

The Kantar logo is positioned in the top right corner. It features the word "KANTAR" in a bold, white, sans-serif font. A vertical bar to the left of the letter "A" is colored yellow, matching the top-left portion of the background's geometric pattern.

KANTAR

The title "CREATIVE EFFECTIVENESS AWARDS 2023" is located in the lower-left quadrant. It is written in a clean, white, sans-serif font. The word "CREATIVE" is in all caps and a smaller size. "EFFECTIVENESS" is in all caps and a larger size. "AWARDS 2023" is in all caps and the largest size, with "2023" being significantly larger than "AWARDS".

CREATIVE
EFFECTIVENESS
AWARDS 2023

The subtitle "How to win in a digital world" is positioned directly below the main title. It is written in a smaller, white, sans-serif font, all in lowercase letters.

How to win in a digital world

INTRODUCTION

WELCOME TO THE THIRD YEAR OF KANTAR'S CREATIVE EFFECTIVENESS AWARDS.

We live in a digital world; it is restless, fast-moving and ever-evolving. This presents challenges for marketers and their agencies. How can you be creative and effective on channels that relentlessly innovate? Do the same rules apply?

We also live in a permacrisis (pandemic, war, cost of living) that feels exhausting and never-ending for many. Perhaps advertising can (and should) play a role in solving problems by soothing, calming, and even helping us to escape.

Kantar Creative Effectiveness Awards celebrate great creative content from around the world, brought to us by advertisers and their agencies. This year we showcase the very best digital, social, TV, print, and outdoor ads from over 13,000 ads we tested with Link in 2022. What makes our awards unique is that consumers are the judges.

To be effective, ads need to have clear marketing objectives with brilliant execution; they must be distinctive, brand intrinsically, be meaningfully different, trigger an emotional response and stay close to their consumers. But they also need to stay up to date in an industry that never rests.

Getting these elements right in a multichannel environment is challenging, but the learning journey through a creative testing process is the key to a successful campaign. We want to help our clients be the best at getting better with their advertising - so let's learn from the best.

Congratulations to the winning advertisers and their agencies.

Jane Ostler



Executive Vice President, Global Thought Leadership

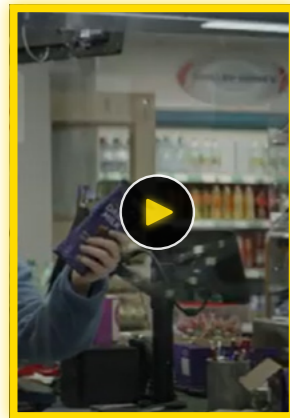
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DIGITAL/SOCIAL TOP 10

Our digital and social winners this year bring creative content from eight markets, eight categories and four channels. From Chile to China, towels to toys, Instagram to TikTok.

Successful content using clever techniques of memory building through shape, music vibes, ethereal colour and light. At the same time, they work within channels to grab attention via humour and positive inclusion and diversity (I&D) to deliver their brand's message both now and into the future.



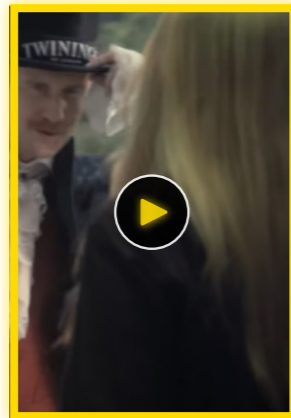
#1

VCCP

Cadbury Dairy Milk

Garage 30s Digital

Canada



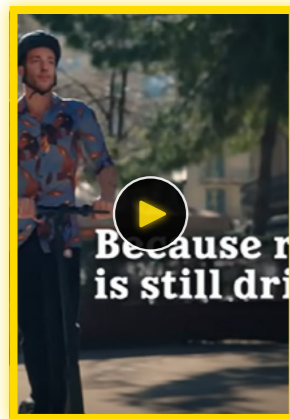
#2

Saatchi & Saatchi Italy / adapted by Raya Chile

Twinings (Italy)

Tealand - YouTube

Chile



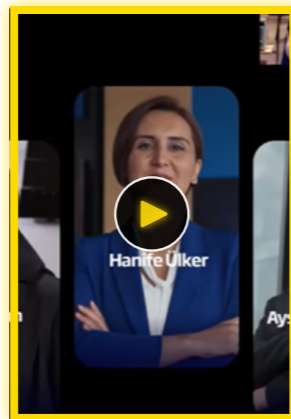
#3

PUBLICIS ITALY/LePub

Heineken 0.0

When you drive never drink
(Riding is still driving)

Netherlands



#4

Rafineri

Beko

Beko 100 Kadın Bayi

Turkey



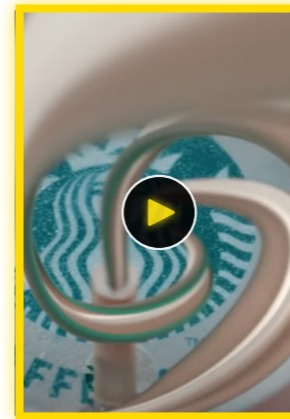
#5

Ogilvy

Welspun

Welspun QuikDry Towel Ad

India



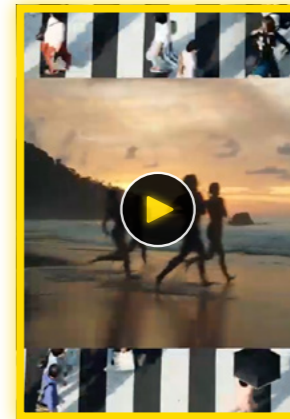
#6

Landor & Fitch

Starbucks

Starbucks chilled coffee - Digital Video

United Kingdom



#7

W&K (Portland)

Corona

And Relax

Chile



#8

Accenture & TAG

Lurpak

Lurpak: The Cook Makes Christmas

United Kingdom



#9

The LEGO Agency

The LEGO Group

Small Toy, Big Joy

USA



JOINT
#10

Publicis Conseil

Raffaello Ice Cream

Raffaello Me Moment

France



JOINT
#10

ookini

Viennetta

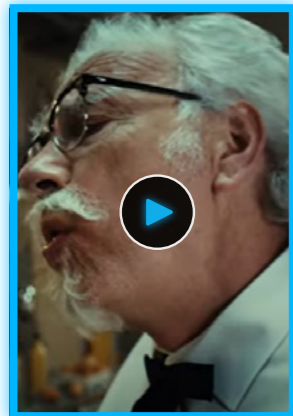
Y2022 Viennetta Golden Stick Digital Copy

China

TV TOP 10

This year's TV winners span nine markets and ten categories, from Australia to Spain, from schoolbags to streaming services.

