

NEWYORKFESTIVALS[®]
AME AWARDS



2024
AME REPORT



2024 AME REPORT

For three decades, the New York Festivals AME Awards has stood as a beacon of excellence in advertising and marketing, honoring campaigns that fuse creativity with measurable success. AME celebrates the work that not only captivates audiences but also drives results, setting new benchmarks for effectiveness.

The AME Awards recognizes campaigns that transcend aesthetics to achieve tangible goals—whether it's boosting brand awareness, driving sales, or sparking meaningful engagement. Winning an AME Award is more than just an accolade; it's a testament to a campaign's power to make a lasting impact on both the brand and the market.

“

Effectiveness competitions such as the AME hardwire accountability towards business outcomes and set high benchmarks for what good work is.”

Menaka Menon

2024 Grand Jury
President Managing Partner –
Growth and Strategy
DDB Mudra South



The AME Report is an annual rankings brief, compiled from the results of the AME Grand Jury sessions. This creative ranking system awards points for winning entries and showcases the top-performing agencies and brands from the current year's competition.

TRENDS IN EFFECTIVE ADVERTISING IN 2024

PURPOSE-DRIVEN ADVERTISING

Brands with a strong sense of purpose took the spotlight, outperforming those without. Campaigns that aligned with social causes, sustainability, and diversity proved powerful in driving brand loyalty and effectiveness.

ARTIFICIAL INTELLIGENCE

AI was leveraged to enhance advertising precision and effectiveness, delivering impactful campaign results.

DATA-DRIVEN INNOVATION

Data played a vital role in effectiveness, as brands used consumer insights to create highly personalized and effective ads.

ENTERTAINMENT-FOCUSED STORYTELLING

Ads offering added value—like entertainment or education—were more effective. Longer-form branded content and web series engaged audiences more deeply.

CROSS-PLATFORM INTEGRATION

Campaigns that flowed seamlessly across channels with consistent messaging were highly effective, creating a cohesive brand experience across contexts.

INFLUENCER AND COMMUNITY-DRIVEN

Campaigns featuring influencers who connect with niche communities delivered an authentic feel, driving engagement with audiences who value peer recommendations.

INCLUSIVE AND DIVERSE

Campaigns that authentically reflected diverse audiences by gender, race, culture, and lifestyle were notably more effective.

“Effectiveness competitions are the most robust demonstration we have as agencies, clients, and the industry at large that our work works. Competitions like the AME Awards also add to our collective knowledge base. It’s only through effectiveness competitions like this that our understanding of the power of creativity continues to grow.”

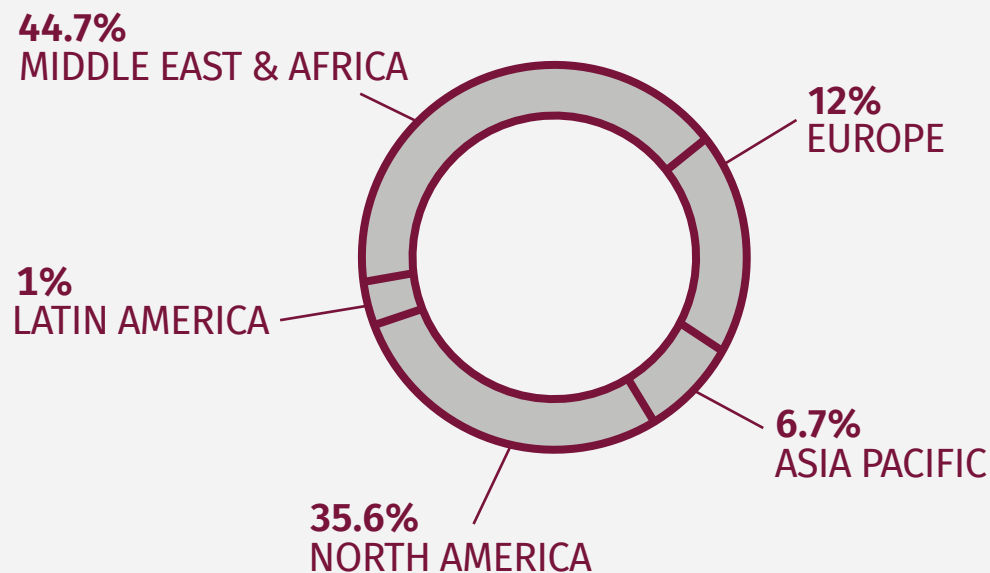
Josh Taylor-Dadds
2024 Grand Jury
Group Strategy Director
Special New Zealand



