



# 2021 AMEREREPORT

NEWYORKFESTIVALS

AMEAWARDS®



# 2021 AME REPORT (AGENCY & BRAND)



“

I love the AME Awards' high standard - it's a beacon of effectiveness excellence for our entire industry. **Effectiveness is the most important pursuit in the advertising and comms industry.** The value that our work contributes to the success and profitability of our clients is always being called into question. It suffers from a subjectivity and scrutiny that most other professional industries would never have to face. ”

**Fabio Buresti**, 2021 Grand Jury  
Chief Strategy Officer/Partner  
The Monkeys Australia

## EFFECTIVE IMPACTFUL WORK THAT DELIVERS RESULTS FOR THE BRAND

The AME Agency Report honors agencies who have produced innovative, measurably effective work on behalf of prominent brands and have earned recognition from the AME Grand Jury. AME's 27-year legacy is critical today as results are of ultimate importance to brands.

AME's 5-region Grand Jury thoughtfully judges all entries with global knowledge of the industry and those results are parsed into AME's annual ranking brief that includes 2 individual reports (Agency and Brand). The 2021 AME Report includes insights and comments from some of AME's Grand Jury members and snapshots of results from 2021's high-scoring entries.

# AME AWARDS 2021 OVERVIEW

After multiple years immersed in a global pandemic, quarantine restrictions, and wide-ranging industry disruption, the 2021 AME Awards saw 125% percent uptick in entries from APAC over the previous year plus an 89% percent increase of entries from MENA vs 2020.

For 2021, the AME Awards received entries from 33 countries spanning 5 regions. The AME Grand Jury awarded the following: Best of Show (Grand Award) 5 Regional Platinum Awards, 1 AME Green Award, 28 Gold, 37 Silver, 23 Bronze and 33 Finalist Certificate Awards to agencies for generating stellar creative and tangible results.

2021's award-winning campaigns demonstrated a wide spectrum of strategies to improve brand relevance, create engagement, and deliver results. Agencies earning a slot on the AME Report utilized a variety of tools at their disposal to position global brands and achieve growth:

Strategic brand partnerships

Cause marketing

Co-branding

Gamification

Data-driven marketing

Branded entertainment

Digital and immersive event marketing

AI (Artificial Intelligence)

Technology-based engagement



“Awards like the AME are **proof that our work moves and has the power** to create change. And that is an important sign, both for our clients and internally, **in our industry.**”

**Matthias Breitschaft**, 2021 Grand Jury  
Managing Partner  
Serviceplan Consulting Group – Europe

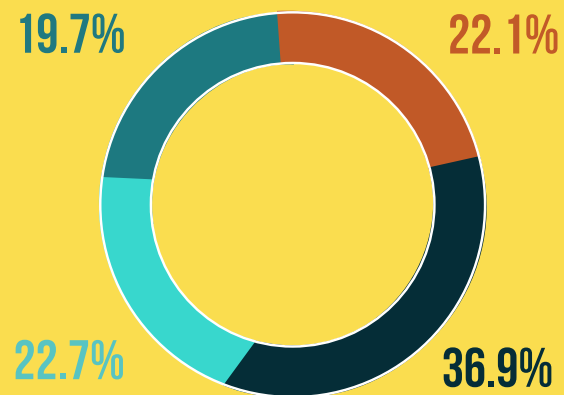
# PERCENTAGE OF ENTRIES FOR 2021 WITHIN CATEGORY GROUPS

PRODUCTS AND SERVICES

BEST USE OF DISCIPLINE

BEST USE OF MEDIUM

CREATIVITY FOR POSITIVE IMPACT



## 2021 TRENDS

**Socially Conscious Content** category challenged conventions.

**Campaigns** rallied on behalf of the environment and sustainability.

**Branded Content/Entertainment** generated brand affinity, sparked conversation, and delivered personalized content.

**Outdoor/Out-Of-Home** effectively engaged consumers across a variety of urban locations.

**Technology** entertained, educated, and created personalized brand experiences.

**Activation and Engagement** created stronger brand connections and delivered results.

**Integrated campaigns** flawlessly provided brand engagement and delivered results.

**Collaborative Partnerships and Sponsorships** built prestige and engaged the target audience.

**Campaigns for Products and Services** shifted perception, set new standards, and achieved impressive results.

**Data** delivered an improved consumer experience, elevated brand perception, and increased sales.

**Health & Wellness and Pharma** categories engaged and educated.





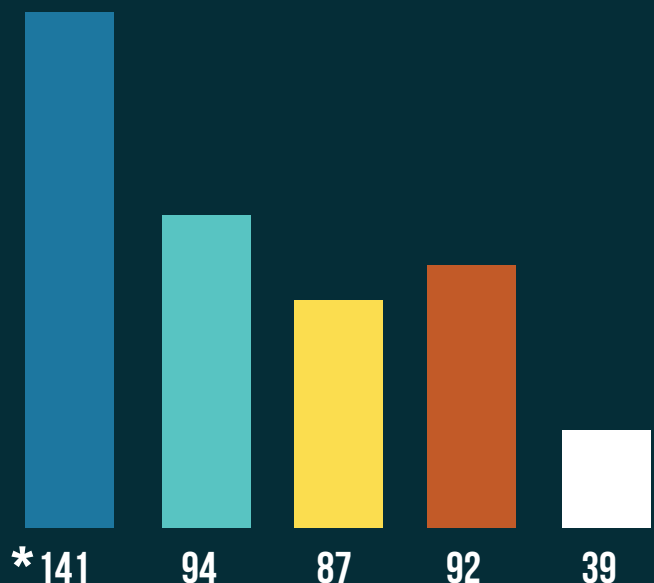
“Effectiveness competitions are a naked commitment to the marketing world that results matter. **It's important that we not only create work but assess it, measure it, and learn from it,** and shows like the AME's are a platform to do so. ”

**Graham Alvarez-Jarratt**, 2021 Grand Jury  
Head of Strategy, Leo Burnett Sydney

# AGENCY REPORT

Top scoring agencies from 5 regions demonstrated results.

