



THE WORLD'S BEST DIRECT MARKETING

The Won Report was founded in 2003 by Patrick Collister. It produces annual rankings of the world's best direct marketing campaigns and agencies as measured by the quantity and quality of awards won.

In 2006, The Won Report was widened out into The Big Won (www.thebigwon.com) to look at all awards across all media. As the nature of advertising changes, so agencies are blurring the distinctions between above-the-line and below-the-line campaigns.

The Big Won monitors these shifts and was able to note in 2006, for instance, that of the 10 top digital agencies in the world, 7 were so-called 'traditional' agencies.

As campaigns – and agencies – become genuinely integrated, only The Big Won is able to monitor what they win and measure their 'total' creativity. Thus in 2006, Lowe Hunt, Sydney, won awards in Direct, Promo, Digital, Guerilla Marketing, Press, Poster and TV categories and was one of the most garlanded campaigns in the world – yet was not represented strongly in The Gunn Report, say.

In 2007, the most awarded piece of work in the world was Dove 'Evolution', which won major awards in Direct, Digital and TV categories.

In response to requests from Direct agencies around the world that their specific contributions to marketing communications be recognised, The Won Report continues to run as a standalone offering – though a part of The Big Won.

The Won Report is an analysis of the awards won only in Direct Marketing shows or in Direct Marketing categories of shows.

The Won Report 2008 is based on the records of 1,019 awards won in 2008 at international, regional and local shows.

Points are allocated according to the nature of the award won, with more points going to a Gold than to a Silver or a Bronze. In addition, awards shows are arranged in four tiers of importance.

Tier One shows are the global shows – such as Cannes and, for Direct, the Caples, among others.

Tier Two shows are the semi-global shows.

Tier Three are the regional shows – such as EPICA in Europe, AdFest in Asia-Pacific, Golden Drum in Eastern Europe, Dubai Lynx etc.

Tier Four are local shows – in the UK, the BIG Awards, for instance, or AMDIA in Argentina, Columbus Awards in Austria, and so forth.

It is possible for an agency to secure a reasonable ranking in The Won Report based on local and regional shows alone and in 2008, CP Comunicacion Argentina is the No.2 agency in the world after very strong performances in Spanish-speaking shows.

The Won Report and The Garden

In 2008, The Big Won has been partnered by the UK-based search and recruitment company The Garden Partnership, run by Alison Parker, ex-MD of Tribal DDB, and Mark Rapley, ex-DDB and Claydon Heeley.

www.thebigwon.com is able to track and rank the performance of top creative talent around the world. Creatives wishing to know their individual position in the global tables by media category or by country will be able to find out at The Big Won website in early 2009 or if they contact The Garden Partnership – info@thegardenpartnership.com.

Alison Parker says: “We are very excited about www.thebigwon.com will be able to do for both us and for the agencies we work with, helping us get the work of candidates in front of Creative Directors and CEO’s anywhere in the world in a quick click.”

About Patrick Collister

Once the Vice Chairman and Executive Creative Director of Ogilvy & Mather, London, Patrick is now the Editor of Directory magazine – a quarterly showcase of the world’s most interesting DM (www.directnewideas.com) – and manages to find time to run training programmes for clients and agencies out of Creative Matters Ltd (www.creative-matters.com)

Observation about Direct in 2008

Germany continues its ascendancy in the creative firmament while the UK descends. OgilvyOne Frankfurt has not performed as strongly in 2008 as in former years but remains an agency with a formidable reputation.

Shackleton has only been in existence for four years and has been the top performing agencies for two of those. This year it has outscored the next-best agency almost three times. An astonishing display of creativity in Direct, using all media.

Intriguing to note how Wunderman UK no longer features in the rankings after the departure of Steve Harrison from the agency.

Proximity London has been a Top 10 agency in The Won Report since 2003, showing commendable consistency.

There are two kinds of Direct, it seems. There is Direct Direct, which is data-based and makes something of a science out of segmentation modelling.

