

## THE AME REPORT

Since 1994, New York Festivals AME Awards has honored global campaigns demonstrating advertising and marketing effectiveness. AME's 25-year legacy is critical today as measurable effectiveness is of paramount importance.

The AME Report was launched to recognize and rank the most effective global agencies and brands whose entries scored the most robust number of points within the competition. With juries representing 5 regions and 44 countries, all AME entries are judged with global knowledge and perspective from the industry and attention to cultural relevance. The AME Report ranking system is based on points earned and provides an account of the highest-ranking companies within the competition.

### THE AME REPORT IS CALCULATED AS FOLLOWS:

Best of Show.....	21 points
AME Regional Platinum Award.....	15 points
AME Green Award.....	13 points
Gold Medallion.....	8 points
Silver Medallion.....	5 points
Bronze Medallion.....	3 points
Finalist Certificate.....	1 point

**“...in a time when budgets are getting squeezed, a global effectiveness award like AME is the ultimate measure of success as it rewards agencies that have demonstrated financial payback for their campaign.”**

- Damian Handley, Creative Director/Board Director  
In the Company of Huskies, Ireland

## THE AME AGENCY REPORT

In keeping with the integrity of the AME Report and its high standards, the 2019 Report includes only those agencies and brand whose total points earned merit inclusion.

The AME Agency Report honors agencies who have produced cutting-edge and measurably effective creative work on behalf of prominent brands and earned recognition from the AME Grand Jury.

Happiness / an FCB alliance, was the top-ranked agency on the 2019 AME Report, earning the agency a robust number of awards for multiple clients. Happiness' top scoring campaigns were honored with the AME Best of Show and AME Regional Platinum Award – Europe, as well as AME Gold, Silver and Bronze Medallions.

**“Effectiveness competitions like the AME Awards are important because they are a constant reminder of the fundamental purpose of our business: To drive the success of brands.”**

– Gino Borromeo - Chief Strategy Officer,  
McCann Worldgroup, Philippines



# 1

## **HAPPINESS / AN FCB ALLIANCE - BELGIUM**

“As a Belgian agency, being named 'Agency of the Year' at the New York Festivals AME Awards is absolutely amazing and a great proof that big ideas can come out of small countries. I trust that this is a good motivator for all advertisers and agencies in like-sized countries. Be fresh, be the first and most of all: be immune to the impossible. I want to thank all of our clients, that follow us when we try to lead the way. And to the people at Happiness without whom this could never be possible. And as we always say: ‘Happy people make great work. And great work is what makes people happy’”

–Karen Corrigan, CEO Happiness, an FCB alliance.

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# 2

## **MCCANN NEW YORK & MCCANN HEALTH- USA\* ZULU ALPHA KILO - CANADA\***

# 3

## **McCANN HEALTH - JAPAN\* SERVICEPLAN GROUP - GERMANY\* PUBICIS SAPIENT - USA\***

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\*DENOTES A TIE AT THAT RANK

4

**LEO BURNETT - AUSTRALIA**

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5

**KETCHUM INC. - USA\***

**LEO BURNETT MANILA - PHILIPPINES\***

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6

**INSPIRE COMMUNICATIONS - CHINA**

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**HEIMAT WERBEAGENTUR GMBH - GERMANY\***

**KAMP GRIZZLY - USA\***

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\*DENOTES A TIE AT THAT RANK

