNIA" - LIBRESSE

2-WAY TIE

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.



RESULTS

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

8 SERVICEPLAN GERMANY

"GREENGRP" - CLIMATEPARTNER

2-WAY TIE

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.

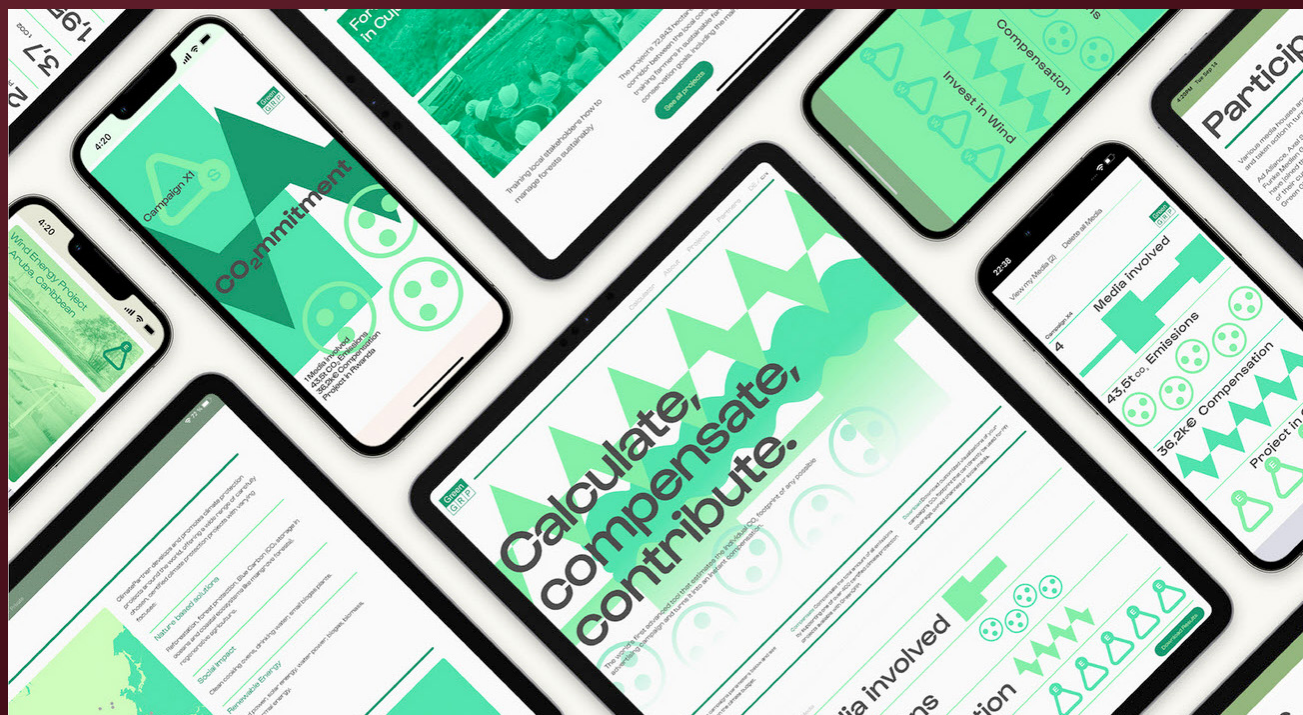
TO DATE GREENGRP HAS
OFFSET MORE THAN

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



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

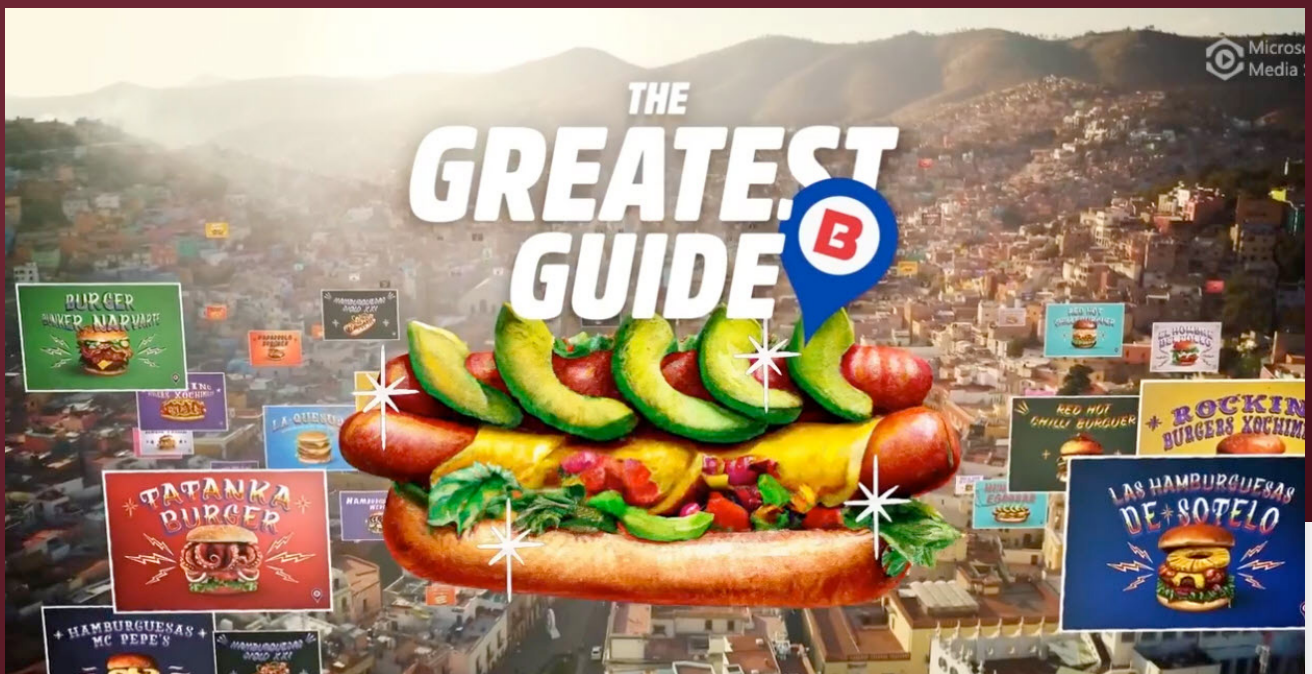


1



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.

The brand's multi-award-winning campaign, "The Greatest Guide to Jochos & Burgers," created by Vector B McCann / Performance Art, demonstrated both multi-segment chain-value marketing and exceptional consumer engagement.



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.

2

2-WAY TIE



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."



And we designed a compact and affordable furniture 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.