NORTH AMERICA  
MIDDLE EAST & AFRICA  
ASIA PACIFIC  
EUROPE  
LATIN AMERICA



\* TOTAL POINTS FOR EACH REGION

# TOP SCORING AGENCIES BY REGION

Campaigns created by agencies for prominent brands delivered results and earned agencies to top slots on the AME Agency Report.

## NORTH AMERICA

Alpha Zulu Kilo - Canada

Starcom - USA

FCB/SIX - Canada

Mirrored Media - USA

## ASIA PACIFIC

Special Group - NZ

Dentsu Inc. - Japan

Grey Tokyo - Japan

## EUROPE

AMVBBDO - UK

BBDO - Germany

&Co - Denmark

## MIDDLE EAST & AFRICA

The Mohammed bin Rashid Al Maktoum

Global Initiatives & MullenLowe

MENA FZ LLC - UAE

FP7 McCann - MENA

## LATIN AMERICA

McCann Lima - Peru



“

Effectiveness competitions like the AME Awards are important because:

**1- They remind the industry how creativity should never be an end in itself.**

**2- They prove to brands how creative innovation accelerates business success.**”

**Nadine Mueller-Eckel**, 2021 Grand Jury  
Head of Strategy, Anomaly Berlin





“Competitions like the AME Awards really push brands, agencies, creatives, strategists, etc. to think beyond selling a product and really influencing lives in a good way. Thinking along the lines of **what people need to see and hear, instead of what do we want them to see and hear.**”

**Janis Middleton**, 2021 Grand Jury  
EVP, Executive Director of Multicultural  
and Inclusion Strategy, Guided By Good

Award-winning campaigns for the following brands engaged consumers, boosted brand affinity, and catapulted agencies onto the ranking report:

**Amazon Rainforest Conservancy**

**Advertising and Design Club of Canada**

**BMW**

**Burger King**

**CAMH, Centre for Addiction and Mental Health**

**Cineplex**

**Emirates NBD**

**Every Kiwi Vote Counts**

**Goldfish® Crackers**

**Home Centre**

**HomeEquity Bank / Royal Canadian Legion**

**Invisalign Clear Aligners®**

**League Against Cancer**

**Libresse**

**LifeStyles Healthcare**

**Knorr**

**The Mohammed bin Rashid Al Maktoum  
Global Initiatives**

**Mobily**

**Mother Raw**

**Pantene**

**Pringles**

**Samsung Galaxy A Series phone**

**Subaru Canada**

**Toronto Association of Business  
Improvement Areas (TABIA)**

**Tourism New Zealand**

**Tuna Scope and Al Tuna**

**WWF Germany**

**UAE Government Media Office**

# 1 ZULU ALPHA KILO CANADA

Zulu Alpha Kilo's effective work earned the Canadian agency the number one spot on the AME Agency Report. Their multi-gold winning "World's Oldest e-Sports Team" for HomeEquity Bank partnered with the Royal Canadian Legion on Remembrance Day initiatives. The campaign connected with gamers, teaching them about war through the eyes of hero veterans.

Zulu Alpha Kilo also earned a Gold AME Award for "The Rainforest Fire Channel" (Amazon Rainforest Conservancy) and additional accolades for clients Subaru Canada, Goldfish® Crackers, Cineplex, Toronto Association of Business Improvement Areas (TABIA), Centre for Addiction and Mental Health (CAMH), and Responsible Gambling Council (RGC).

## RESULTS

**\$831,000**

RAISED IN SUPPORT OF VETERANS THE AVERAGE  
AMOUNT PER DONATION INCREASED BY 58%

**6.9** MILLION  
EARNED MEDIA  
IMPRESSIONS

**321%** INCREASE  
IN REMEMBRANCE DAY  
ONLINE DONATIONS

**342K** VIEWS  
OF THE NOVEMBER  
11TH LIVESTREAMS  
WITH THE VETERANS

“To be recognized for not only the creativity of your work but its actual effectiveness is why we're all in this business. **We are absolutely honored and thrilled to be recognized.** We're thankful to our entire team at Zulu and our amazing client partners who have continued to support creativity during this crazy pandemic year.”

**Zak Mroueh**  
Founder & CCO  
Zulu Alpha Kilo





# 2 MULLENLOWE MENA

## UAE

MullenLowe MENA ranked number two for their results-driven campaigns created for multiple clients. MullenLowe MENA scored the Regional Platinum Award – Middle East & Africa for “Double Moon” for UAE Government Media Office plus 2 Gold Awards and an additional Gold for “The World’s Tallest Donation Box” (The Mohammed bin Rashid Al Maktoum Global Initiatives). MullenLowe MENA also earned 7 AME Silver Awards including 2 for client Mobily.

When the UAE sent a probe to Mars, the agency used super-realistic sky mapping projection technology and projected two exact replicas of the Mars moons onto the sky. The “Double Moon” activation reached more than 82 million people, equivalent to more than 8 times the entire population of the UAE.

