

KANTAR

CREATIVE EFFECTIVENESS AWARDS 2022

TV TOP 10

This year's TV winners span nine markets and eight categories, from Nigeria to New Zealand, from lollipops to double glazing. All demonstrate the ability of TV content to generate sales and build brands.



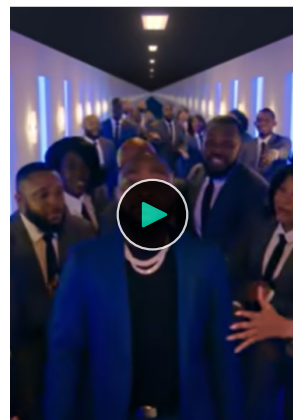
#1

FCB New Zealand

Mitre 10

With You All The Way

New Zealand



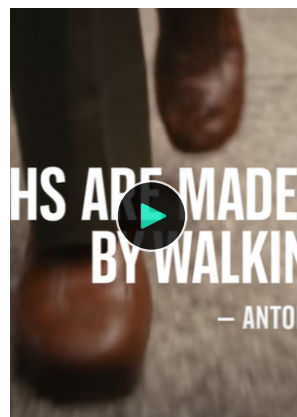
#2

BBH London

Martell Cognac

Be The Standout Swift

Nigeria



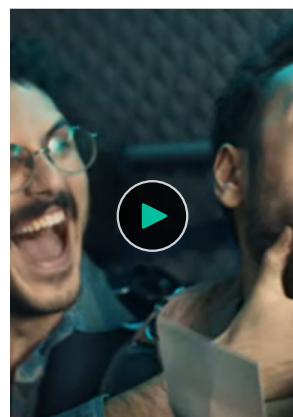
#3

Anomaly

Johnnie Walker

Keep Walking Anthem

Mexico



#4

CYW

Prime Video

Prime Video –
#VolaConNoi brand
campaign - Hero
Spot 60s- IT 2021

Italy



#5

McCann Paris

L'Oréal Men Expert

One-Twist Hair Colour

United Kingdom



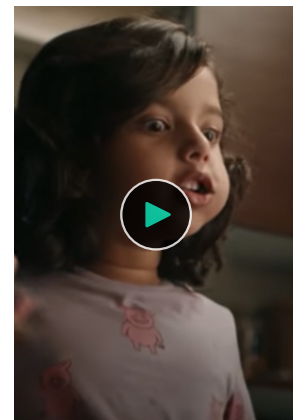
#6

Digitas/Soapbox Films

Whirlpool/Disney

Care is Magic

USA



#7

Ogilvy

Cadbury
Chocobakes Cakes

Cadbury ChocoBakes
Cakes - Night Time

India



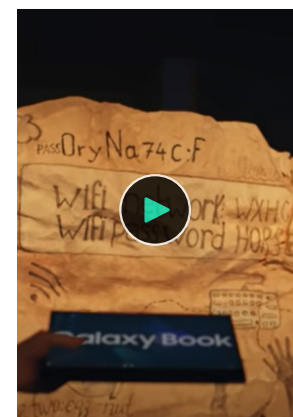
#8

La fábrica de sombreros

Chupa Chups

Chupa Chups XXL
Flavour Playlist

Spain



#9

BBH

Samsung

Galaxy Book
Pro_Launch_BR

Brazil



#10

Eleven

Pella

Stormy Heights

USA