# BRAND RANKING REPORT

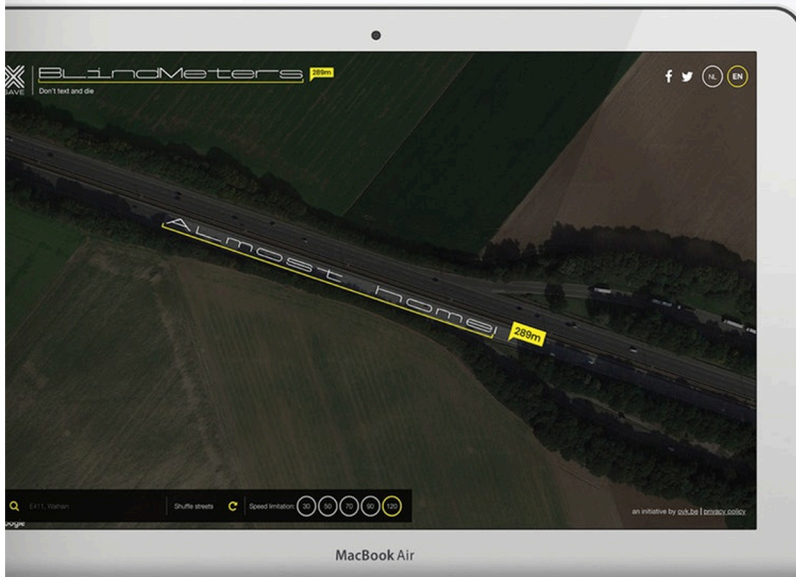
The AME Brand Report recognizes the most innovative and effective campaigns created on behalf of prominent brands around the globe. The Brand Report honors innovative brands for their game-changing campaigns and the forward-thinking advertisers who approved them.

“Effectiveness competitions like the AME Awards are important because it gives value to both effectiveness and creativity. Oftentimes, effectivity is the only measure. But AME Awards gives importance to the insights and the creativity of the ideas, which essentially delivers the results. And so, for me, this makes winning an AME Award more difficult as well as more rewarding. In addition, the AME Awards shows our Clients that creativity and effectiveness are not mutually exclusive. So, while their primary goal is results, this shows them that results can be achieved through insightful creativity.”

– Diday Alcudia, Dentsu Jayme Syfu Philippines,  
Chief Strategic Planner

## BlindMeters 289m

### Using Google Maps to illustrate how many meters you miss when texting & driving.



Texting and driving is still a major cause of road deaths. Unfortunately, data shows that road safety campaigns no longer have the impact needed to change our behaviour.

Blindmeters.com is a radical different take. It is geo-located and turns Google Maps into a text editor, allowing you to type on any road. A custom-made font connects to the speed limitation data of the specific road you're typing on and stretches to the exact number of meters you miss when texting and driving.

To do so we programmed an algorithm that connects to different data-bases and layers them onto one website. One layer, Google Maps, is used as the primary visual data source. Another source allows us to use the geometry data of the roads. This, together with the speed limit data and other data and a custom-made font for the purpose to dynamically stretch, allows to type and render - stretch - texts on any road in the whole of Europe.

People engaged. Massively. Over 5 million blind meters were typed after just 24 hours. Literally the entire National and Regional press covered BlindMeters.com. In the next few months BlindMeters.com will also extend in other European countries.