New trends are escapism and experiential advertising bringing a fully immersive experience to watching an ad. It is no wonder after the difficulties of recent years that we feel the need to lose ourselves in 'other' worlds. Our winners show how TV content can generate sales and build brand memories.



#1

Havas Paris

KFC France

KFC Héritage

France



#2

Studio Something

Tennent's Lager

Tennent's Lager - It's a Wonderful Pint (60')

United Kingdom



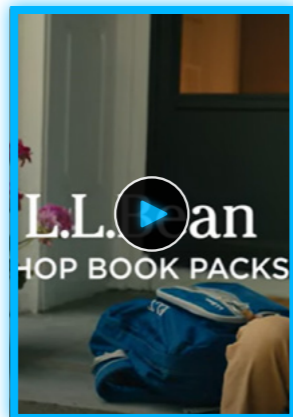
#3

Jung von Matt / Pingüino Torreblanca

Bosch

Live sustainable #LikeABosch

Spain



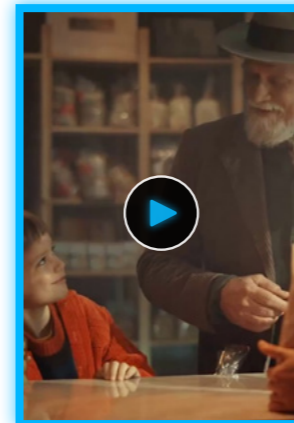
#4

Ad Agency: L.L.Bean Internal Agency & Production / Direction/Post: Conductor

L.L.Bean

Dear L.L.Bean

USA



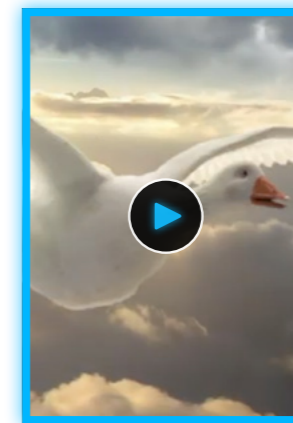
#5

Joint London

AWS

"When I grow up"

Germany



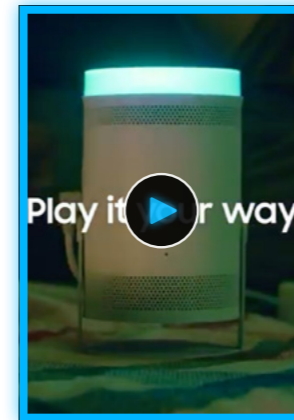
#6

Blockhead VFX

Air New Zealand

A Better Way to Fly Premium Economy with Air New Zealand

Australia



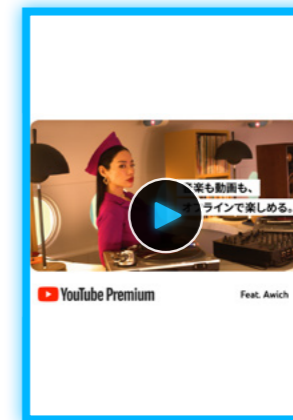
#7

Cheil

Samsung

The Freestyle projector

Spain



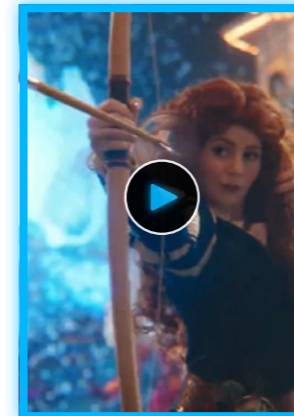
#8

AKQA

YouTube Premium

YouTube Premium Offline Play 15s

Japan



#9

BETC

Disneyland Paris

The Infinite Parade

Portugal



#10

Alfred

Calvé

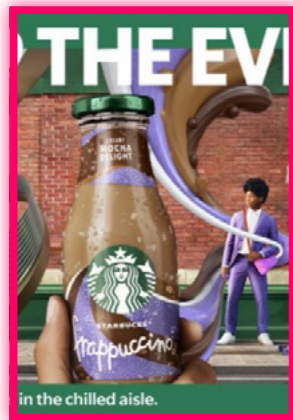
Purpose campaign - Esther Vergeer

Netherlands

PRINT/OUTDOOR TOP 10

Covering six markets and nine categories, our print and digital outdoor winners this year come from the UK to the USA, from vitamins to video on demand.

Our winners illustrate the power of creative in conveying a message and delivering a lasting impression of the brand, in just a few seconds. Simplicity, style and sustainability are some of the trends we see in this year's winners as they showcase how to deliver a message with creative effect.