## RESULTS

**380+**  
BROADCAST  
NETWORKS  
IN 50+ COUNTRIES  
COVERED THE STORY

**+\$8.2** MILLION  
USD IN EARNED MEDIA

**82** MILLION  
PEOPLE REACHED

“

The stars from New York are shining on us brightly this year. Having won the New York Festivals Regional Agency of the year 2021 and the AME Platinum Award for the Middle East and Africa. **Plus, now ranking 2nd globally on the AME 2021 Report. Wow.** A huge congratulations to my talented bunch of creative cohorts and our amazing planners/account peeps @MullenLowe MENA who dream big every day...”

**Paul Banham**

Regional Executive Creative  
Director, Middle East & North Africa



# 3 AMVBBDO UNITED KINGDOM

AMVBBDO's powerfully effective campaign "Wombstories" celebrated womanhood by taking the viewer into the womb. The 2021 AME Best of Show and Platinum winning 3-minute film weaves together multiple story lines about the culture of shame and silence that surrounds women's intimate experiences and inspired women to share their own stories.

## RESULTS

BUILT MARKET SHARE  
ACROSS THE WORLD

14.1%

RUSSIA  
HIGHEST SHARE EVER

8.1%

UK

9.9%

DENMARK

+100 MILLION  
VIEWS SPREAD TO  
132 COUNTRIES

£9K

RAISED  
ENDOMETRIOSIS UK

€7K

RAISED  
IN FRANCE FOR  
CONTRACEPTION PROJECTS

#1 SHARE OF SOCIAL VOICE  
200% INCREASE IN  
FOLLOWERS

“

We're tremendously proud to have been awarded Best of Show and AME Platinum - Europe at the Advertising Marketing Effectiveness Awards. **To have achieved these accolades for Bodyform/Libresse in two consecutive years makes it doubly gratifying.** We place the highest value in making work that works so being recognised by the AME Awards - amongst a hotly contested field and judged by some of the sharpest minds in our industry - is a brilliant endorsement of our approach to creating brave and effective work for our clients.”

**Tom White**

Chief Strategy Officer, AMVBBDO & David  
Edwards, Chief Customer Officer, AMVBBDO





# 4 SPECIAL NEW ZEALAND

Special New Zealand's winning campaign "Meddle in the New Zealand Election" for client Every Kiwi Vote Counts utilized powerful strategic insights to mobilize overseas New Zealanders to vote in New Zealand's 2020 national election. The results-driven social led campaign reached 1 in 2.5 overseas Kiwis in just 18 days. The campaign earned the AME Regional Platinum-Asia Pacific, plus 2 Golds and a Silver. Special also scored a Gold for Good Morning for Tourism New Zealand.

## RESULTS

**80+** MILLION  
EARNED GLOBAL  
IMPRESSIONS

**9.67:1**

ROI DRIVING  
VOTER ENGAGEMENT  
AND TURNOUT

**67%** REPRESENTED  
CLICK THRU TO THE  
NZ VOTING SITE FROM  
EVERYKIWIVOTECOUNTS.NZ

HIGHEST TURNOUT  
ON RECORD

**42%** INCREASE  
INCREASE IN OVERSEAS  
RESIDENTS VOTING

“

I'm so thrilled to be recognised by our peers around the world. To win a platinum for APAC at the AME is **a true honour**. Thank you to our amazing client who strove for greatness. And congratulations to all of the winners on their success.”

**Rory Gallery**

Chief Strategy Officer  
Special Group New Zealand



# 5 STARCOM USA

"Trapped in Advertising" Starcom's AME Regional Platinum winning campaign trapped two of the world's most popular comedy characters Rick & Morty, in a Pringles TV commercial to entice young viewers during Super Bowl. Together Rick & Morty and Pringles leveraged the power of the multiverse to breach the boundaries of traditional advertising and sponsorship.

## RESULTS

1.2+ BILLION  
IMPRESSIONS

#3 "PICKLE RICK"  
"PICKLE RICK" FLAVOR  
TRENDED ON EBAY

+52% ECOMMERCE  
SALES GREW ON SUPER  
BOWL SUNDAY

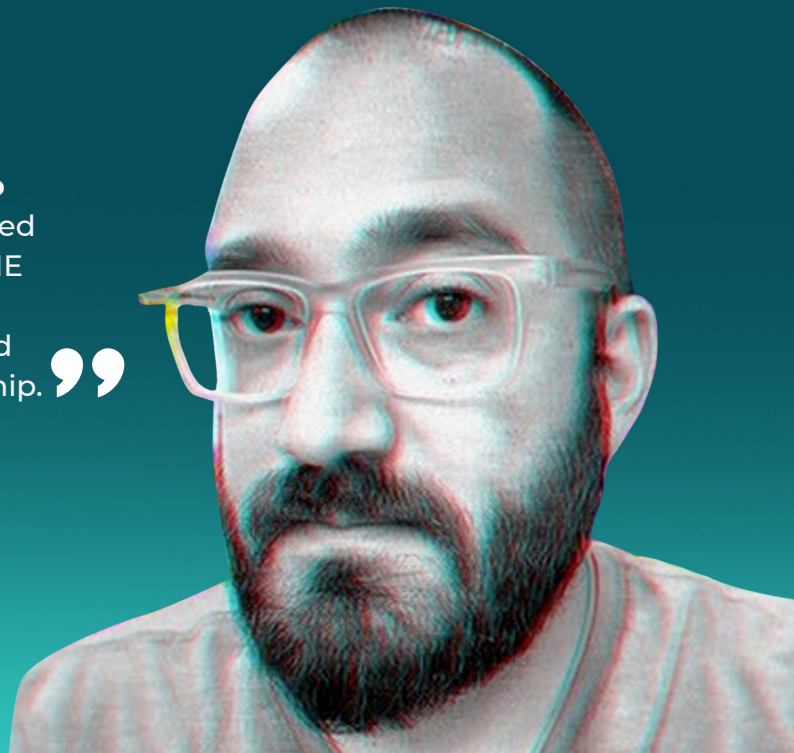
HOUSEHOLD  
PENETRATION  
GREW BY  
\$1.4 MILLION