Top campaigns of this sort in 2008 would include Proximity London’s B to B mailing “Chocolate Letter”, Hjaltelein Copenhagen’s “Log Cabin” idea for City Post and Heye + Partner’s “Ideas Graveyard” for Getty Images.

Then there is Indirect Direct, which is when ‘traditional’ agencies use response-sensitive media in order to measure the results of what are, essentially, brand campaigns.

Lowe + Rivet Australia’s campaign for MTV in Australia, “Welcome Snoop” is an example of this, as is JWT London’s campaign for MTV’s Anti-Slavery push, “Four Continents” and BMF’s “696 Project” work for Tooheys Extra Dry.

There is a space between where Direct and Brand comms used to be and agencies of all persuasion are trying to move into it, with the potential for conflict within agency groups as the ‘above-the-line’ agency and its ‘below-the-line’ siblings both try to populate it.

(The Big Won blog has written about this in the context of ‘The Vertical Line’ theory. See www.thebigwon.com)

The Won Report rankings 2008

Top agencies for Direct Marketing 2008

| | | |
|-----|----------------------------|-----|
| 1. | Shackleton, Madrid | 279 |
| 2. | CP Comunicacion Argentina | 84 |
| 3. | Mark/M&C Saatchi, Sydney | 78 |
| 4= | Heye & Partner, Hamburg | 72 |
| 4= | Proximity London | 72 |
| 6. | Salem Sao Paulo | 70 |
| 7. | CP Proximity Spain | 67 |
| 8. | Jung von Matt, Hamburg | 66 |
| 9= | Ogilvy Frankfurt | 64 |
| 9= | BMF Sydney | 64 |
| 11. | Lowe + Rivet, Australia | 60 |
| 12. | Proximity BBDO France | 56 |
| 13. | Proximity/BBDO Malaysia | 54 |
| 14. | Giovanni DraftFCB Brazil | 52 |
| 15. | AIM Proximity Auckland, NZ | 51 |
| 16. | OgilvyOne Spain | 48 |
| 17. | McCann Direkte, Norway | 46 |
| 18. | Saatchi & Saatchi, Sydney | 44 |
| 19= | DDB Germany, Hamburg | 42 |
| 19= | Proximity Germany | 42 |
| 19= | Ogilvy Argentina | 42 |

Top agency networks for Direct Marketing

| | | |
|-----|---------------------|------|
| 1. | Proximity Worldwide | 573 |
| 2. | Ogilvy Worldwide | 382 |
| (3. | Shackleton | 279) |
| 3. | DDB Worldwide | 240 |

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|-----|-----------------------------|-----|
| 4. | Wunderman Worldwide | 180 |
| 5. | DraftFCB Worldwide | 154 |
| 6= | Rapp Collins Worldwide | 146 |
| 6= | Saatchi & Saatchi Worldwide | 146 |
| 6= | Lowe Worldwide | 146 |
| 9. | BBDO Worldwide | 130 |
| 10. | Leo Burnett Worldwide | 105 |
| 11. | RMG Connect Worldwide | 96 |
| 12. | McCann Erickson Worldwide | 94 |
| 13. | Jung von Matt Group | 84 |
| 14. | TBWA\Tequila Worldwide | 60 |
| 15. | Publicis Worldwide | 50 |
| 16. | Bates Worldwide | 41 |
| 17. | MRM Worldwide | 38 |
| 18. | Atento Group | 36 |
| 19. | Grey Worldwide | 27 |
| 20. | Y&R Worldwide | 18 |

Top holding companies by Direct Marketing 2008

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|----|-------------------------|------|
| 1. | Omnicom | 1166 |
| 2. | WPP | 947 |
| 3. | Interpublic | 346 |
| 4. | Publicis | |
| 5. | M&C Saatchi Worldwide | |
| 6. | Cossette Communications | |
| 7. | Havas | |
| 8. | Aegis Group | |