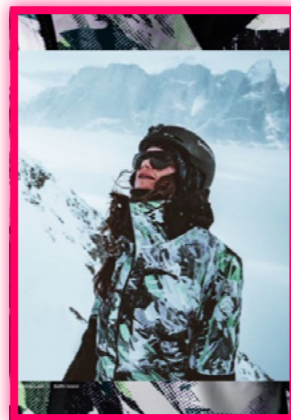
#1

Landor & Fitch

Starbucks Chilled Coffee

Starbucks chilled coffee – OOH

United Kingdom



#2

The North Face Creative Team

The North Face

It's More than a Jacket – Summit Series

United Kingdom



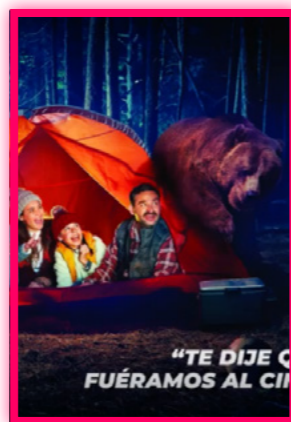
#3

Martin et Karczinski

Occhio

Largo

Germany



#4

TERÁN TBWA

CINÉPOLIS

SURE IS A GREAT PLAN – CAMP VERSION

Mexico



#5

BLT

Prime Video

Hotel Transylvania 4 – Monster Mania Key Art

Italy



#6

BBDO

Buchanan's Two Souls

La unión de dos grandes de Buchanan's Two Souls

Mexico



#7

DDB

Neutrogena Retinol Pro Plus

NTG Elixir Print Ad

USA



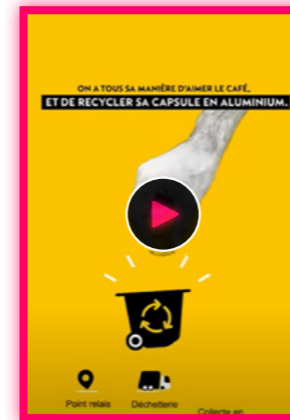
#8

Butler, Shine, Stern & Partners (BSSP)

Amazon Business

Amazon Business Smart Business Buying Brand Awareness Campaign

USA



#9

Patte Blanche

ARCA – Alliance pour le Recyclage des Capsules en Aluminium

Quand on le sait, on le fait

France



#10

Mægnets Marketing- & Vertriebsberatungs GmbH

milgamma protekt

„Wie die Bunten Füße Opa zum Arzt brachten“

Germany

FIVE CREATIVE TOPICAL TRENDS

The challenges and crises of recent years appear to have led to an imagination explosion in the search for other realities and a sense of escapism.

We have seen ads digging into nostalgia and others flying into the future. They tap into the overriding emotiveness of music being used to 'touch the soul' and accentuate that feeling of escapism. And as the world seems more complicated day by day, we saw a few of our top ads simply going down a refreshing and straightforward route of clear, easy, and direct messaging. Perhaps a little simplicity is what we need.

Alongside these trends, there is continuing evidence of advertising that is working towards a better world for all. We've seen more ads championing I&D and ads with a social responsibility message done well with strong, genuine, positive stories.

Last year we advised you to 'make them smile', and this year, you did! We are finally seeing a turnaround in the declining overall use of humour in advertising, with some great examples among our winning ads this year.

So, let's take a closer look at the trends we have observed from the most creative and effective ads of 2022, and what we can learn from them.

1

ESCAPE ROOMS: CREATING OTHER WORLDS

Any form of media or entertainment has long been considered capable of providing people with an escape from real life. This has become more important in the face of global turmoil in recent years.

Nostalgia is triggered by fond memories which are created by strong emotions experienced at the time. Just as emotions make things memorable, nostalgia can make emotions stronger and create an escape. According to research done in Germany in 2022, media-induced nostalgia can be a way to cope with social stress.

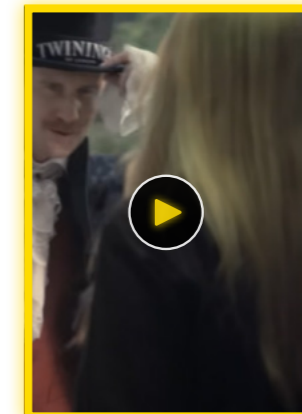
Our **#2 TV winner 'Tennent's Lager - It's a Wonderful Pint'** uses nostalgia perfectly, borrowing the main plot beats and visual style of the well-known Christmas movie 'It's a Wonderful Life' to induce not only nostalgia but the bittersweet feelings of the movie itself, and does so with a touch of humour and branding at its heart.



#2
Studio Something
Tennent's Lager
Tennent's Lager -
It's a Wonderful
Pint (60')
United Kingdom

Escapism appeals globally and works on any platform. The visual imagery of 'Alice in Wonderland', the wildly escapist literary work, is both familiar and fantastical.

Our **#2 winning digital/social ad that did well globally on both YouTube and Facebook, 'Twinings' 'Tealand - YouTube'**, has been taking viewers on a colourful, pleasant journey for several years now and not only evokes nostalgia but connects the brand itself naturally, as 'tea' is a well-known symbol used in the original 'Alice in Wonderland' story.



#2
Saatchi & Saatchi
Italy / adapted
by Raya Chile
Twinings (Italy)
Tealand - YouTube
Chile

Of course, the use of escapism doesn't only stem from a need to escape. **The new and the fantastic have an exciting appeal**, and advancements in technology and the digitisation of our lives have contributed to novel ways to experience media and entertainment.

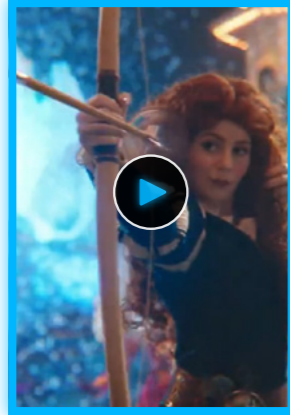
#9

BETC

Disneyland Paris

The Infinite Parade

Portugal



Our **#9 TV winner, the Disneyland Paris '30th anniversary' ad**, showcases a dynamic example of experiential escapism through an immersive visual narrative, as the viewer and the characters transition between the multiverses of Disneyland.

And it's not only video advertising that takes advantage of the appeal of fantasy and dreams in an uncertain climate. Outdoor ads also bring the fun of imagination into peoples' lives. **In a space that can sometimes be somewhat 'plain', creativity can help you stand out.**

#4

TERÁN TBWA

CINÉPOLIS

SURE IS A GREAT PLAN – CAMP VERSION

Mexico



CINÉPOLIS in Mexico, our #4 winning outdoor ad, 'Sure is a great plan – camp version', did just this with humour, telling people to go to the cinema instead.

