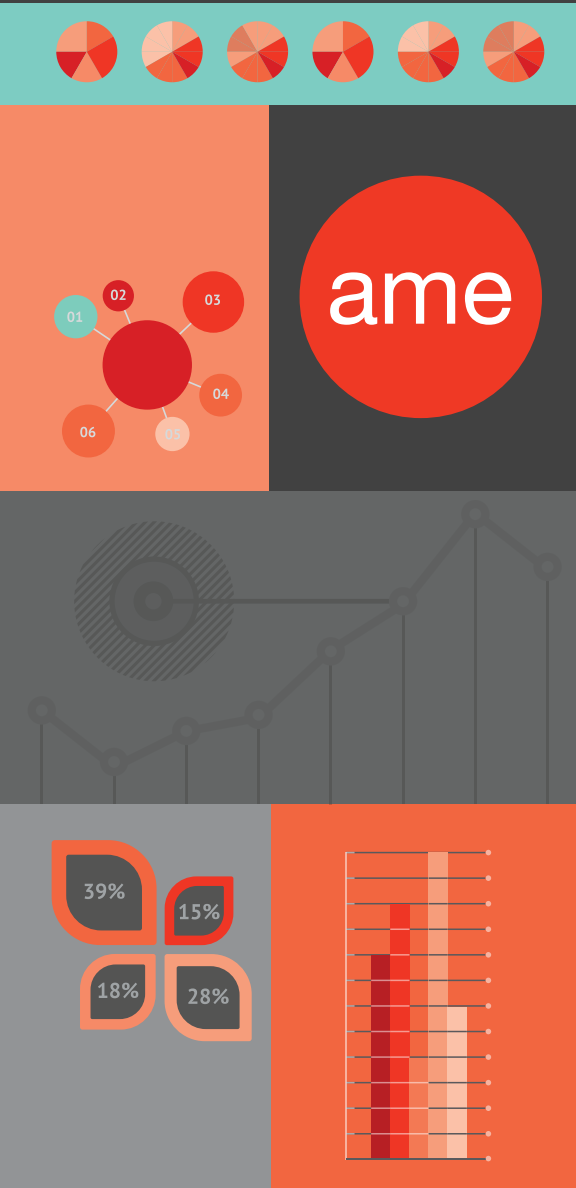


2016 winners



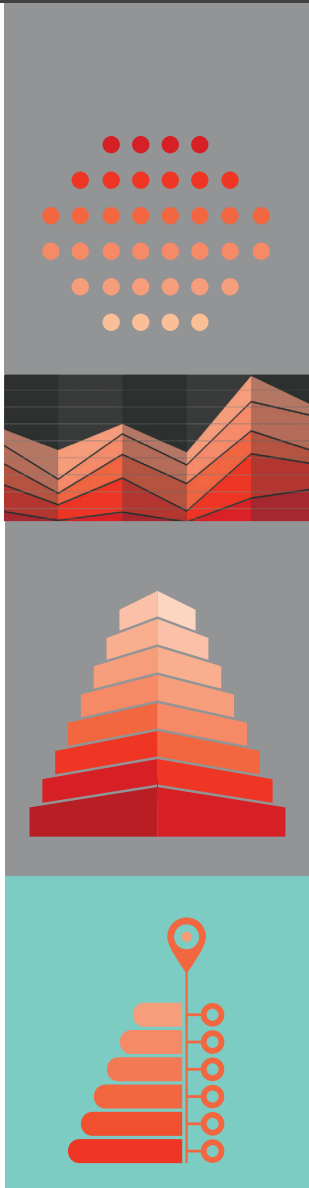
ame

01 02 03 04 05 06

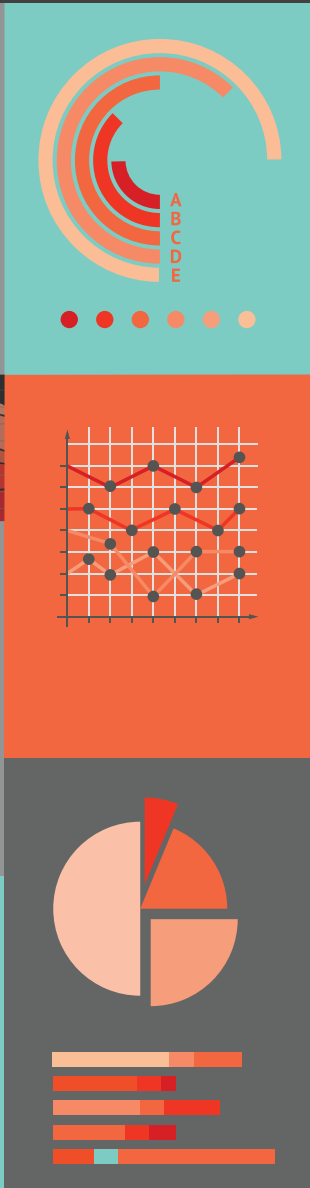
39% 15% 18% 28%

A collage of data visualization elements including a central orange circle with the text 'ame', a network diagram with nodes 01-06, a line graph, and four callout boxes with percentages: 39%, 15%, 18%, and 28%.

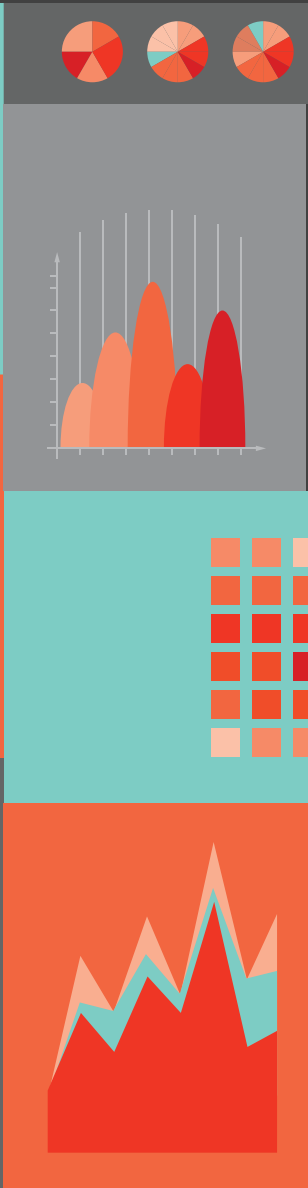
ame awards[®]
world's best advertising & marketing effectivenessSM



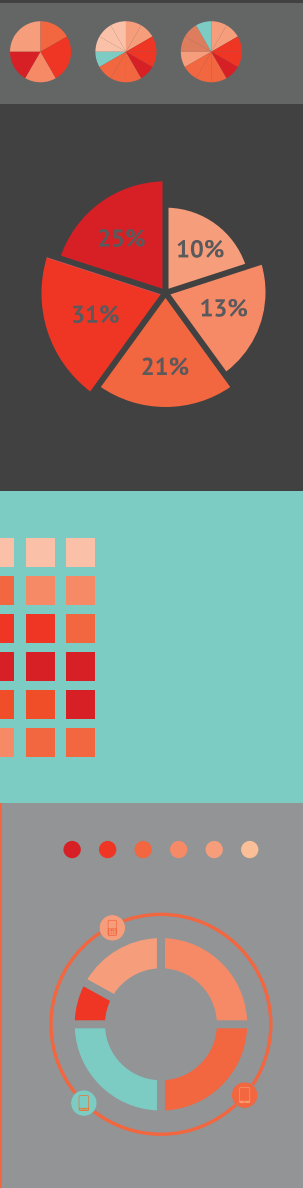
A collage of geometric patterns including a grid of orange dots, a 3D pyramid, and a stylized bar chart with a location pin.



A collage of data visualization elements including a line graph on a grid, a pie chart, and a horizontal bar chart.



A collage of data visualization elements including a bar chart, a grid of colored squares, and a line graph.



A collage of data visualization elements including a pie chart with segments labeled 25%, 10%, 13%, 21%, and 31%, and a circular diagram with four segments.