Top countries for Direct Marketing 2008

| | | |
|-----|----------------------|-----|
| 1. | Germany | 616 |
| 2. | Spain | 522 |
| 3. | Australia | 471 |
| 4. | Canada | 374 |
| 5. | UK | 369 |
| 6. | Brazil | 332 |
| 7. | New Zealand | 298 |
| 8. | Argentina | 268 |
| 9. | France | 227 |
| 10. | USA | 195 |
| 11. | Malaysia | 160 |
| 12. | Netherlands | 135 |
| 13. | Sweden | 131 |
| 14. | Norway | 130 |
| 15= | Belgium | 114 |
| 15= | Ireland | 114 |
| 17. | United Arab Emirates | 107 |

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|-----|---------|-----|
| 18. | Denmark | 100 |
| 19= | Austria | 88 |
| 19= | Chile | 88 |

In association with The Garden

Top Executive Creative Directors for Direct Marketing 2008

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|-----|------------------|-------------------------------|
| 1. | Alfonso Marian | Shackleton, Madrid |
| 2. | Enric Nel-Lo | Shackleton, Madrid |
| 3. | Warren Brown | BMF, Sydney |
| 4. | Juan Nonzioli | Shackleton, Madrid |
| 5. | Esteban Lorenzut | CP Comunicacion Argentina |
| 6. | Detlef Rump | Proximity Germany |
| 7. | Mike O'Sullivan | Saatchi & Saatchi New Zealand |
| 8. | Stefan Schulte | BBDO Dusseldorf |
| 9. | Chafic Haddad | JWT Dubai |
| 10. | Nancy Vonk | Ogilvy, Toronto |

Top Creative Directors for Direct Marketing 2008

| | | |
|----|---------------|--------------------------|
| 1. | Fede Arce | Shackleton, Madrid |
| 2. | Oscar Moreno | Shackleton, Madrid |
| 3. | Dejan Rasic | Lowe + Rivet |
| 4. | Andreas Klemp | Heye + Partner |
| 5. | Juan Nonzioli | Shackleton, Madrid |
| 6. | Simon Langley | BMF, Sydney |
| 7. | Gavin McLeod | Mark/M&C Saatchi, Sydney |
| 8. | Marcel Salem | Salem, Sao Paulo |
| 9= | Joost Berends | Mortierbrigade, Brussels |
| 9= | Jens Mortier | Mortierbrigade, Brussels |

Top copywriters in Direct Marketing 2008

| | | |
|-----|-----------------|----------------------------|
| 1. | Nerea Cierco | Shackleton + Proximity |
| 2. | Xavi de la Cruz | Shackleton + Proximity |
| 3. | Howard Collinge | Lowe + Rivet |
| 4. | Nacho Guillo | Shackleton |
| 5. | Marcio Salem | Salem, Sao Paulo |
| 6= | Caroline Ellert | Jung von Matt, Hamburg |
| 6= | Clinton Manson | Lowe Bangkok |
| 6= | Mariana Iturbe | CP Comunicacion, Argentina |
| 9. | Victor G Hoz | Shackleton, Madrid |
| 10. | Juan Nonzioli | Shackleton, Madrid |

Top Art Directors in Direct Marketing 2008

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|---------------------|------------------------|
| 1. Sergio Gill | Shackleton, Madrid |
| 2. Celia Martinez | Shackleton, Madrid |
| 3. Shane Bradnick | Mark/M&C Saatchi + BMF |
| 4. Rebecca Carrasco | Lowe + Rivet, Sydney |
| 5. Flavio Takahashi | Salem, Sao Paulo |
| 6. Felipe Pavani | Salem, Sao Paulo |
| 7. Victor Aguilar | Shackleton, Madrid |
| 8. Dominic Stallard | Lowe, Bangkok |
| 9. Alfredo Encisco | JWT Costa Rica |
| 10. Nieves Barrajon | Shackleton, Madrid |