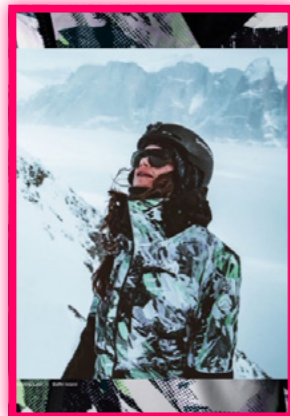
#2

The North Face Creative Team

The North Face

It's More than a Jacket – Summit Series

United Kingdom



Creating another world can also be down to earth. **The North Face in the UK, our #2 winning outdoor ad, 'It's More than a Jacket – Summit Series'**, took people on a journey to a snowy summit, a place reachable with hard work but not easy to find in day-to-day life. The ad uses a celebrity athlete and appealing scenery to engage and does a great job of focusing on the product and keeping it simple.

Whether it's journeying into good memories, the creative possibilities of the digital future, or the world that is outside of our day-to-day reach, there are **many good ways to tell a story, evoke emotion, and be the brand that people remember.**

There is a lot more to come as media channels and digital platforms evolve to provide new experiences thanks to ever-evolving new technologies. We will continue to see more spaces to tell stories that take us elsewhere, using digital techniques and contexts.

2

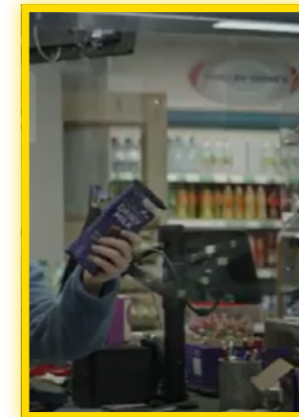
TOUCH MY SOUL: HOW EMOTIONS CREATE MEMORIES

Emotions play a strong role in making things memorable. The more emotionally charged an event is, the more likely people will remember it.

The same principle works for advertising; ads that engage consumers emotionally are more memorable. **Our analysis shows that digital ads that evoke strong emotions are around four times more impactful.** Many of the most creative and effective ads of 2022 created strong memories.

While there is no single recipe to generate an emotional response, there are techniques that can enhance emotional engagement when used correctly. **Storytelling is one of them.**

Our #1 digital/social YouTube winner, 'Garage 30s Digital' from Cadbury Dairy Milk, is a great example of how to do storytelling well, with its heart-warming narrative between a father and daughter. With only a few spoken lines, the simple yet emotive story touches the soul by depicting the care and love a parent has for their child, a concept that is relatable across borders.



#1
VCCP
Cadbury Dairy Milk
Garage 30s Digital
Canada

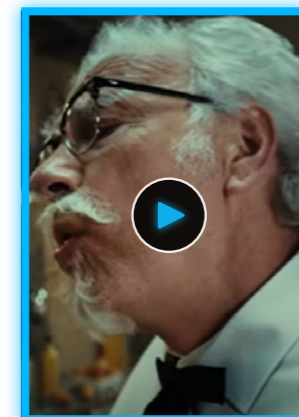
Music is another powerful element that can elevate an emotional connection. Music alone has been proven to trigger 13 distinctive feelings (Alan S. Cowen et al.) – so its impact in advertising is no surprise.

Music that is connected to the message in the ad, when used well, can not only help with getting the ad noticed, but also aid overall engagement and emotional connection.

Ad distinctiveness	Expressiveness	Involvement	<i>Average percentile difference between ads with music connected to message v those with music not connected to the message</i>
+8	+9	+8	

Source: Kantar Link database

This year's #1 winning TV ad, 'KFC Héritage' from KFC France, shows us how to break through by putting music at the heart of the creative. The cleverly chosen song fits both the brand and message, taking us on a journey through time. The music draws us in through the picture on the restaurant wall, nostalgically taking us back to the 50's when KFC began its journey whilst at the same time keeping the beat to show us that KFC has moved with the times into the future and is still very much a current brand.



#1
Havas Paris
KFC France
KFC Héritage
France

Sound can also be used to support the intended highs and lows in a narrative.

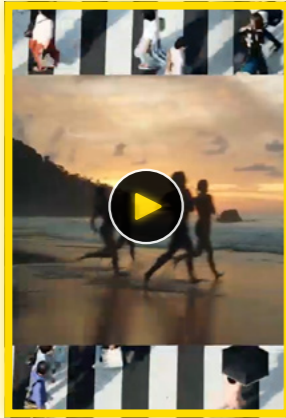
#7

W&K (Portland)

Corona

And Relax

Chile



Corona's #7 digital/social YouTube winner, 'And Relax' from Chile, does this perfectly. Without any help from a voiceover, it takes the viewer on an emotional journey from chaos to peace, successfully conveying the product benefit almost through an immersive experience, thanks to the strategic usage of sound effects and music.

#1

Landor & Fitch

Starbucks
Chilled Coffee

Starbucks chilled
coffee – OOH

United Kingdom



While it is often video formats that come to mind when talking about emotion, any piece of creative can elicit emotion. **Our #1 outdoor winner, 'Starbucks chilled coffee – OOH'**, does this by radiating positivity through its vivid colours and graphics.

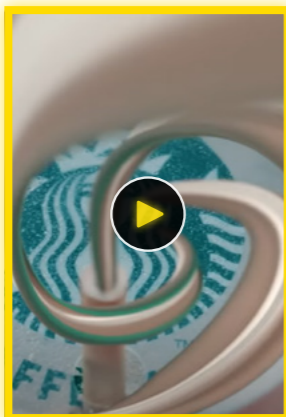
#6

Landor & Fitch

Starbucks

Starbucks
chilled coffee -
Digital Video

United Kingdom



Starbucks #6 digital/social YouTube winner, 'Starbucks chilled coffee - Digital Video' from this campaign, elicits the same uplifting mood and tone in video form, by also leveraging an upbeat track. These two ads also showcase a great use of visual imagery without copy/pasting, where viewers can connect with the campaign easily and feel the positivity.

The road to grabbing attention and being memorable in advertising is **paved with emotion**. Knowing how to engage the consumers' emotions is where **creativity shines**.