**How many meters are you driving blind?  
BlindMeters.com**

**Over 5.000.000** Blind meters typed after 24h

**Over 100.000** unique visitors after 24h

## OVK/PEVR (PARENTS OF ROAD VICTIMS)

HAPPINESS / AN FCB ALLIANCE, BELGIUM

# 1



## MUCINEX

MCCANN NEW YORK & MCCANN HEALTH NEW YORK

2



## SAVE SOAP PROJECT

MCCANN HEALTH JAPAN

3



**McDONALD'S**  
LEO BURNETT MANILA

4



**AUSTRALIAN MARRIAGE EQUALITY**  
LEO BURNETT AUSTRALIA

5



6

**AD COUNCIL**

PUBLICIS SAPIENT

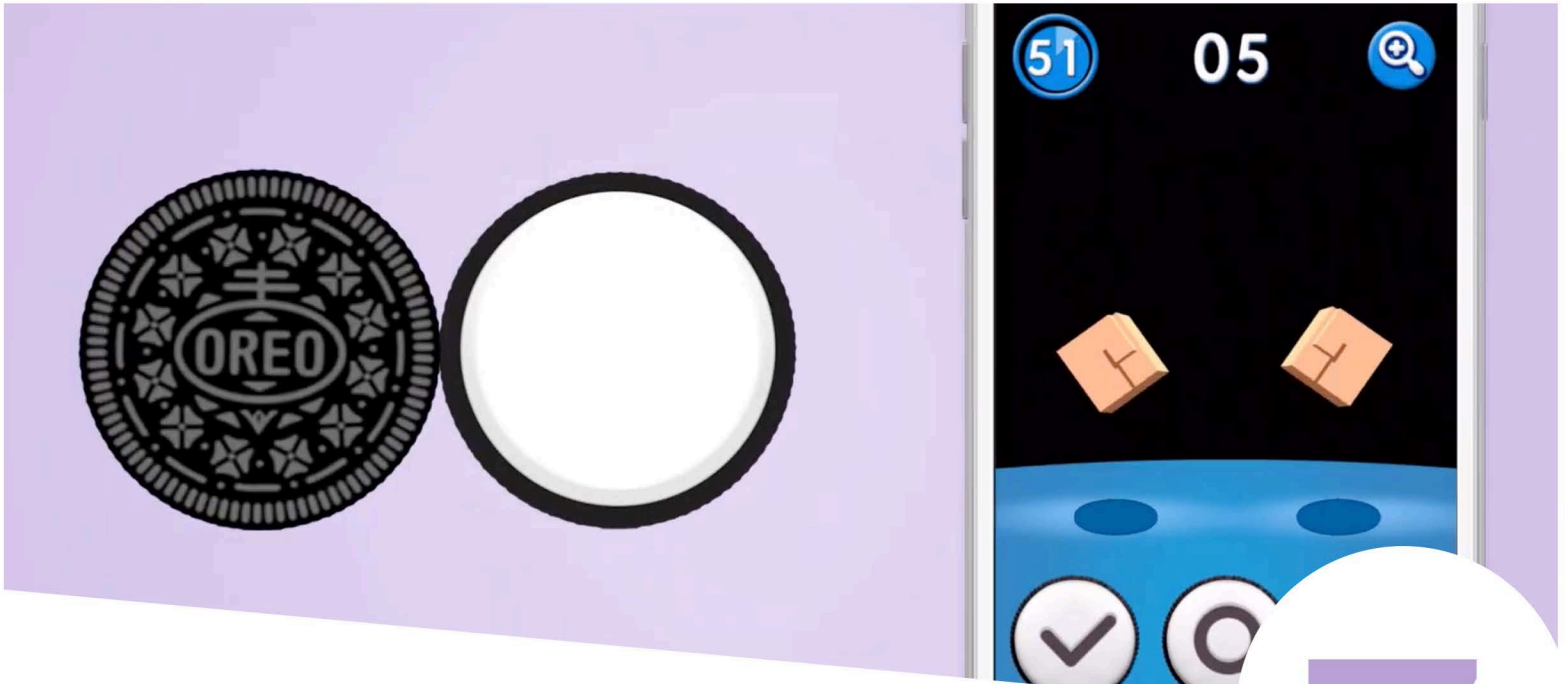


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**DISCOVER PUERTO RICO**

KETCHUM INC.