PIONEERING CREATIVE DELIVERED POWERFUL RESULTS

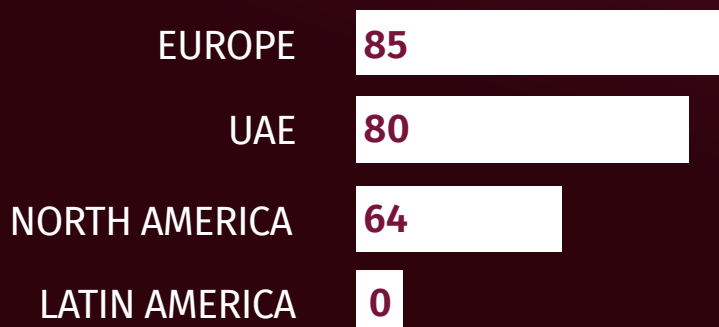
Innovative work from top agencies across six continents employed cutting-edge tactics to elevate global brands and achieve outstanding results.

PERCENTAGE OF TOTAL ENTRIES FOR EACH REGION



Award-winning campaigns tackled critical issues such as sexism, gender bias, and the impact of social media on children, driving meaningful change. Brands harnessed technology and compelling storytelling to grow market share and strengthen loyalty. Top-scoring initiatives utilized social media and digital out-of-home (DOOH) advertising to educate and engage audiences, employed advanced design to positively impact health, and built deeper brand connections while expanding market presence.

REGIONAL RANKINGS OF AWARDED CAMPAIGNS BY CUMULATIVE POINTS

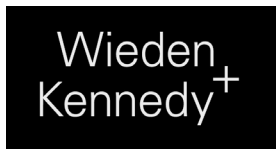


LEADING AGENCIES

Award-winning campaigns for esteemed brands achieved remarkable results, elevating global agencies to top positions in the AME Agency Report rankings.



United Kingdom



London, United Kingdom



USA

M U L L E N L O W E
MENA



Middle East UAE

SAATCHI & SAATCHI
Middle East UAE



New York, USA

“Effectiveness awards like the AME Awards upholds and reinforces some semblance of a global standard; exemplifying what strategists across the world ought to be competing against, if not surpass, as the discipline continues to take shape and cement itself.”

Adrian Tso
2024 Grand Jury
Chief Strategy Officer
DDB Group Hong Kong, China



AGENCY REPORT

1 OGILVY UK

THE REAL COST OF BEAUTY

Ogilvy UK claimed the top spot in this year's AME Awards rankings with their standout, results-driven campaign for Dove, "The Real Cost of Beauty." Their efforts garnered high praise, solidifying their position as a leader in the AME Report.

"The Real Cost of Beauty" was awarded AME's Campaign of the Year - Europe. This compelling three-minute film tells the story of Mary, a young girl who nearly died from an eating disorder. Aligned with the U.S. Kids Online Safety Act (KOSA), which addresses the mental health crisis in children exacerbated by social media, the campaign raised awareness and mobilized support for safer online spaces.

"The Real Cost of Beauty" also earned four Gold Towers, one Silver, and two Bronze. Another highlight, "Maaate" for the Mayor of London, contributed to the agency's top ranking and encouraged men to address misogyny.



RESULTS

11.1 BILLION IMPRESSIONS
MAKING IT DOVE'S MOST SHARED FILM EVER WITH EARNED MEDIA COVERAGE IN 119 OUTLETS

69M VIEWS

IT SURPASSED ITS GOAL BY MORE THAN DOUBLE

100K SIGNATURES IN SUPPORT OF KOSA.

“The constant exposure to toxic beauty content online is having a heartbreaking impact on the mental and physical well-being of kids and teens. We are deeply indebted to Mary and the other voices in the film for allowing us to tell their stories because it's critical that we come together as a society to create a safer, healthier online environment for younger generations. The magic happens when our agency capabilities and global network collaborate.”

Daniel Fisher
Chief Creative Officer, Ogilvy UK London



2 VML USA

OREO CODES

VML USA's impactful campaign "OREO Codes" for OREO (Mondelez International) brilliantly combined innovative technology with creative execution, earning the agency the number 2 rank.

Winning the prestigious Grand Award (Best of Show) and Campaign of the Year for North America, this break-through campaign was also honored with multiple AME Gold Tower awards.

To address the challenge of shoppers avoiding the cookie aisle, VML cleverly turned milk carton barcodes—resembling stacked OREO cookies—into scannable offers for OREO and milk at OREOCodes.com.