While storytelling is a great and well-known way to create branded memories, the power of auditory elements is becoming clearer. Whether it's a trendy song to highlight the brand's contemporary image, a happy tune to reinforce positive associations, or simply a play in sounds to enhance the immersive experience, brands should be deliberate in their choice of audio.

3

MAKE LIFE EASY: SIMPLICITY IN COMPLEX TIMES

Another topical trend we saw this year is how many of the most successful ads have kept it simple. In a complex world full of information overload, making life easy is a new shortcut through the myriad messages that advertising puts in our path.

Ads with **messages that are constructed with simplicity** minimises the conscious effort needed by the viewer to pick up the brand's message.

Our **#8 winning outdoor ad, 'Amazon Business Smart Business Buying Brand Awareness Campaign'**, is not only striking in its design and use of colour, but it simplifies its message beautifully to convey in a few simple words what Amazon Business can do for you. This ad has been cleverly constructed from a behavioural point of view: the face attracts attention with the model's gaze directed at the message.



#8
Butler, Shine, Stern & Partners (BSSP)
Amazon Business Smart Business Buying Brand Awareness Campaign
USA

And the simple, sleek, two-tone design of our **#7 winning print ad, 'NTG Elixir Print Ad' from Neutrogena Retinol Pro Plus**, conveys its messaging without the clutter we sometimes see in print advertising, which tends to be wordy. The messages are clear: powerful, gentle and results in a week - whilst at the same time maintaining brand consistency with its 'for people with skin' tagline to reinforce the brand.



#7
DDB
Neutrogena Retinol Pro Plus
NTG Elixir Print Ad
USA

One of our social winners, the **#8 digital/social, Facebook ad 'Lurpak: The Cook Makes Christmas'**, manages - in just the space of 11 seconds- to embody the full emotive and nostalgic feel of Christmas. The slow build-up of beautifully crafted tension released by the slamming down of the brand itself becomes the hero that makes our Christmas.



#8
Accenture & TAG
Lurpak
Lurpak: The Cook Makes Christmas
United Kingdom

Simple, clear and in a very short time, it's perfectly suited to its digital context.

#3

Jung von Matt
/ Pingüino
Torreblanca

Bosch

Live sustainable
#LikeABosch

Spain

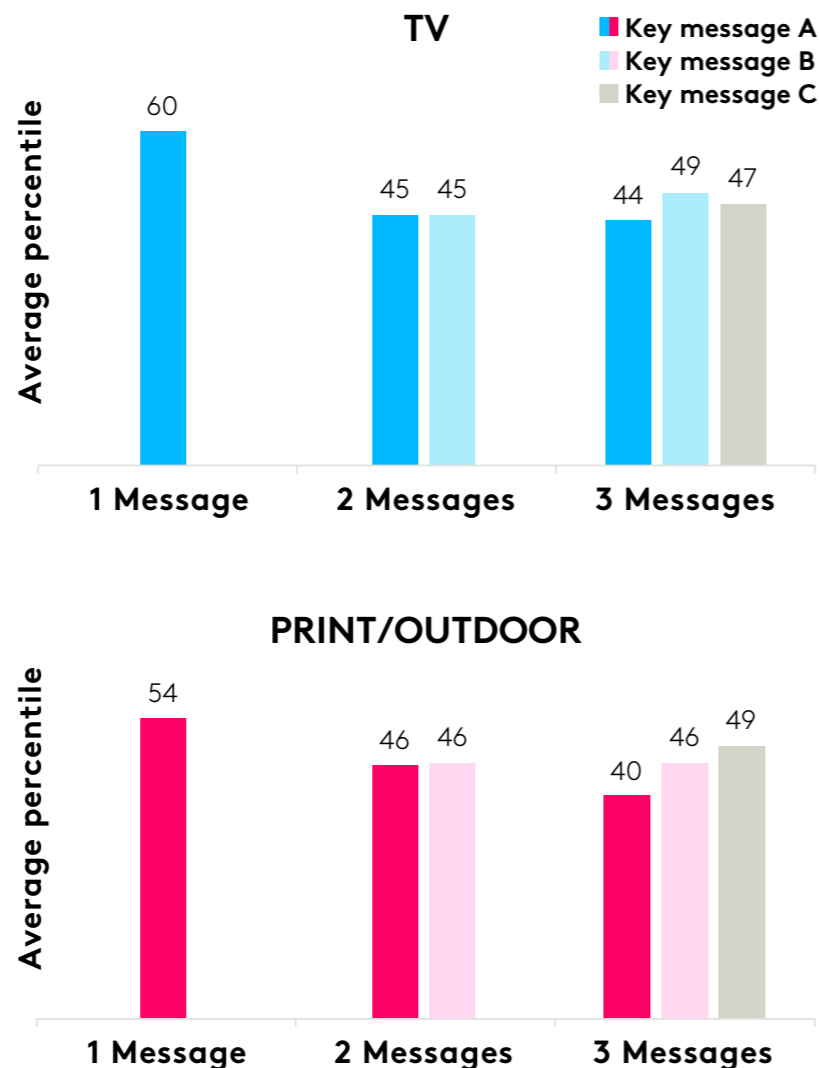


And to emphasise the point that simplicity can work across any media when done well, is our **#3 TV winner, 'Live sustainable #LikeABosch'**. There's no mistaking which brand this ad is for. The clever use of strongly branded and now well-established music, alongside light-hearted fun that beautifully demonstrates the products in use, not only entertains us, but also ensures that we know exactly what brand it is for and what it does.

No hard work, no hidden complexities, just a simple and humorous take on the 'bish, bash, bosh' meaning, describing the speed and efficiency of a process explained in a few steps.

We know that **one clear message in an ad has a stronger ability to cut through.**

But streamlining multiple messages can be done in many ways, and Bosch is a great example of this, conveying multiple messages using simplicity, across a range of its products.



These ads show that purity and simplicity are not just easy wins – they are **cleverly crafted** to ensure that both the **brand and message are clear**, resulting in strong creative and **effective advertising**.