+13% GSV  
OVERALL PRINGLES  
2020

#1 LIKED  
SUPER BOWL CAMPAIGN  
ON YOUTUBE

“We’ve seen the power of **incorporating content upstream and strategically to solve key business needs** and are thrilled to be recognized with the prestigious AME Platinum Award. A big shout out to our Kellogg’s Pringles clients, Adult Swim and Grey for their collaboration and partnership.”

**Jonathan Goorvich**  
VP Director Content  
Partnerships, Starcom





# 6 MCCANN LIMA PERU

McCann Lima's AME Regional Platinum winning entry "If you're outdoors, you need to protect yourself" for League Against Cancer reminded residents of Lima the importance of wearing sunscreen. The agency negotiated with brands with outdoor billboards and convinced every single brand to agree to put sunscreen on the most viewed and expensive billboards located on Peru's South Pan-American Highway leading to the most visited beaches.

McCann Lima also earned multiple Gold's for client Burger King.

## RESULTS

# 100KM

OF HIGHWAY WITH THE BRAND'S  
MESSAGE WORTH

# \$7.8

## MILLION

EARNED MEDIA, PLUS THOUSANDS OF  
PEOPLE SHARING PHOTOS OF THEIR  
SUN-SCREENED FACES ON SOCIAL MEDIA.

# \$12

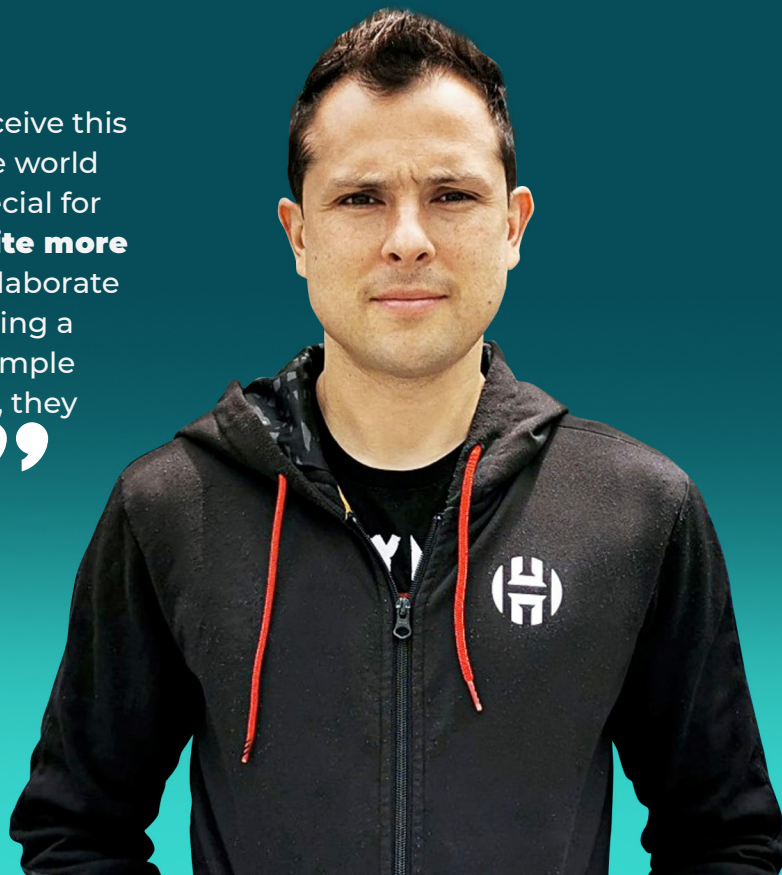
MILLION  
IN OUTDOOR ADVERTISING.

“

For our office it is a great honor to receive this important award which puts us in the world showcase. This campaign is really special for us, because in it **we managed to unite more than 50 brands**, which agreed to collaborate with the League Against Cancer to bring a health message to Peruvians. An example that when big brands come together, they can have a great impact on society.”

**Christian Caldwell**

Chief Creative Officer, McCann Lima



# 7 **FP7MCCANN** **EGYPT**

FP7's campaigns for Knorr, Home Centre, and Emirates NBD created engagement and achieved results.

AME Gold-winning "Rooftop Farms for client Knorr transformed Egypt's cities into lush rooftop vegetable farms. Results include: 5% uplift in brand a +33% uplift in brand relevance over 12 months and Knorr in Egypt became the fastest growing food business in Unilever's portfolio globally.

"A Dad's Job" for Home Centre disrupted the cultural occasion of Father's Day and challenged the taboo of single moms in Arab society.