AME Grand Trophy

EUROPE

GERMANY

Grabarz & Partner/GGH Lowe
ZDK Zentrum Demokratische Kultur
"Nazis against Nazis - Germany's most involuntary charity walk"
social benefit
civic / social education

AME Platinum Trophy

ASIA PACIFIC

AUSTRALIA

Leo Burnett Melbourne
SPC
"#MyFamilyCan"
products & services
food, non-retail

EUROPE

GERMANY

Grabarz & Partner/GGH Lowe
ZDK Zentrum Demokratische Kultur
"Nazis against Nazis - Germany's most involuntary charity walk"
social benefit
civic / social education

MIDDLE EAST & AFRICA

EGYPT

IMPACT BBDO Cairo
Sting (PepsiCo)
"Everyday Hero"
use of discipline
new product / service launch

NORTH AMERICA

USA

BBDO New York
Lowe's Companies, Inc.
"Vines in the Real World: Making the Digital Analog"
use of discipline
interactive

AME Gold Medallion

ASIA PACIFIC

AUSTRALIA

Leo Burnett Melbourne
SPC
"#MyFamilyCan"
products & services
food, non-retail

Leo Burnett Melbourne
SPC
"#MyFamilyCan"
use of discipline
design

Leo Burnett Melbourne
SPC
"#MyFamilyCan"
use of medium
social video

MALAYSIA

TBWA Kuala Lumpur
Energizer Malaysia
"EVEREADY Book of Play - Brand Rejuvenation through Innovation"
use of discipline
low-budget (<\$100,000USD)

TBWA Kuala Lumpur
Energizer Malaysia
"EVEREADY Book of Play - Brand Rejuvenation through Innovation"
products & services
electronics, consumer

TAIWAN

ADK TAIWAN

Uni Noodle
"House of Little Moments"
products & services
food, non-retail

ADK TAIWAN

Uni Noodle
"House of Little Moments"
use of discipline
integrated (mixed media)

EUROPE

GERMANY

Grabarz & Partner/GGH Lowe
ZDK Zentrum Demokratische Kultur
"Nazis against Nazis - Germany's most involuntary charity walk"
social benefit
civic / social education

Grabarz & Partner/GGH Lowe
ZDK Zentrum Demokratische Kultur
"Nazis against Nazis - Germany's most involuntary charity walk"
use of discipline
integrated (mixed media)

Grabarz & Partner/GGH Lowe
ZDK Zentrum Demokratische Kultur
"Nazis against Nazis - Germany's most involuntary charity walk"
use of discipline
public relations

Grabarz & Partner/GGH Lowe
ZDK Zentrum Demokratische Kultur
"Nazis against Nazis - Germany's most involuntary charity walk"
use of medium
guerrilla / alternative media

HEIMAT Werbeagentur GmbH
HORNBAACH
"The HORNBAACH SPRING COLLECTION"
use of discipline
branding

Ogilvy Germany
Media Markt
"Rabbit Race"
products & services
corporate

Ogilvy Germany
Media Markt
"Rabbit Race"
use of discipline
integrated (mixed media)

Ogilvy Germany
Media Markt
"Rabbit Race"
use of medium
guerrilla / alternative media

Serviceplan
Sky
"The Match"
use of discipline
promotions

Serviceplan
World Press Photo
"Speaking Images 2015"
use of discipline
technology

Serviceplan
World Press Photo
"Speaking Images 2015"
use of medium
print

thjnk ag
IKEA
"The Great Sleep"
use of medium
online

MIDDLE EAST & AFRICA

EGYPT

IMPACT BBDO Cairo

Sting (PepsiCo)

"Everyday Hero"

use of discipline

new product / service launch

BBDO New York

Foot Locker

"Fight of the Century"

products & services

sport & leisure

McCann XBC

MasterCard

"#OneMoreDay"

products & services

financial services

UNITED ARAB EMIRATES

Serviceplan Middle East

BMW

"BMW xWalk"

products & services

automotive

BBDO New York

Lowe's Companies, Inc.

"Vines in the Real World: Making the Digital Analog"

use of discipline

interactive

McCann XBC

MasterCard

"#OneMoreDay"

use of discipline

integrated (mixed media)

NORTH AMERICA

USA

BBDO New York

CVS Health

"Cigarettes Out. Health In."

products & services

healthcare products & services

BBDO New York

Mountain Dew Kickstart

"Mountain Dew Kickstart Comes Alive"

products & services

beverages, non-alcoholic

AME Silver Medallion

ASIA PACIFIC

AUSTRALIA

Atomic 212

Double Robotics

"Lucy the Robot"

products & services

electronics, consumer

BBDO New York

Foot Locker

"#HORSEwithHarden"

use of medium

social media

BBDO New York

Lowe's Companies, Inc.