Stripping out over-thought complications is all part of the process, and editing to a fine-tuned sleekness is a skill clearly demonstrated by these winning ads. So, in a multi-channel world where we know that advertising must work harder than ever to gain attention, it is worth highlighting the fact that pure and simple entertainment, that cleverly conveys its message and brand without effort, is often all you need. **Advertising needs to attract its audience by giving something back in return for the attention it receives**, initial attraction may dissolve quickly if hard work and effort are required to process your message.

4

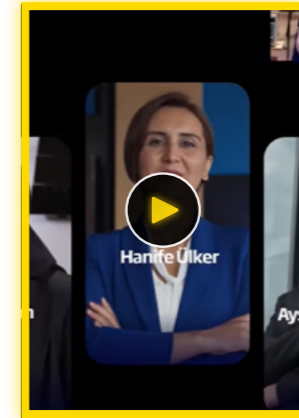
A BETTER WORLD: HOW ADVERTISING TAKES ON RESPONSIBILITY

Everyone wants to live in a better world. We see evidence of this through worldly elements appearing in our winning ads this year. Some of this year's winners address this responsibly and do it well.

It is, however, important to mention that tapping into environmental or societal problems just for the sake of it, rather than in a way that is relevant to the brand, is often seen as jumping on the bandwagon. **Simply talking about a purpose does not equal success: your social purpose should be true to your brand.**

While 80% of ads feature women, **only 4% actually show women in aspirational roles - but when done well, it is powerful.**

Our **#4 winning digital/social YouTube ad, 'Beko 100 Kadın Bayi'**, is among the few. The ad takes us through the memories of a Turkish woman from her childhood and teenage years, where she witnesses how misogyny is subtly woven into everyday life through gender roles. She is told many times that household chores such as vacuuming and loading the dishwasher are a woman's job and she grows up to make it her job by becoming a business owner as a distributor of domestic appliances. This is a narrative that features an aspirational woman, while at the same time making a strong connection to the brand.



#4
Rafineri
Beko
Beko 100 Kadın Bayi
Turkey

Calvé's #10 winning TV ad, 'Purpose campaign – Esther Vergeer', is also about a strong woman, featuring Esther, the 44 times Grand Slam winner and wheelchair tennis player. The ad focuses on her childhood and demonstrates how she was always driven and did not feel defined by her disability. The way the character's personality and strength are highlighted, rather than her disability, differentiates the ad from others.



#10
Alfred
Calvé
Purpose campaign – Esther Vergeer
Netherlands

But **advertising still has a long way to go with only 2% of ads overtly showing people with a disability**, according to Kantar's Link database, compared to 16% of the global population experiencing a significant disability.

Another often under-represented and stereotyped group in advertising is older people. **Only 5% of the ads in our database include people aged 65+** and when they do, they are often portrayed as dependent or confused with technology and the modern world.

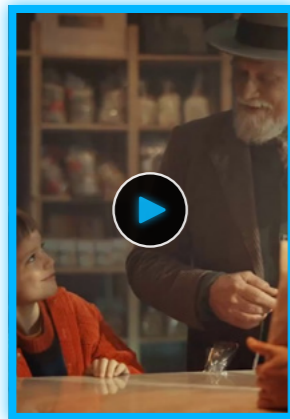
#5

Joint London

AWS

"When I grow up"

Germany



AWS's #5 winning TV ad, 'When I grow up', defies the stereotypes of ageism, portraying an older character who is social, vibrant, and taking advantage of modern technology in his everyday life, cleverly done through the eyes of his grandson who is simply fascinated by how cool his grandfather is.

The environment is another topic that concerns everyone. According to Kantar's Global Issues Barometer, **environmental issues are among the top 3 concerns global consumers have.**

#9

Patte Blanche

ARCA – Alliance pour le Recyclage des Capsules en Aluminium

Quand on le sait, on le fait

France



Our **#9 winning digital out-of-home ad** with a sustainability message is the product of a collective effort from several brands. ARCA (the Alliance for the Recycling of Aluminum Capsules) is founded by Nespresso France, Nestlé France and JDE France, aiming to give aluminium coffee capsules a second life. The simple and attention-grabbing ad succeeds in conveying the message, without compromising on creativity.

We see a multitude of **'better world'** messages in our winning ads this year pursuing that thought of **'being the change they wish to see in the world'**.

What our winners have done differently is address this with a strong sense of positivity rather than guilt or artificially including I&D characters. At the same time as conveying their powerful messages, these brands have also ensured a strong connection to their brand itself. Kantar's marketers survey showed that **65% of marketers are confident that their ads are inclusive but there is still work to be done**, only 38% felt sexual identity representation was sufficient and this fell to 33% amongst marketers who identified as LGBTQIA+.