RESULTS

+22.3%

(+27.7% IN DOLLAR SALES)

REVERSED OREO UNIT SALES
DECLINE AT ABSCO, ACHIEVING

+32.1% GROWTH

(+39.8% IN DOLLAR SALES)



INCREASED OREO
COOKIE TRIPS BY

+18.4%

YEAR-OVER-YEAR

BOOSTED THE
NUMBER OF OREO
COOKIE BUYERS BY

+16.1%

YEAR-OVER-YEAR

“ We couldn't be prouder to receive this honor of Best of Show by AME for our OREO Codes campaign. This commerce-driven campaign was truly a team effort, and its creation wouldn't have been possible without our fabulous client partners at Mondelez International, and the incredibly talented team here at VML! ”

Manuel Borde
Global Chief Creative Officer
Commerce, VML USA



3 MULLENLOWE MENA

FIXING THE BAIS

MullenLowe MENA impressed the Grand Jury and earned the distinguished AME Campaign of the Year - Middle East & Africa for their groundbreaking “Fixing the bAIs” campaign, securing the agency’s spot at number 3 in the AME Report. This effective campaign tackled gender bias in AI datasets, which have historically undermined women’s representation and progress in the workplace. Client Aurora50, developed an inclusive image databank, removing gender metadata to prevent biased outcomes.

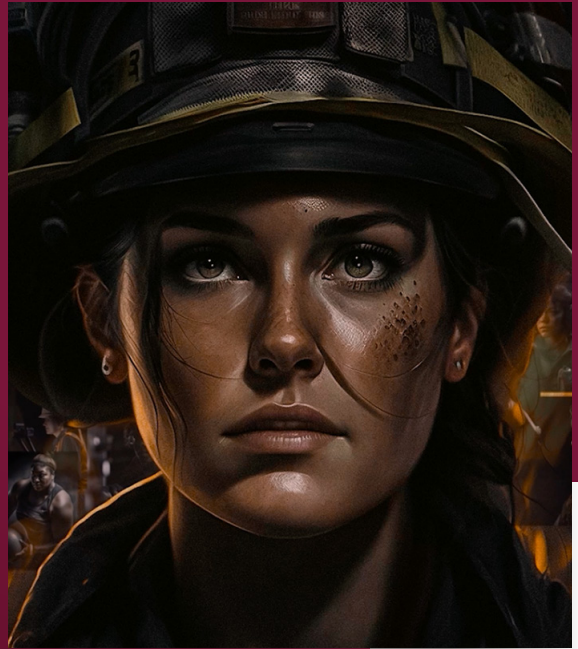
MullenLowe MENA’s “Fixing the bAIs” also won a Gold Towers, two Silver, and a Bronze.

RESULTS

THE CAMPAIGN CONTRIBUTED TO THE PASSING OF THE EU’S AI ACT, THE FIRST REGULATION TO DEEM BIASED DATASETS UNACCEPTABLE, ADOPTED BY

52 COUNTRIES
IN THE EUROPEAN PARLIAMENT

GLOBALLY RECOGNIZED AS A BENCHMARK FOR ADDRESSING GENDER BIAS IN AI, AND RECEIVED PRAISE FROM INSTITUTIONS LIKE CEIMIA AND MILA.



SET A WORLD RECORD FOR THE MOST PLEDGES IN

24 HOURS
FOR A GENDER EQUALITY
WORKPLACE INITIATIVE.

“ We are incredibly honored to have “Fixing the bAIs” recognized with the prestigious AME Campaign of the Year Award for the Middle East & Africa. This achievement is a testament to how real work, grounded in real data, can make a real difference. The campaign not only addresses pressing issues but also offers a robust solution, giving hope to underrepresented genders, races, colors, and ages in professional spaces.”

Perna Mehra

*Creative Director & Head of Art and Design
MullenLowe MENA*



4 LEO BURNETT MIDDLE EAST

PROTECTASBIH

Leo Burnett Middle East's pioneering "Protectasbih," the world's first sanitizing prayer beads, tackled a significant issue highlighted by the W.H.O.—60% of pilgrims to Mecca fall ill due to contact and spread illness when they return home. This product innovation, featuring 100% recyclable beads, was distributed to 65,000 guests on SAUDIA Airlines' flights and in lounges en route to Mecca, with an additional 35,000 beads given out across the city.

The impactful campaign earned two Gold Towers, two Silver, and one Bronze.