## **"A DAD'S JOB" RESULTS**

**\$3.72** **MILLION**  
EARNED MEDIA VALUE

**102** **MILLION**  
CROSS-PLATFORM ORGANIC VIEWS

**63%** **OF THE REGION**  
**REACHED**

**1** **BILLION**  
EARNED MEDIA IMPRESSIONS



# 8 DENTSU INC. JAPAN

Dentsu Japan “TUNA SCOPE 2020” for client TUNA SCOPE and AI TUNA, was the world’s first AI capable of discerning tuna quality with the eye of a skilled Japanese artisan. Kura Sushi succeeded in AI-driven remote purchasing of high-quality stock by sending the TUNA SCOPE app to plants overseas during the COVID pandemic.

TUNA SCOPE has been adopted as a promotion program supported by the government of Japan.

## RESULTS

**3X** THE FORECAST  
SALES

ACROSS  
**461** STORES  
NATIONWIDE

COVERED BY  
**1K** MEDIA OUTLETS  
IN 56 COUNTRIES

AS AN INNOVATION THAT WILL TRANSFORM THE  
FISHERIES INDUSTRY BEYOND THE CURRENT PANDEMIC.



“

Wonderful innovative evolution to an age-old task. We often see technology used for superficial reasons in this industry, but Tuna Scope is different. **I love how it responded to the current crisis with a highly creative solution**, one with the possibility to improve over time. ”

**Graham Alvarez-Jarratt**, 2021 Grand Jury  
Head of Strategy, Leo Burnett Sydney



# 9 BBDO GERMANY

## GERMANY

BBDO Germany earned the AME Green Award for “Eurythenes plasticus” their innovative cross-platform environmental activism campaign for WWF Germany. The campaign initiated discussion and action calling for a petition for a legally binding UN agreement to put an end to marine plastic pollution.

A new deep-sea species was named after the plastic found inside its body - Eurythenes plasticus.

### RESULTS

€12 MILLION  
IN EARNED MEDIA VALUE

120K PETITION  
SIGNATURES

93+ COUNTRIES  
COUNTRIES DISCUSSED PLASTICUS ONLINE

410K COMBINED VISITORS  
TO DATE IN THE PERMANENT MUSEUM  
EXHIBITIONS AND NEW PARTNERSHIPS  
REQUESTS CONTINUE TO BE SUPPORTED.

# 10 GREY TOKYO

## JAPAN

Grey Tokyo's multi-Silver winning “Hairy Tale” for client Pantene leveraged the power of cultural conversations to help future generations of Japanese parents and children dare to be different. The campaign featured Baby Chanco, a 1-year-old Instagram star who became famous for her abundant and luxurious hair.

### RESULTS

1.5 BILLION IMPRESSIONS  
DOMESTICALLY  
MAKING A GIANT STEP TOWARDS THE BRAND'S TURNAROUND

4.4 BILLION  
MEDIA IMPRESSIONS

FEATURED IN

208 JAPANESE  
MEDIA

569 INTERNATIONAL  
MEDIA

# 11 FCB/SIX CANADA

Gold-winning “Publicly Traded” A stock-market inspired, e-commerce platform for LifeStyles Condoms used compelling data visualization and an engaging discounting mechanic to create 1:1 relationships with consumers. Because STIs, like stocks, are Publicly Traded.

## RESULTS

**931%** INCREASE  
IN SOCIAL LIFT ACROSS  
INSTAGRAM AND  
FACEBOOK

**207%** INCREASE  
IN REPEAT VISITS VS. LIFESTYLES’ PREVIOUS  
SEXUAL HEALTH AWARENESS CAMPAIGN

**21.05%**  
BEAT THE RETAIL/E-COMMERCE INDUSTRY  
BENCHMARK BY 72%.

**1.64** MILLION  
EARNED MEDIA HITS  
IN THE FIRST MONTH

# 12 MIRRORED MEDIA USA 2-WAY TIE

Mirrored Media’s “BMW IconicSounds Electric” campaign established the BMW brand as the leader in electric vehicle sound via generating press coverage for BMW in music & sound outlets and brought BMW electric vehicles into the cultural zeitgeist via a partnership with Hans Zimmer. The campaign earned millions of earned media impressions, social media content.

## RESULTS

FEATURED IN  
**150** PIECES OF  
COVERAGE

**26** **22**  
COUNTRIES LANGUAGES



# 12 & CO. 2-WAY TIE DENMARK

&Co's "European Elections 2019 - Choose your Future" played a significant role in delivering an increase in participation in the 2019 European Elections. Voting numbers grew for the first time in 40 years. The people who viewed the campaign had a 28% higher voting turnout across EU's 28 Member States.

## RESULTS

**50%** OF YOUNG  
VOTER TURNOUT ROSE

**€9.466.667**  
IN EARNED MEDIA EXPOSURE  
OTS 3.44 BILLION

**28%** HIGHER  
VOTING TURNOUT  
ACROSS EU'S 28  
MEMBER STATES


**1.8** BILLION  
IMPRESSIONS FROM  
OVER 1000 ADS



“Every strong campaign that addresses marketing objectives has become the norm in the age of digital accountability. **The most stand out work will be those that connect** marketing objectives with cultural objectives. They recognize that brands need to evolve as positive forces in society and must carry out this role in an authentic way.”

**Tze Kiat Tan**, 2021 Grand Jury  
CEO, BBDO, Greater China

# 2021 AME BRAND REPORT

A portrait of Fanny Camus Tournier, a woman with blonde curly hair tied up, wearing a white ribbed top and a gold necklace. She is smiling slightly and looking towards the camera.

“Competitions like the AME Awards proves that it is still possible for brands to matter. They also prove that there is only one condition left to win against infobesity: **relevance.**”

**Fanny Camus Tournier**, 2021 Grand Jury  
Chief Strategy Officer, Ogilvy Paris / Member  
of the Executive Management Committee

The 2021 AME Brand Report honors daring global brands for their innovative and strategic campaigns that delivered measurable results.