5

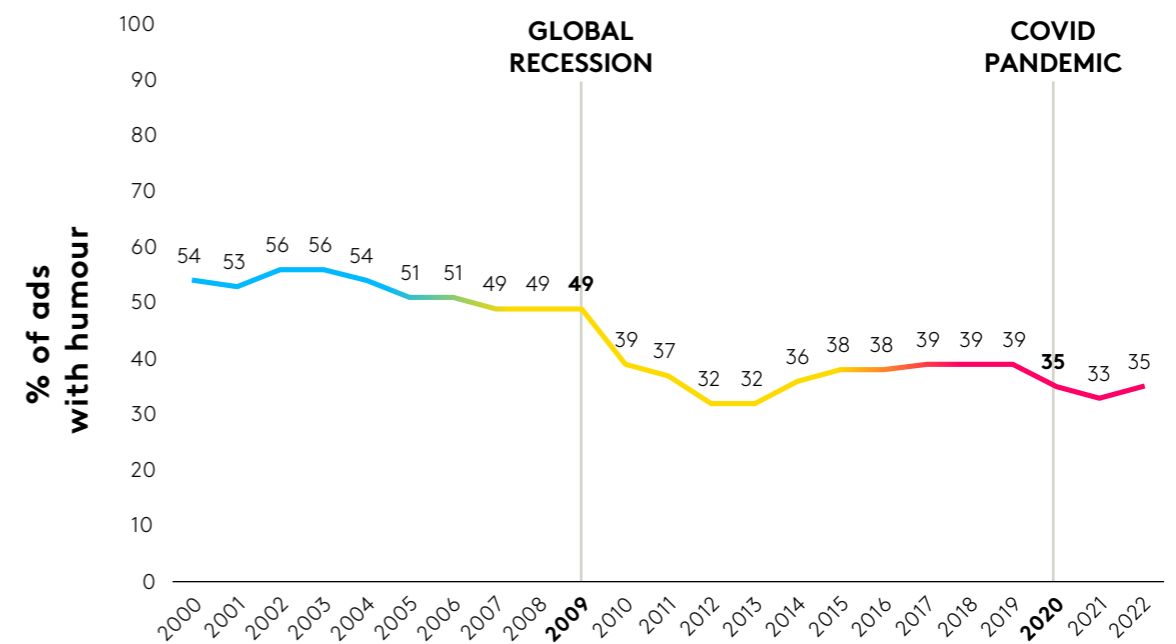
YOU MADE THEM SMILE! BRINGING THE FUN BACK INTO ADVERTISING

Smile and the world smiles with you. What better remedy for a world emerging from a pandemic? Our recent research shows that most people still want to see humour in advertising - to retain a sense of normality in challenging times.

Humour can bring light relief and distraction and allow us to forget our troubles. **When you entertain your audience, they will stay with you. Do it well, and they will hear what you say and remember you.** Some of this year's winning ads are great examples of how to do this both creatively and effectively.

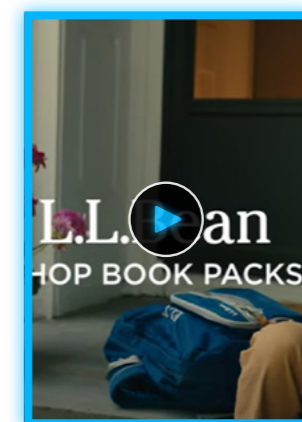
Following last year's awards, where we demonstrated the benefits of humour and said it was still OK to use it, we now see clear evidence that across all the ads we researched last year, the use of humour is thankfully, slowly back on the increase.

Starting to make them smile again



Humour is multi-faceted, and what resonates in one country may fall flat in another. **Ads designed to travel the world need to be transferable.**

Our funny winners this year contain examples of humour we can all relate to in many countries, for example, our **#4 winning USA TV ad, 'Dear L.L.Bean'**, cleverly builds the humour into the product itself, a school book bag. The endearing story of a young girl who tries to destroy her bookbag in an attempt to be allowed a new one, uses humour that many parents will find relatable.



#4

Ad Agency:
L.L.Bean
Internal Agency & Production/
Direction/Post:
Conductor
L.L.Bean
Dear L.L.Bean
USA

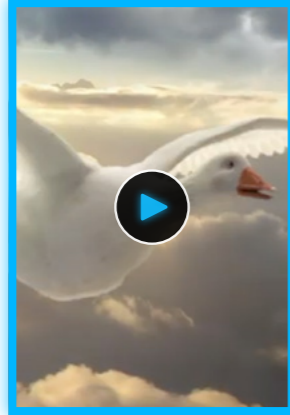
#6

Blockhead VFX

Air New Zealand

A Better Way to Fly Premium Economy with Air New Zealand

Australia



And our **#6 TV winner, 'A Better Way to Fly Premium Economy with Air New Zealand'**, emphasises the New Zealand brand with traditional local humour to convey its core message. We see a migrating goose deciding to upgrade to premium economy and enjoy the delights of inflight entertainment and Kiwi cuisine, ending with a mild scoff at the geese still flying old school. This is powerfully branded humour.

#5

Ogilvy

Welspun

Welspun QuikDry Towel Ad

India



Similarly, the **#5 winning digital/social YouTube ad, 'Welspun QuikDry Towel Ad' from India**, puts the product at the centre of the joke. When the joke is remembered or told to others, it can't be passed on without mention of the brand itself, hence logging it in memory in a way that only humour can.

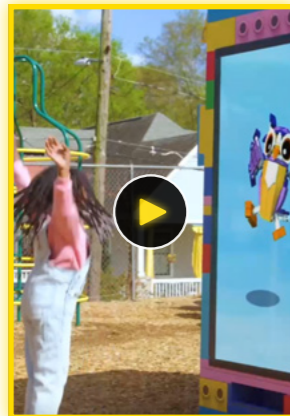
#9

The LEGO Agency

The LEGO Group

Small Toy, Big Joy

USA



And from outright funny to simpler light-heartedness, our **#9 digital/social Instagram winner, 'Small Toy, Big Joy' from The LEGO Group**, draws us in with the enticing giggles of children interacting with a Lego screen in a playground, another way to connect humour to the product.

#10

Mægnets Marketing- & Vertriebsberatungs GmbH

milgamma protekt

„Wie die Bunten Füße Opa zum Arzt brachten“

Germany



Our **#10 winning print ad for Milgamma Protekt Vitamins**, 'How the colourful feet brought grandpa to the doctor', is a clever example of how to convey a serious message effectively with humour. In this print ad humour brings you in and helps to amplify the product's message - how numbness can be a sign of nerve damage due to vitamin deficiency.

However your humour lands, relatable, product-centric, or just plain funny, **we know humour works, and it works across all media.**

From the fast-moving satirical humour of TikTok, the 'pun' of Snapchat, the sharing and sometimes emotional humour of Facebook/Instagram, the fuller comedies on YouTube, the word-play in print/outdoor advertising and its multi-faceted use in TV advertising, **adapting for your audience is another powerful way to ensure humour works hard for your brand.** We are delighted to see its return.

FINAL THOUGHTS

Our Kantar Creative Effectiveness Awards clearly demonstrate that advertising has a bigger role to play than just informing consumers of available products and services. Advertising needs to be cleverly conceived, but at heart, it needs to be kept simple. That's the communications conundrum.