RESULTS

BOOSTED GLOBAL
BRAND LOVE FOR
SAUDIA AIRLINES BY

65%

100K+
PROTECTASBIHS
DISTRIBUTED

6.7 MILLION
IN EARNED MEDIA VALUE

1.5 MILLION
PILGRIMS
INDIRECTLY BENEFITED
ON THE GROUND

100K+
PILGRIMS WERE
DIRECTLY IMPACTED

#1 TRENDING IDEA
IN THE MIDDLE EAST DURING
THE UMRAH PILGRIMAGE
SEASON IN OCTOBER 2023

5 SAATCHI & SAATCHI MIDDLE EAST

SOUND AFFECTS

Saatchi & Saatchi Middle East claimed the 5th spot for their “Sound Affects” campaign. Everyday sounds like vacuum cleaners and electric razors can trigger PTSD episodes, commonly featured in entertainment. In partnership with Sixième Son, they transformed these sounds into a fundraising tool by creating a sound library that mimicked PTSD triggers. Media and entertainment professionals were invited to use them, with proceeds supporting NGOs aiding PTSD sufferers in conflict zones.

RESULTS

32%
OF COMPANIES
RESPONDED

36.3K
DOWNLOADS

+88%
INCREASE IN
DONATIONS
TO NGOS

\$3.4 MILLION
EARNED MEDIA VALUE FROM
A \$0 MEDIA BUDGET



6 WIEDEN+KENNEDY LONDON

ST. PATRICK'S DAY

Boosting the agency to the No. 6 position, Wieden+Kennedy's winning campaign, "St. Patrick's Day," cleverly hijacked the holiday to boost Kahlúa's presence by tapping into the rising trend of Espresso Martinis—a cocktail that relies on Kahlúa. The campaign encouraged revelers to swap their usual stout for an Espresso Martini. Despite a limited media budget and stiff competition, Wieden+Kennedy London positioned Kahlúa as a fresh alternative.



RESULTS

5.5M
VIEWS

IN ONE
WEEKEND
(MORE
THAN THE
POPULATION
OF IRELAND)

310M
EARNED REACH

300%
SALES UPLIFT VS
PREVIOUS YEAR

1050%
MORE ENGAGING
THAN COMPETITORS

+864%
INCREASE IN KAHLÚA'S WEB
TRAFFIC ON ST PADDY'S DAY

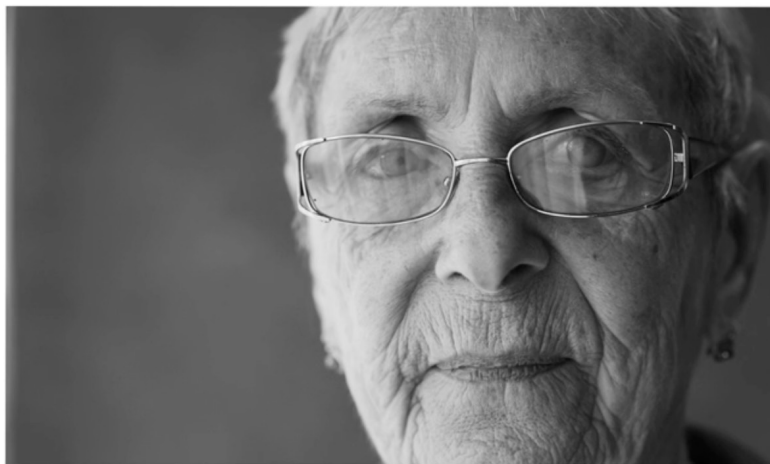
2.2M ESPRESSO
MARTINIS
AND PROVED THAT ST. PATRICK'S DAY
ISN'T JUST FOR PINTS!

3 ESPRESSO MARTINIS
SOLD EVERY SECOND DURING LAUNCH WEEK

7 GRABARZ UND PARTNER WERBEAGENTUR GMBH

2-WAY TIE AT SECOND GLANCE

Grabarz und Partner Werbeagentur GmbH's winning campaign, "At Second Glance," for the German Depression Aid Foundation challenged the common misconceptions of what depression looks like. Through a powerful DOOH and social media campaign, they raised awareness, educated the public, and encouraged those in need to seek help. The striking visual concept led viewers to confront their own biases, showing that depression doesn't always appear as sadness in someone's demeanor.



RESULTS

60M
IMPRESSIONS
IN JUST ONE MONTH

INQUIRIES FOR PROFESSIONAL
CONSULTATION ROSE

112%
(+62PP VS. GOAL)

81%
OF VIEWERS
RECOGNIZED THEIR INFORMATION GAP
AND SOUGHT OUT MORE DETAILS
(+31PPS VS. GOAL)

160%
INCREASE IN
ORGANIC ONLINE
ENGAGEMENT

7 OGILVY NEW YORK

TEAR THE PAPER CEILING

2-WAY TIE

“Tear the Paper Ceiling” for Opportunity@Work tackled degree discrimination, which locks over 70 million U.S. workers—mainly Black, Hispanic, and Veterans—out of job opportunities despite having in-demand skills. These individuals, known as STARs (Skilled Through Alternative Routes), are often overlooked by hiring algorithms and practices that dismiss candidates without a bachelor’s degree.