## Brands:

- Approved game-changing strategies
- Zeroed in on creating emotional connections
- Rallied on behalf of those needing support
- Created collaborative partnerships
- Employed cutting-edge technology
- Pushed boundaries, challenged taboos
- Embraced diversity and inclusion



# 1



Progressive and innovative work approved by Libresse, the international brand of feminine hygiene products owned by Essity, catapulted the brand to the top of the AME Brand Report.

Libresse's "Wombstories" (AMVBBDO) shattered the culture of shame and silence that surrounds women's intimate experiences encouraging women to share their own stories while building up market share across the world.

"#400Periods#" (BBDO China) allowed Libresse to disrupt the established feminine care category by creating a new conversation on period shame encouraging women to freely talk about the taboo subject of periods.

“

Libresse flipped the perspective on very human problems in the most authentic way possible and so managed to differentiate from the whole category. - **Identification of the problem** - not just marketing, but conversation and exchange - removing taboos and offering support & solutions -- revolution for a whole category that still shows blue blood in 2021.

”

**Leroy Adams**, 2021 Grand Jury  
Senior Strategist, Jung von Matt



# 2 EVERY KIWI VOTE COUNTS

Every Kiwi Vote Counts, a nonpartisan initiative to encourage overseas voter participation for New Zealanders earned the number two slot this year. The brand's breakthrough campaign "Meddle in the New Zealand Election" (Special NZ) drove voter engagement and turnout: resulting in highest turnout on record, with a 42% increase in overseas residents voting.



“

It is an honour to have The Meddler recognized by the AME in celebrating brave and effective campaigns. Never more so than when that effectiveness is for impact on democracy and culture. There has never been a more crucial time for creative problem solving. Heartfelt thanks to my fearless partners in Meddling, Special New Zealand. And I challenge you all to make good trouble in 2022.

”

**Tracey Lee**

Initiator/Strategic Lead,  
Every Kiwi Vote Counts



“

A brilliant idea that speaks directly to current culture. In a category that usually features vanilla, bureaucratic campaigns, this is a standout of creativity and results. **Sublime writing and perfect art direction.**

”

**Maxine Thomas**, 2021 Grand Jury  
Strategic Planning Director, Zulu Alpha Kilo



3



UAE Government Media Office engaged UAE residents and built buzz around the UAE Mission to Mars by projecting two exact replicas of the Mars moons onto the sky. UAE residents tuned into the live stream and watched the UAE arrive on the Red Planet. The “Double Moon” (MullenLowe MENA) activation reached more than 82 million people.

“

For our first participation at the AME Awards to be recompensed with a Regional Platinum Award for the Middle East and Africa, as well as a Gold, is truly amazing. It may not be as big a journey as the Hope probe’s mission to Mars this entry relates to or the 50 years of the UAE it marks, but it is still a giant step for us. A global recognition for our strategic thinking, creative excellence, and effectiveness is a massive encouragement to keep pushing the boundaries and aim higher still. We broke new ground on Earth and in space, we’re certainly not stopping here. ”

**Khaled AlShehhi**

Executive Director of Digital, UAE  
Government Media Office Communication

4



Pringles “Trapped in Advertising” (Starcom) trapped popular comedy characters, Rick & Morty in ALL of Pringles’ advertising for 2020, and trapped the team in media, digital, physical, and retail formats - Super Bowl. Commerce sales grew +52% and Pringles’ partnership with Rick & Morty achieved more than 1.2 billion impressions, far exceeding the previous two Pringles Super Bowl campaigns.

# 5



## “DELIVERY TO BURGER KING” RESULTS

**3200** BK ORDERS  
PLACED IN 2 MONTHS FOR  
52 SMALL RESTAURANTS

SMALL RESTAURANTS RECEIVED

**+3K** AVERAGE INCREASE ON  
SOCIAL MEDIA REACH

**+32%** INCREASE  
ON SALES

Multiple campaigns from three agencies delivered impressive results for the multi-national fast-food restaurant.

Burger King employed cause marketing in “Delivery to Burger King” (McCann Lima) when the brand switched up the regular employee lunches from BK to lunches from different local Peruvian restaurants.

“The Most Famous Griller” (McCann Lima) Burger King Peru used celebrities in an innovative way to compliment the hamburger-grilling skills of Guber Torres. The campaign generated USD 650,000 in earned media. - 1200 USD investment - 1900 % ROI - 350% increase in social mentions.

Garbarz & Partner’s “Escape the Clown” used innovative AR-technology and geo-targeting to hijack advertising space of the competition and steal away their customers. The activation resulted in 75% more MyBK registrations and increased traffic and sales in participating restaurants. “The Spoiler WHOPPER®” the stunt generated media value of incredible 9.3 million euros and gained 2.2 billion impressions

“The King of the 2020 VMAs” (Viacom Velocity) For Burger King’s inaugural VMA partnership, MTV architected a mobile-first, technology-infused branded content series. A-list rapper, Lil Yachty, starred alongside The King. Fans unlocked exclusive rewards through pop art-inspired QR codes, leading to a musical moment in AR. Results - Social: 58M Impressions, 3.5M Engagements, 19M Video Views, 160k Sweepstakes Entries • 166k Engagements in AR Experience • 38k QR Code Scans • 32K AR Sessions in Total (Multiplatform Branded Campaign).