**OREO**

INSPIRE COMMUNICATIONS GROUP - CHINA

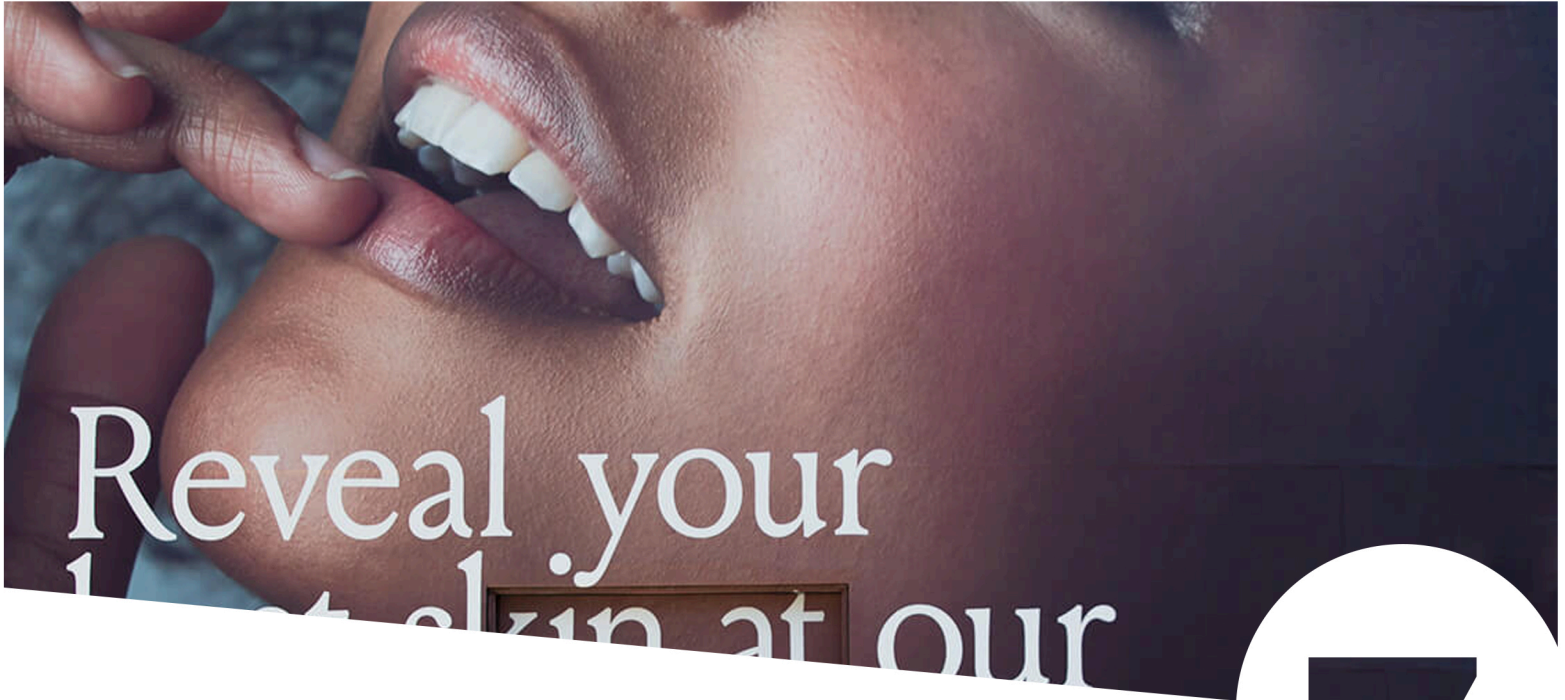
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**TIERSCHUTZVEREIN MUENCHEN E.V.**

SERVICEPLAN - GERMANY

7



**CONSONANT SKINCARE**

ZULU ALPHA KILO CANADA

7



**ADIDAS**

KAMP GRIZZLY USA

8

## ABOUT NEW YORK FESTIVALS AME AWARDS

Founded in 1994 as an international competition, the AME Awards® for advertising and marketing effectiveness honors campaigns that demonstrate ground-breaking solutions to challenging marketing problems. Winning campaigns address a challenge in the marketplace, utilize outstanding creative elements, and incorporate a thorough marketing plan to deliver a successful execution; they exhibit specific marketing goals and objectives accomplished through creative execution and strategic planning.

“Awards like the AME’s are important because it allows us to see the most effective campaigns at a global level, encouraging the bar to keep being raised, and those designing creative campaigns that are effective to be recognized.”

–Ciahn Dalglish Waugh, Strategic Planner, Havas Lynx England

## AME GRAND JURY AND JUDGING

AME’s Grand Jury is an international panel of top interactive and multidisciplinary marketers, media planners, strategy directors, social media experts, and creative directors. They represent some of the world’s most creative and strategic minds in advertising and marketing communications.

AME’s first two rounds of judging take place from a regional perspective determine Finalists and Medalists. AME’s Grand Jury is divided into 5 regions (Asia-Pacific, Latin America, Middle East/Africa and North America) to allow each entry to be reviewed in its social, economic and cultural context.

The final round of judging brings the entire jury together as one international panel to determine the Platinum winners from each region selected from the Gold Award winners. The campaign earning the highest score within this round earns the highest honor, the title of Best of Show.