RESULTS

13 STATES
HAVE REMOVED DEGREE
REQUIREMENTS FOR
HUNDREDS OF
THOUSANDS OF JOBS.

BY AUGUST 2023, THE
CAMPAIGN WEBSITE HAD

1.7M
VISITORS
SOCIAL TRAFFIC
DURING ACTIVATION

FORMER PRESIDENT BARACK
OBAMA PRAISED THE CAMPAIGN,
RETWEETING AN ARTICLE AND
CALLING IT “AN EXAMPLE OF SMART
POLICY ELIMINATING UNNECESSARY
COLLEGE DEGREE REQUIREMENTS.”



#HIRESTARS

95M
IMPRESSIONS

#TEARTHEPAPERCEILING

102M
IMPRESSIONS

1,124
PRESS MENTIONS
REACHING A POTENTIAL
ONLINE READERSHIP OF
4.4B

“ In the vast ocean of creative awards, the AME Awards and other effectiveness awards carve out a unique space. Here, we can hold our work accountable and undertake the challenging task of demonstrating that our creative efforts truly deliver results.”

Kyle Duckitt
2024 Grand Jury
Head of Cultural Strategy
BBH Asia Pacific (Singapore)



“ We need our work to work, and more importantly, we need to understand why and how creativity works. Creativity is our superpower, and we need to keep making the case for it as such and advancing it.”

Alison Tilling
2024 Grand Jury
Chief Strategy Officer AUNZ
VML



BRAND REPORT

Pioneering global brands in 2024 took bold risks, working with the industry’s top agencies to craft strategic campaigns that delivered creative excellence and measurable impact on their bottom line.

2024’s AME Awards top-performing campaigns enhanced brand affinity while effectively delivering the brand’s message, leading to significant ROI. High-ranking efforts sparked engagement, brought together like-minded communities, championed meaningful causes, and helped brands serve as catalysts for cultural shifts. Brands embraced technology to entertain and drive interaction. Award-winning campaigns not only exceeded market share expectations but also delivered results far beyond industry benchmarks.

“ If the work was spectacular and creative but didn’t deliver on the brand and business KPIs, what’s the point of it? That’s why effectiveness awards like the AME Awards are so important – they evaluate the work based on both its effectiveness and its creativity.”

Anna Sadykova
2024 Grand Jury
Associate Business Director – Strategy & Insights
Leo Burnett Dubai
United Arab Emirates



1



Dove took an unconventional approach to promotion by celebrating real women of all ages, body types, and ethnic backgrounds. This trailblazing brand conveyed its powerful message through multiple channels, including television, print, billboards, and digital platforms.

RESULTS

69M **190**
VIEWS **OUTLETS**

Ogilvy UK London's progressive work for Dove propelled the global brand to the top spot in the AME Brand Report. The agency's bold 3-minute film, *The Real Cost of Beauty*, sheds light on the mental health crisis affecting children, exacerbated by social media pressures.

THE REAL COST OF BEAUTY IS DOVE'S MOST SHARED FILM TO DATE.

11.1 **BILLION**
IMPRESSIONS



“The intensity of the experience brings back memories of *Courage is Beautiful* and *Turn Your Back*. These campaigns are timely and important, and I am so proud *Cost of Beauty* has made a similar positive impact. Social content and filters might feel like a bit of fun, but they are potent tools that are destroying the self-esteem of millions of young girls.”— ”

Daniel Fisher
Chief Creative Officer
Ogilvy UK, London



2



Ranked No. 2 on the Brand Report, OREO (Mondelēz International, Inc.) is the world's top-selling cookie. OREO's strategic marketing combines creative advertising campaigns, a dynamic social media presence, eye-catching packaging, and impactful partnerships.

VML's impressive creativity came to life in their campaign OREO Codes, which highlighted how milk carton barcodes resemble stacked OREO cookies and used this insight to tackle declining traffic in the center aisles of grocery stores where cookies are shelved.



RESULTS
+32.1%
GROWTH

+39.8%
IN DOLLAR SALES

BOOSTED COOKIE BUYERS

+16.1%
YEAR-OVER-YEAR

**REVERSED THE DECLINE IN
OREO UNIT SALES AT ABSCO**

“This commerce-driven campaign was truly a team effort, and its creation wouldn't have been possible without our fabulous client partners at Mondelez International, and the incredibly talented team here at VML!”