# 6

3-WAY TIE



**TUNA  
SCOPE**

AI CERTIFIED  
QUALITY  
PREMIUM

“TUNA SCOPE 2020” (Dentsu Inc.) TUNA SCOPE, the world’s first AI capable of discerning tuna quality with the eye of a skilled Japanese artisan was introduced to Kura Sushi, the largest sushi chain in Japan. COVID-19 travel restrictions prevented staff from going abroad to purchase tuna, Kura Sushi succeeded in AI-driven remote purchasing of high-quality stock by sending the TUNA SCOPE app to plants overseas. The ‘AI TUNA’ product was sold in 461 stores around Japan, tripling previous sales figures. TUNA SCOPE earned coverage by more than 1,500 media outlets in 57 countries and was lauded as a digital transformation of quality judgment and a solution for overcoming the impact of the pandemic.



6

3-WAY TIE

# THE MOHAMMED BIN RASHID AL MAKTOUM GLOBAL INITIATIVES

"The World's Tallest Donation Box" (The Mohammed bin Rashid Al Maktoum Global Initiatives & MullenLowe MENA FZ LLC) was launched to provide 1.2 million meals by illuminating 1.2 million lights on the façade of Burj Khalifa. The public and companies could purchase lights for as little as AED 10 each, to provide food aid to those affected by the Covid-19 pandemic. The campaign raised USD 3.3 million in 7 days, 1.2 million lights were illuminated, 1.2 million meals donated by 166 countries reached 110 donor countries. 4.3 billion media reach, 1000+ online articles, 400+ TV News stories worldwide, 500 + Radio, 175 million video views, 3 million+ website visits in 7 days and USD 6.7 million in free marketing.

6

3-WAY TIE

LIGA  
CONTRA el  
CÁNCER

**\$7.8** MILLION

EARNED MEDIA, PLUS THOUSANDS OF PEOPLE SHARING PHOTOS OF THEIR SUN-SCREENED FACES ON SOCIAL MEDIA.

## RESULTS

**100KM**

OF HIGHWAY WITH THE BRAND'S MESSAGE WORTH

**\$12** MILLION

IN OUTDOOR ADVERTISING.

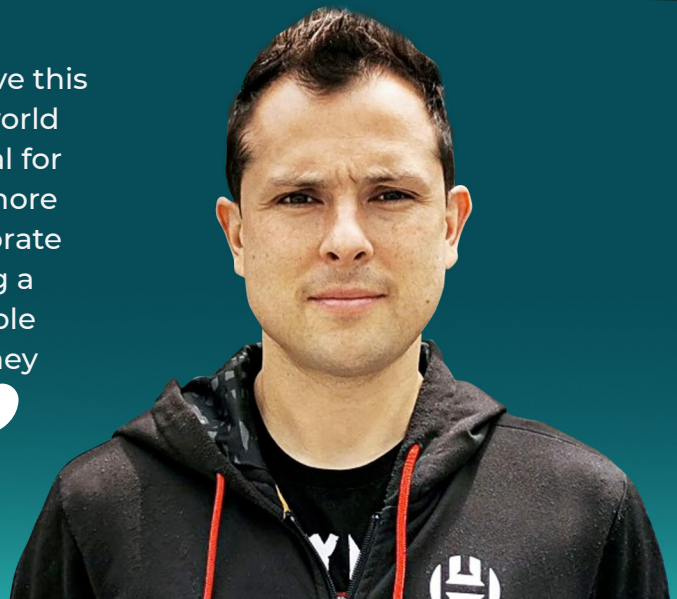
The campaign "If you're outdoors, you need to protect yourself" (McCann Lima) helped the League Against Cancer reminded residents of Lima the importance of wearing sunscreen. The agency negotiated with 55 brands and convinced every single brand to agree to put sunscreen on the most viewed and expensive billboards in Peru located on the South Pan-American Highway leading to the most visited beaches.

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**Christian Caldwell**

Chief Creative Officer, McCann Lima



7



# HomeEquity Bank®

“World’s Oldest e-Sports Team” (Zulu Alpha Kilo)

Home Equity Bank working with the Royal Canadian Legion brought veterans and youth together in the environment of online war gaming. For the “World’s Oldest e-Sports Team” (Zulu Alpha Kilo) recruited four WWII veterans, each over 90 years of age and branded them as an e-Sports team with a logo inspired by the annual moment of silence on 11/11 at 11 a.m. and worked with gaming influencers to promote a Remembrance Day livestream on their channels.

## RESULTS

**6.9** MILLION  
EARNED MEDIA  
IMPRESSIONS

**321%** INCREASE  
IN REMEMBRANCE DAY  
ONLINE DONATIONS

**342K** VIEWS  
OF THE NOVEMBER  
11TH LIVESTREAMS  
WITH THE VETERANS

8

# PANTENE

Pantene celebrated differences and leveraged the power of cultural conversations to help future generations of Japanese parents and children to dare to be different. “The Hairy Tale” (Grey Tokyo) featured Chanco, a 1-year-old girl who whose abundant and luxurious hair made her an Instagram star. The brand created global conversations around the importance and beauty of being different.

## RESULTS

**1.5** BILLION IMPRESSIONS  
DOMESTICALLY

MAKING A GIANT STEP TOWARDS THE BRAND’S TURNAROUND

**4.4** BILLION  
MEDIA IMPRESSIONS

FEATURED IN

**208** JAPANESE  
MEDIA

**569** INTERNATIONAL  
MEDIA



9

3-WAY TIE

"BMW IconicSounds Electric" (Mirrored Media) generated excitement around electric vehicles of the future and created an emotional connection between car and driver through sound. The brand partnered with Grammy and Academy Award-winning composer, Hans Zimmer to create revolutionary sound design and concepts within BMW's fleet of electric vehicles.



