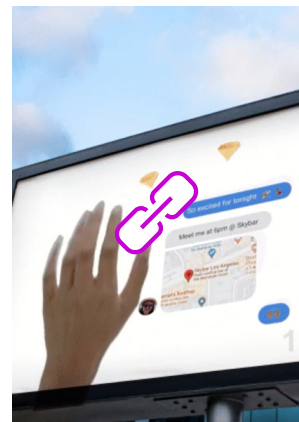


KANTAR

CREATIVE EFFECTIVENESS AWARDS 2022

■ PRINT/OUTDOOR TOP 10

Covering six markets and four categories, our print and outdoor winners come from the UK to the USA, from search engines to soft drinks. For the first time they include moving digital outdoor ads. Our winners illustrate the power of creative in conveying a message and delivering a lasting impression of the brand. In just a few seconds.



#1

Consigliere

Samsung Galaxy Z
Fold3 5G with Google

Google Pretest_V2 DOOH

USA



#2

VMLY&R (London)

Zespri

Kiwi brothers

Spain



#3

St Lukes

Tanqueray
Blackcurrent Royale

Tanqueray Royale
OOH - Blindfold Lady

Germany



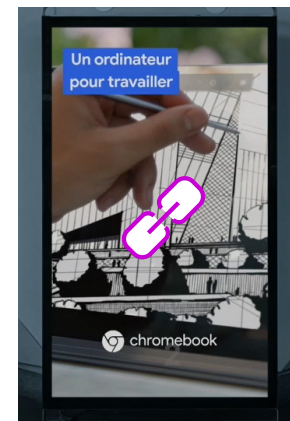
#4

Gangstères (Anaïs
Novembre - photographe)

Lillet

Lillet. L'Apéritif
à réinventer

France



#5

R/GA Berlin

Chromebook

FR Apps Q421 DOOH

France



#6

St Lukes

Tanqueray 0.0%

Tanqueray
0.0% Libra Lady

United Kingdom



#7

AKQA Paris

Chromebook

DE Q2.21 Print Speed

Germany



#8

Anomaly

Johnnie Walker

Keep Walking

United Kingdom



#9

Emotive

HelloFresh

Chicken and Chips

Australia



#10

Leo Burnett & Prodigious

Smirnoff Seltzer

There's Seltzer Then
There's Smirnoff
Vodka Seltzer

Australia