Manuel Borde
Global Chief Creative Officer, Commerce
VML USA



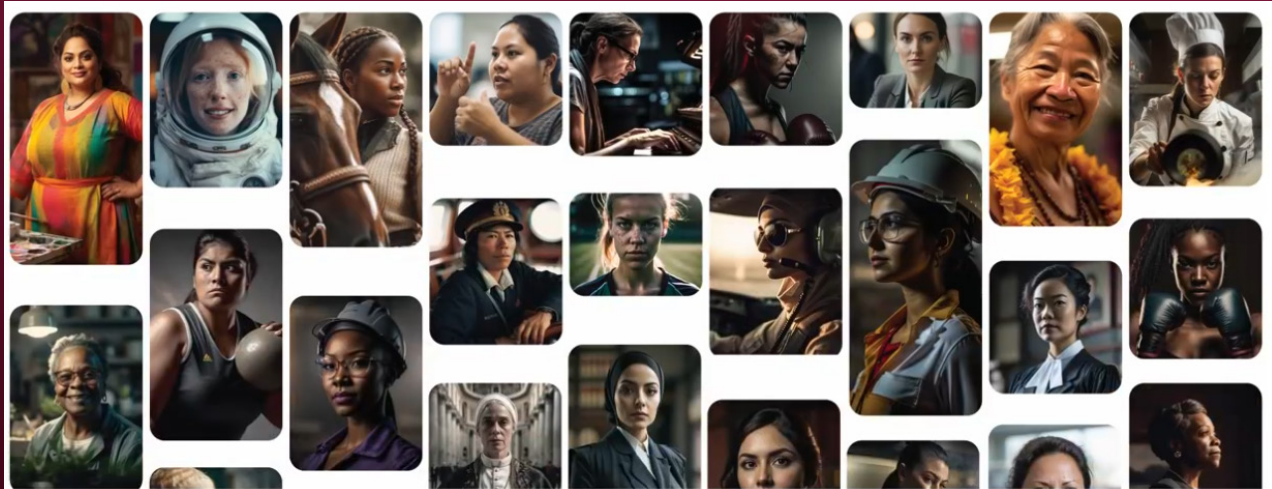
3



At number 3, Aurora50 is a DEI impact agency based in the Middle East that is dedicated to helping corporate clients achieve their diversity and inclusion goals.

“Fixing the bAIs,” the results-driven campaign created for Auror50 by MullenLowe MENA, tackled biased datasets in AI that reinforce gender stereotypes, hinder women’s representation, and undo years of workplace progress. To counter this, Aurora50 developed an extensive databank of inclusive, diverse images of women in various professions, addressing the shortcomings in AI.

The campaign played a pivotal role in the passage of the EU’s AI Act, the first regulation to deem biased datasets unacceptable, adopted by 52 countries in the European Parliament and set a world record for the most pledges to a gender equality workplace initiative within 24 hours.



“ This achievement is a testament to how real work, grounded in real data, can make a real difference. The campaign not only addresses pressing issues but also offers a robust solution, giving hope to underrepresented genders, races, colors, and ages in professional spaces. ”

Prerna Mehra
Creative Director & Head of Art and Design
MullenLowe MENA

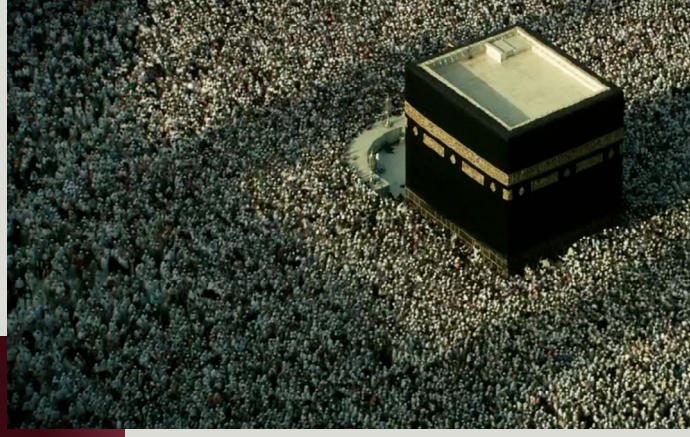


4



Saudia

Ranked No. 4, SAUDIA Airlines is the flag carrier of Saudia Arabia, providing scheduled domestic and international flights to over 100 destinations in the Middle East, Africa, Asia, Europe and North America.



Leo Burnett Middle East's powerfully effective campaign "ProtecTasbih," launched the world's first sanitizing 100% recyclable prayer beads. The innovative product was distributed to 65,000 guests on SAUDIA Airlines' flights and lounges en route to Mecca, with an additional 35,000 distributed across the city in an effort to help keep pilgrims traveling to Mecca healthy.