2

2-WAY TIE



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.

3



ANHEUSER-BUSCH

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.

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.



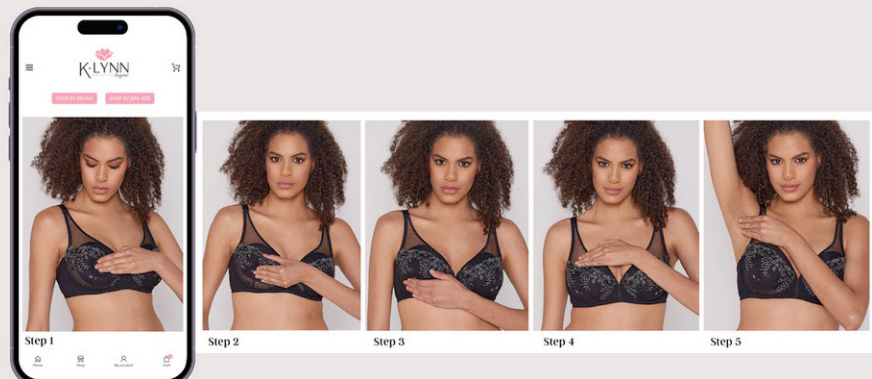
4

2-WAY TIE



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.



4

2-WAY TIE



“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.

5



BOOKS

Kinokuniya



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.

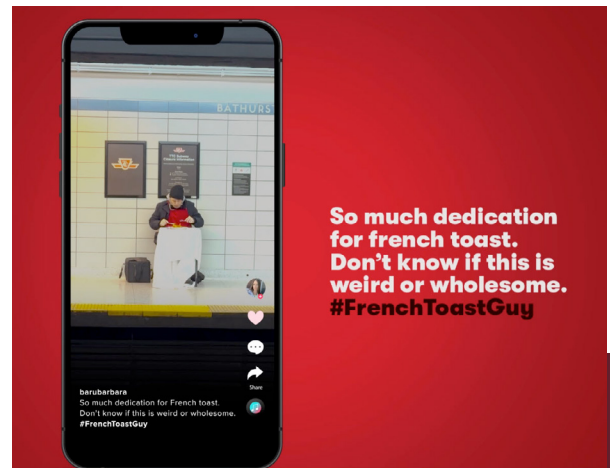
Leveraging social media time data, the campaign transformed the hours spent online into potential reading time, highlighted through data-driven visual displays. This data was also utilized to infiltrate social media routines with tailored messages and personalized book recommendations. The campaign’s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



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.