"Lowe's #FixInSix: The Quickest Quick Tips"

products & services

retail stores

Atomic 212

Double Robotics

"Lucy the Robot"

use of discipline

public relations

CHINA

OMD China

Visa

"Visa Rental Bike"

use of medium

mobile / cellular / hand-held device

PHILIPPINES

Leo Burnett Manila

McDonald's

"McTollbooth"

use of medium

outdoor / transit / out-of-home

Leo Burnett Manila

McDonald's Drive-Thru

"McDonald's Lucky Drive"

products & services

food, retail & restaurants

TAIWAN

ADK TAIWAN

Uni Noodle

"House of Little Moments"

use of medium

branded entertainment

EUROPE

GERMANY

EDEKA Zentrale AG & Co. KG

EDEKA

"Cashier Symphony"

products & services

retail stores

HEIMAT Werbeagentur GmbH

HORNBACK

"The HORNBACK SPRING COLLECTION"

products & services

retail stores

Ogilvy Germany

Media Markt

"Rabbit Race"

use of discipline

corporate image

Serviceplan

DAV

"The guy who cut everything in half"

social benefit

civic / social education

Serviceplan

DAV

"The guy who cut everything in half"

use of discipline

promotions

Serviceplan

DAV

"The guy who cut everything in half"

use of discipline

public relations

Serviceplan

Epiphone

"The Les Paul Skill Check"

products & services

sport & leisure

Serviceplan

Epiphone

"The Les Paul Skill Check"

use of discipline

direct response

Serviceplan
Epiphone
"The Les Paul Skill Check"
use of discipline
promotions

thjnk ag
AUDI AG
"Audi Service Mechanics"
use of medium
social media

SOUTH AFRICA
McCann Health
AstraZeneca Respiratory
"Breathless Moments"
use of discipline
integrated (mixed media)

Serviceplan
Sky
"SKY SCREENING"
use of discipline
technology

thjnk ag
IKEA
"The Great Sleep"
use of discipline
promotions

NORTH AMERICA
CANADA
Zulu Alpha Kilo
Interac
"Be In The Black Phase 2"
products & services
financial services

Serviceplan
Sky
"SKY SCREENING"
use of medium
mobile / cellular / hand-held device

MIDDLE EAST & AFRICA
EGYPT
TNC Group Egypt
Schweppes
"The Secret of Schweppes"
products & services
beverages, non-alcoholic

Zulu Alpha Kilo
ParticipACTION
"Make Room For Play"
use of medium
tv & cinema

Serviceplan
World Press Photo
"Speaking Images 2015"
products & services
corporate

TNC Group Egypt
Schweppes
"The Secret of Schweppes"
use of medium
tv & cinema

USA
Aetna
Aetna Inc.
"The 11 Initiative"
products & services
healthcare products & services

Aetna
Aetna Inc.
"The 11 Initiative"
use of medium
social video

BBDO New York
GE
"How Many Infomercials Does It Take to Change a Light Bulb?"
products & services
household

Starcom MediaVest Group
REI
"Dynamic Weather"
use of discipline
media planning

Team One
Lexus
"The Personal SUV that Goes Beyond Utility"
products & services
automotive

AME Bronze Medallion

ASIA PACIFIC

AUSTRALIA
Showpony Advertising
SA Health
"Aboriginal Immunisation"
social benefit
promotion of health & human services

CHINA
OMD China
Visa
"Visa Rental Bike"
products & services
financial services

Unilever
Lifebuoy
"Anti-bacterial Red Packet"
use of medium
guerrilla / alternative media

INDIA
SapientNitro
DBS Bank Ltd.
"DBS Chilli Paneer 2"
use of medium
branded entertainment

PHILIPPINES
Leo Burnett Manila
McDonald's
"McDonald's Lucky Drive"
use of discipline
low-budget (<\$100,000USD)

EUROPE

GERMANY
EDEKA Zentrale AG & Co. KG
EDEKA
"Cashier Symphony"
use of medium
social video