RESULTS

6.7M EARNED MEDIA VALUE

65% BOOSTED GLOBAL BRAND LOVE FOR SAUDIA AIRLINES

#1 TRENDING IDEA IN THE MIDDLE EAST DURING THE UMRAH PILGRIMAGE SEASON IN OCTOBER 2023

5

MAYOR OF LONDON

Ranked No. 4, the Mayor of London addressed male violence toward women by partnering with Ogilvy UK. Together, they engaged 18-24-year-old men in challenging misogyny, using the word 'Maaate' to encourage calling out offenders. On behalf of the Mayor, Ogilvy UK seeded the word into popular culture. With stand-up comic Romesh Ranganathan on board, a video on the topic garnered 2.5 million views.



RESULTS

An interactive film and OOH advertising demonstrated how effective the initiative could be. The campaign dominated nearly every tabloid and broadsheet.

BBC RADIO
BBC NEWS
NATIONAL TV

3.5B OF AN EARNED REACH

3X MENTIONS OF MEN ACTIVELY COMBATING MISOGYNY

2X THE WORLD CUP FINALS

ONLINE CONVERSATIONS AMONG MEN DISCUSSING MISOGYNY INCREASED BY

15%

6



Coming in at No. 6, the popular brand Kahlúa, originating from Veracruz, Mexico, is a key ingredient in classic cocktails like the Espresso Martini.

Wieden+Kennedy London was tasked with expanding Kahlúa's consumption occasions and saw an opportunity to leverage the growing popularity of Espresso Martinis, where Kahlúa plays a starring role.



RESULTS

5.5M MORE THAN THE VIEWS IN JUST ONE WEEKEND OF IRELAND
POPULATION

1050%
MORE ENGAGING THAN COMPETITORS

2.2M
ESPRESSO MARTINIS SOLD

300%
SALES INCREASE OVER THE PREVIOUS YEAR

10M
IN EARNED REACH

7



SIXIÈME SON

Sixième Son, a global leader in sonic identity design guides their clients in designing their sonic brands and developing musical ecosystems, helping to create more competitive and differentiated identities.

Saatchi & Saatchi's creative campaign for Sixième Son, "Sound Affects," harnessed Sixième Son's expertise to transform traumatic sounds into a new funding source for organizations supporting the healing of PTSD victims. A library of sound effects was created that mimic PTSD triggers, that turned these triggers from sources of pain into sources of support.



RESULTS

+32%
RESPONSE RATE FROM COMPANIES

DOWNLOADS OF
36,300

DONATIONS TO NGOS INCREASED BY

88%
COMPARED TO USUAL DONATION LEVELS.

\$3.4M
IN EARNED MEDIA VALUE

ACHIEVED WITH A \$0 MEDIA BUDGET

8

REGIONAL
**STIFTUNG DEUTSCHE
DEPRESSIONSHILFE
UND SUIZIDPRÄVENTION**



Grabarz und Partner’s campaign for the German Depression Aid Foundation shined a spotlight on their mission to raise awareness on the widespread disease of depression. “At Second Glance” utilized dynamic DOOH and social media strategies to raise awareness and educate the public on confronting their biases, emphasizing that depression doesn’t always manifest as visible sadness.

RESULTS

INQUIRIES FOR PROFESSIONAL CONSULTATION SURGED BY

+112%

+62 PERCENTAGE POINTS VS. GOAL

81% OF VIEWERS RECOGNIZED THEIR INFORMATION GAP

+31 PERCENTAGE POINTS VS. GOAL

+160M

OVERALL IMPRESSIONS IN JUST ONE MONTH

+160% INCREASE IN ORGANIC ONLINE IMPRESSIONS COMPARED TO THE SIX-MONTH AVERAGE

+50%

TOOK SELF-TESTS TO ASSESS THEIR MENTAL HEALTH

+30 PERCENTAGE POINTS VS. GOAL

9



The non-profit Opportunity@Work is on a mission to combat degree discrimination and rewire U.S. labor markets so that all individuals Skilled Through Alternative Routes (STARs) can work, learn, and earn to their fullest potential. Over 70 million U.S. workers—predominantly Black, Hispanic, and Veterans—possess in-demand skills yet are often overlooked by hiring algorithms and practices that disregard candidates without a bachelor’s degree. Ogilvy New York’s “Tear the Paper Ceiling” campaign helped the brand gain significant traction in raising awareness.