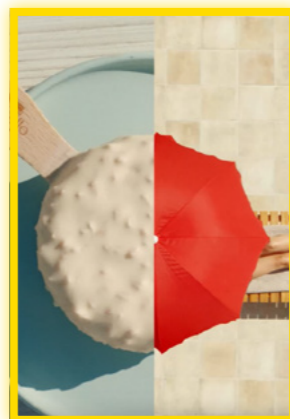
JOINT
#10

*Publicis
Conseil*

**Raffaello
Ice Cream**

**Raffaello Me
Moment**

France



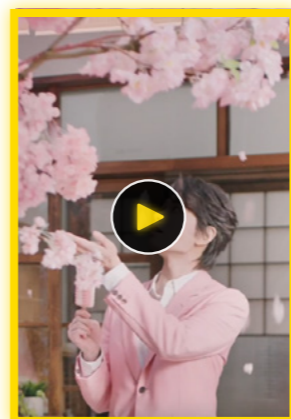
JOINT
#10

ookini

Viennetta

**Y2022
Viennetta
Golden Stick
Digital Copy**

China



'Raffaello Me Moment', our joint #10 digital/social winner on YouTube, a great example of a meta concept of memory building, resolves this conundrum. Using circular forms to mimic the product shape, a breezy summer vibe, with The Weekend's Blinding Lights track, make for a broad appeal. This track became a hugely popular TikTok dance challenge in 2020, sounding fresh but evoking synth-pop nostalgia – a clever choice to attract attention in a 15' ad.

The **'Y2022 Viennetta Golden Stick Digital Copy' ad, our other joint #10 digital/social on TikTok and Douyin in China**, uses a portrait format to emphasise the product shape, set during the cherry blossom season in Japan, to reflect the colour and lightness of the product. The slightly other-worldly pastel pinks and ethereal close-ups perfectly encapsulate escapism.

We often talk about the foundations of good advertising: **be distinctive, brand intrinsically, be meaningfully different, trigger an emotional response, and, of course, talk with your consumers.**

These are simple imperatives, but tough to get right. And hopefully our analysis of advertising trends will help you stay up to date and ensure your advertising thrives in a multichannel environment. Congratulations to this year's winners and runners-up for showing it's all possible, and for partnering with Kantar to make sure they are the best at getting better.

ABOUT KANTAR CREATIVE EFFECTIVENESS AWARDS

All the ads we showcase are brought to us by our clients and their agencies.

We select our winners on a quantitative level from our Link scores 'as judged by the consumer' and a qualitative level by review across the global creative team of our top scoring ads. Our Link solution gives us benchmarked creative performance metrics and a validated predicted short-term sales lift, meaning our winners are a magic combination of creative and effective, driving sales and brand equity.

The awards are split into three categories:

DIGITAL/SOCIAL

TV

PRINT/OUTDOOR

With winners selected from over 13,000 ads researched in the previous year from around 70 different countries.

GET IN TOUCH

We'd love to talk to you about how testing your creative is the best way to ensure success – whether using a survey or AI to test ads in as little as 15 minutes on Kantar Marketplace - especially for those oh-so-last minute digital ads.

Find out more

kantar.com/creative-effective

ADS SHORTLISTED THIS YEAR...

All of our finalists have Link scores in the top few % of ads researched at Kantar in the last year, an incredible achievement in itself.

We applaud everyone short-listed below on producing successful advertising that consumers judged to be both highly creative and also effective.

Congratulations!

POWER YOUR CREATIVE

Coming soon to Kantar Marketplace, LINK+ is a new, fast and flexible solution for evaluating and optimising creative content.

It reimagines Link, giving you the power to create strong ads that will increase sales impact and build brand value.

Find out more

kantar.com/marketplace

BRAND	AD NAME	AD AGENCY	MARKET
Alpenliebe	Alpenliebe Classic Thematic TVC lollipop	BBH Global - Bartle Bogle Hegarty	Vietnam
AMSTEL	BIGOTES	Pixel and Pixel	Spain
Asahi Nama Beer Kuronama	Asahi Nama Beer Kuronama, Otsukare-Nama desu	DENTSU INC.	Japan
Audi	Santa's new sleigh: The Audi grandsphere concept	THJNK Hamburg	United Kingdom
Burger King	HR Consumption (Prank 3)	Leo Burnett Orchard	India CASI - North
Consul	Mammoth	FCB	Brazil (CAWI Only)
Heineken	Cheers to all fans	Publicis Milan	Bulgaria
HIT	HIT Dark Side of Mom	Bates CHI & partners Indonesia	Indonesia
Horlicks	Horlicks_Sachet_East 22	FCB Ulka	India - East
IANSA	Una familia dulce por naturaleza	Redon	Chile
L'Oréal Paris	True Match Foundation UK 2022	McCann Paris	United Kingdom
LEGO	Girls can achieve anything	Our LEGO Agency	Poland
LU	LU - Donnons-leur une preuve d'amour	BETC	France
Magnum	Magnum Pleasure is always on: Sunlover & Starchaser	LOLA MullenLowe	Italy
Malibu	Hero	Wieden+Kennedy London	USA - English
Mastercard	Butterflies (Global Priceless campaign)	McCann	Italy
MICHELIN	RECYCLING	BETC	Spain
Milo	Milo Grit	Ogilvy	Colombia
Omo	Omo - Will you play with me?	Titrifikir	Turkey
Rexona	Rexona Titan Hijab 15s	Fresh Film Productions	Indonesia
Royco	Jiskume	Daraja Plus	Kenya
Samsung	2022 Galaxy Ecosystem_BR	Cheil	Brazil (CAWI Only)
Sephora	Experience Anthem R1 30	RGA NY	USA - English
The North Face	Discover your trail - David Solomon	The North Face Creative Team	United Kingdom
Weetabix	Jack	BBH	United Kingdom
YiLi ChangYi 100%	Yangchaoyue Zero Sugar Ad	EURO RSCG Advertising Co., Ltd	Chinese mainland - Tertiary Cities
YouTube	YouTube learning campaign, Chasity Sereal	SuperBloom and our internal YouTube Creative Studio	USA - English

KANTAR



ABOUT KANTAR

Kantar is the world's leading marketing data and analytics company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks and our innovative analytics and technology, we help our clients **understand people** and **inspire growth**.