## RESULTS

FEATURED IN

150 PIECES OF COVERAGE

26

COUNTRIES

22

LANGUAGES

Millions of earned media impressions and social media content, cover stories in GQ US and UK, Vanity Fair Italy, Wired UK, AutoWeek Germany, The New York Times, USA Today, Forbes, Billboard, Rolling Stone, and more.

9

3-WAY TIE



# homecentre

"A Dad's Job" (FP7 McCann MENA) helped Home Centre, a home furniture retailer challenge the taboo of single moms in Arab society shine a spotlight on single moms in the Middle East. The brand earned 1 billion earned media impressions, \$3.72 million earned media value, 102 million cross-platform organic views, and reached 63% of the region. The initiative drove enduring impact too: 230,000 pledges for "I Stand For Single Moms". Spikes in Home Centre's commercial KPIs, gradually stabilizing to sustained levels to benefit the longer-term growth including + 190% Footfalls (online and offline), + 170% Purchase Volumes, and + 120% Revenue.

# 9

3-WAY TIE



Knorr's "Rooftop Farms" (FP7McCann Egypt) transformed the lives of the underprivileged in Egypt's cities by empowering those who were living in poverty to grow their own food. Egypt's cities were transformed from the dry and arid landscape into lush rooftop farms. Murals on the buildings that housed the rooftop farms were seen by millions every day. News and media channels, including CNN featured a special report, endorsed, and propagated the idea resulting in free earned media worth \$3.5 million.

## RESULTS

**.5%** UPLIFT  
IN BRAND RELEVANCE

**+33%** UPLIFT  
IN BRAND RELEVANCE  
OVER 12 MONTHS

**KNORR IN EGYPT  
BECAME THE FASTEST  
GROWING FOOD  
BUSINESS IN UNILEVER'S  
PORTFOLIO GLOBALLY.**

# 10

2-WAY TIE



"Toyota and MTV Celebrate The Universal Language of Music" (Viacom Velocity) made Toyota the #1 most-mentioned brand among all VMA-related content. Named one of the "Top 6 Memorable VMA Moments" from the New York Times, "the best stage of the night" from Variety, the #1 most-mentioned brand among all VMA-related content by Talkwalker and fans voiced appreciation for Toyota's support of diverse music and Latinx culture.

## RESULTS

**8.7** MILLION  
IMPRESSIONS

**32%** LIFT  
IN PURCHASE INTENT  
AMONG VMA VIEWERS

**NEARLY  
800K  
ENGAGEMENTS**  
IN BRAND RELEVANCE  
OVER 12 MONTHS



# 10

2-WAY TIE



## European Parliament

The European Parliament (EP) saw voting numbers grow for the first in 40 years. Young voter turnout rose 50% because of the campaign “European Elections 2019 - Choose Your Future” (&Co). Campaign recall was 44%. Across social channels, the hero movie and 12 pan-Europeans campaigns reached 164M unique users and 218.920.281 video views with a 12% view through rate. Social media resulted in 2.838.042 interactions and 5.035.125 website visits.

# 28% HIGHER

VOTING TURNOUT  
ACROSS EU'S 28  
MEMBER STATES

“**Effectiveness is the only true guide to the value of the work we do.** It is the bridge between creativity and the commercial/societal/cultural results we want to achieve. It builds and re-enforces the case for creativity and the importance of a long-term commitment to it and investment in it. It is the Yang to creativity's Ying. Effectiveness competitions is how we and the wider industry judge just how effective we are, and they are how we show our support of effective work and build an effectiveness culture in agencies and clients alike.”

**Jamie Peate**, 2021 Grand Jury  
Head of Effectiveness (UK) & McCann  
Worldgroup Global Head of Retail Strategy





“ Agencies and clients have definitive goals such that in everything they do, the result should be effective. Being a client, I can vouch that creativity is essential in keeping people in the agency engaged with ensuring their brands are effective and successful. If it provides a resolution to marketing issues and supports a joint work between strategy, creativity, and branding, we will get amazing results. It's wonderful how the AME awards promote the best from both worlds. ”

**Anja Petrovski**, 2021 Grand Jury  
Marketing Director  
Audi Volkswagen Middle East\Dubai

## AME SCORING

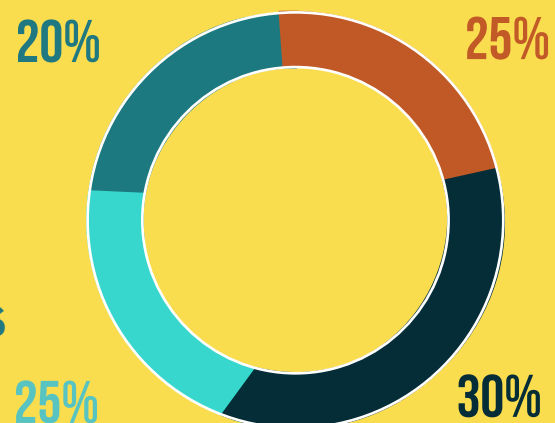
The AME Awards Grand Jury evaluated all of the 2021's competition entries based on four specific criteria, each weighted by importance:

CREATIVITY

RESULTS/EFFECTIVENESS

EXECUTION

CHALLENGE/STRATEGY/OBJECTIVES





# RANKING SYSTEM

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



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