RESULTS

BY AUGUST 2023 THE CAMPAIGN WEBSITE ATTRACTED

1,124 PRESS MENTIONS

1.7M VISITORS

#HIRESTARS
#TEARTHEPAPERCEILING
102M **95M**
IMPRESSIONS IMPRESSIONS

13 STATES

REMOVED DEGREE REQUIREMENTS FOR HUNDREDS OF THOUSANDS OF JOBS

REACHED A POTENTIAL ONLINE AUDIENCE OF **4.4B**

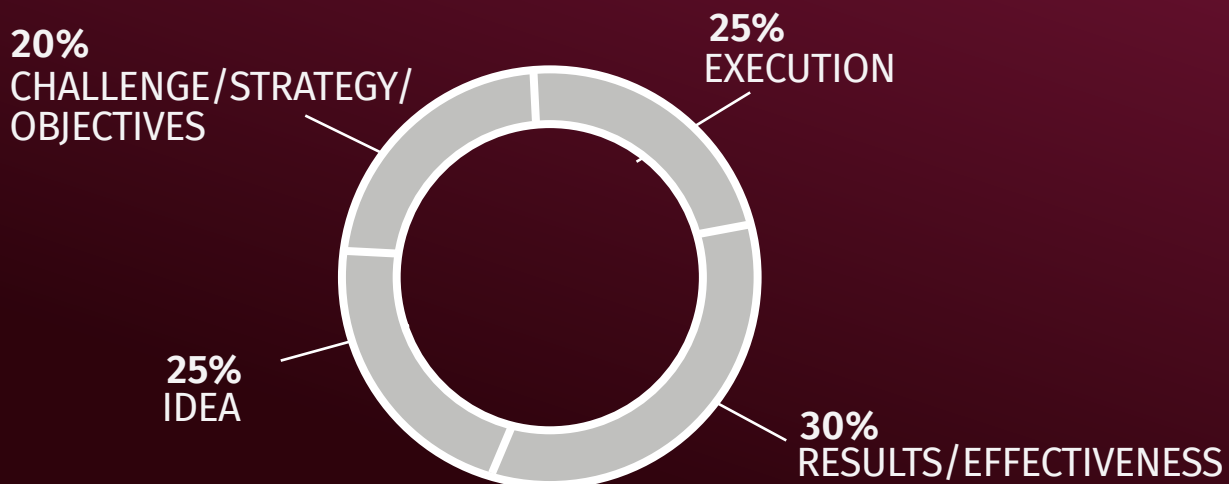
“Effectiveness competitions like the AME are crucial to changing this conversation because they provide tangible cases that help marketers build the business case for creativity.”

Christian Budtz
2024 Grand Jury
Executive Strategy Director
Accenture Song Denmark



AME SCORING

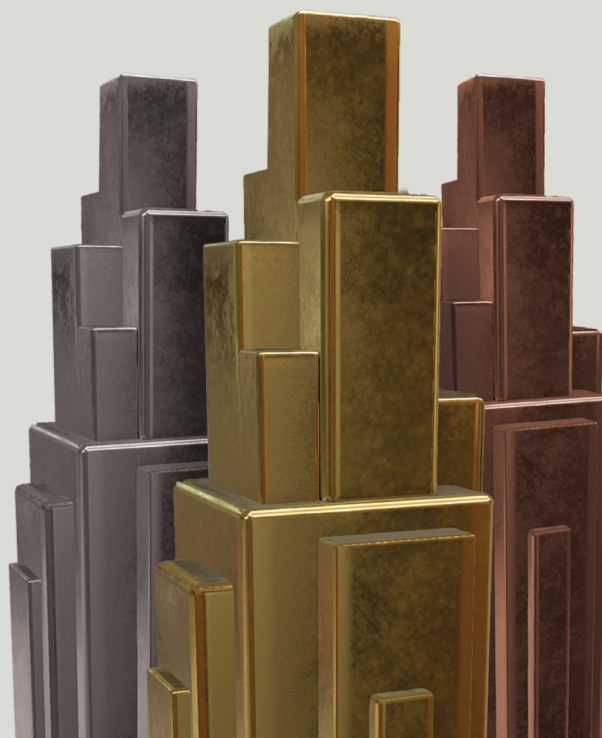
The AME Awards Grand Jury evaluated all of the 2022's competition entries based on four specific criteria, each weighted by importance



The AME Grand Jury results are featured in the annual AME Report, a creative ranking system based on points earned for winning entries, highlighting the top agencies and brands in this year's competition.

RANKING SYSTEM

GRAND TOWER <i>BEST OF SHOW</i>	21 POINTS
CAMPAIGN OF THE YEAR <i>REGIONAL</i>	15 POINTS
GOLD TOWER	8 POINTS
SILVER TOWER	5 POINTS
BRONZE TOWER	3 POINTS
FINALIST	1 POINT



NEWYORKFESTIVALS®
AME AWARDS

Gayle Seminara Mandel

VP, Executive Director, AME Awards

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