Serviceplan
Sky
"SKY SCREENING"
products & services
media promotion

Serviceplan
Sky
"The Match"
products & services
media promotion

thjnk ag
AUDI AG
"Audi Service Mechanics"
products & services
automotive

SWEDEN
DigitaLBI Nordics
Volvo Cars
"Volvo Virtual Sellout"
use of discipline
augmented reality

Match Marketing Group
Progressive Insurance
"Flo?s Chop Shop"
use of medium
events

thjnk ag
AUDI AG
"Audi Service Mechanics"
products & services
automotive

NORTH AMERICA
CANADA
Hill+Knowlton Strategies
The Glenlivet
"A Cask for Canada: The Glenlivet Squadron 70"
use of discipline
direct response

McCann HumanCare
CeraVe
"Spread the Love Social Activation"
use of medium
social media

thjnk ag
AUDI AG
"Audi Service Mechanics"
use of medium
tv & cinema

Zulu Alpha Kilo
ParticipACTION
"Make Room For Play"
social benefit
civic / social education

McCann HumanCare + McCann NY
Mucinex
"Let's End This"
use of discipline
integrated (mixed media)

thjnk ag
AUDI AG
"Audi Service Mechanics"
use of medium
tv & cinema

NORTH AMERICA
USA
BBDO New York
New York State Brewers Association
"Think New York, Drink New York"
use of medium
guerrilla / alternative media

McCann XBC
MasterCard
"#StandUp4"
products & services
financial services

SapientNitro
Halo Purely For Pets
"#HaloFeeditForward"
social benefit
philanthropic appeals

INDIA
Pulp Strategy Communications Pvt Ltd
Philips India Ltd
"Philips - The Big Leap"
use of medium
social media

Ogilvy Germany
Powerade
"Workout Billboards"
products & services
beverages, non-alcoholic

Finalist Certificate

ASIA PACIFIC

CHINA
PHD
Magnum
"Magnum Pleasure Store"
use of discipline
promotions

PHILIPPINES
DDB Philippines
Meralco Advisory
"Seeing a Utility Company in a Better Light"
products & services
utilities

Razorfish GmbH
IKEA
"IKEA hej Community"
products & services
household

PHD
Omo
"Omo Mother's Day Wechat Campaign"
use of medium
social media

SRI LANKA
TBWASri Lanka
Mawbima National Newspaper
"COVER RACISM"
products & services
corporate

Serviceplan
Delica
"In the service of good taste"
products & services
beverages, non-alcoholic

HONG KONG
OMD Hong Kong
McDonald's Restaurants (HK) Limited
"A Dim Jack Hi-Jack"
use of discipline
media planning

EUROPE
GERMANY
HEIMAT Werbeagentur GmbH
Freie Demokratische Partei
"German Mut"
products & services
government / politics

Serviceplan
PENNY
"Best-Before Packaging"
use of medium
point-of-purchase

think ag
AUDI AG
"Audi Service Mechanics"
use of medium
social media

Serviceplan Middle East
BMW
"BMW i8 Challenge"
products & services
automotive

A&E Television Networks
Damien
"Damien Comic-Con"
use of medium
guerrilla / alternative media

ITALY
OFG ADV
British Institutes
"Is your english a bit rusty?"
products & services
education

Serviceplan Middle East
BMW
"BMW i8 Challenge"
use of medium
online

History
Alone
"Alone Sound Selective Billboard"
use of medium
outdoor / transit / out-of-home

UNITED KINGDOM
McCann HumanCare London
Antistax
"Listen To Your Legs"
products & services
personal items

NORTH AMERICA

CANADA
Klick Health
MUSE
"MUSE Events"
use of medium
events

inVNT
Equinox
"Equinox (#EQXPursuit)"
use of discipline
new product / service launch

MIDDLE EAST & AFRICA

UNITED ARAB EMIRATES
Grey MENA and Mediacom
Sensodyne
"Say #NoToSensitivity"
products & services
personal items

USA
A&E Television Networks
Bates Motel
"Bates Motel Online Flixel Cinemagraphs"
use of medium
online

OMD
Call of Duty: Black Ops III
"TheRace from Reveal To Beta"
use of medium
social video

Reingold, Inc.
2015 Census Test
"2015 Census Test Communications"
products & services
government / politics

congratulations to all 2016 winners.

view the showcase online at ameawards.com/winners/2016/