7

2-WAY TIE

Delimex®



Delimex, the leading taquitos 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.

7

2-WAY TIE



NETFLIX

“EVs on Screen,” created by the community for Netflix and General Motors, secured a spot on the AME Brand Report through their impactful partnership aimed at driving electric vehicle adoption.

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.



8

2-WAY TIE



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.



8



ClimatePartner

2-WAY TIE

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.



“

Competitions 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



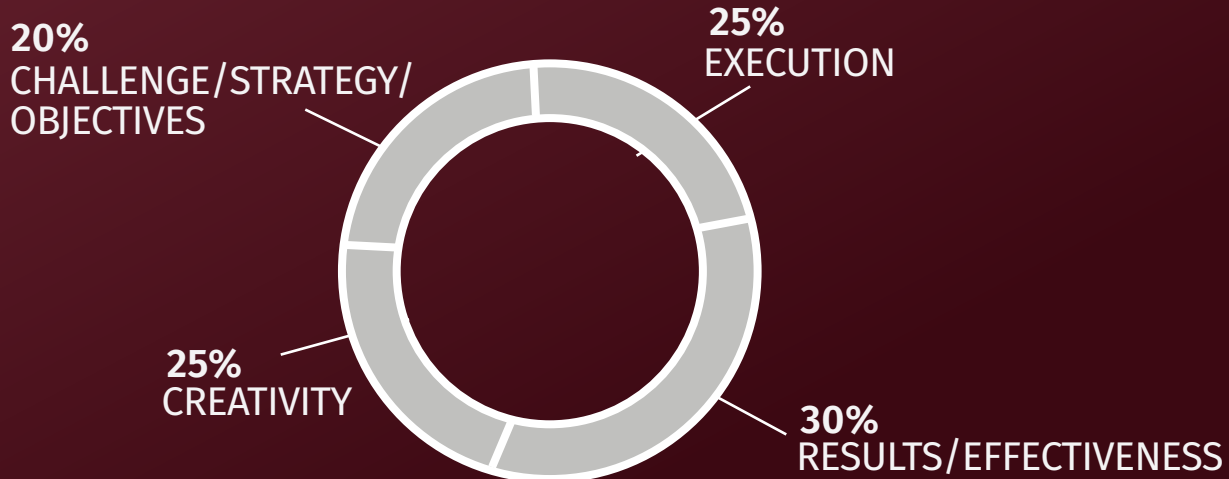
“Creativity is the key driver behind achieving marketing effectiveness. The AME awards acknowledge the marketers, strategists, and creatives’ courage behind bold ideas and establish an enduring academic repository for future generations to gain valuable insights and knowledge.”

Marialejandra Urbina
Chief Strategy Officer
Dieste



AME SCORING

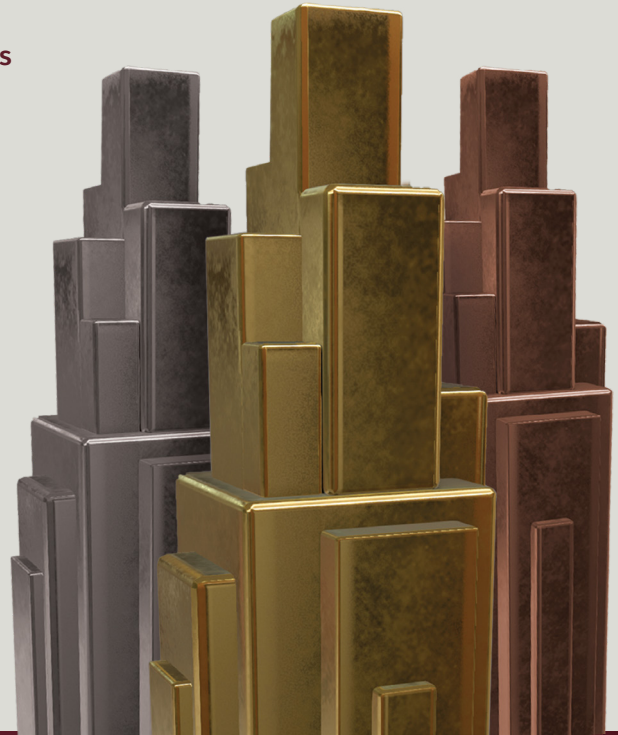
The AME Awards Grand Jury evaluated all of the 2022's competition entries based on four specific criteria, each weighted by importance



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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AME AWARDS

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