

T H E G U N N R E P O R T

Launch of The Gunn Report 2010 and www.gunnreport.com

The results of The Gunn Report 2010 were announced today at the IAA business lunch at The Mandarin Oriental, London.

Ian Barber, Director of Communications for the Advertising Association commented,

"The Gunn Report is an important industry Bellwether and demonstrates the value of the media creativity industry to the global economy. Fostering healthy competition between agencies on an international level serves to raise the game and encourages the industry to produce creative work of an increasingly high standard."

Prior to presenting the key findings of The Gunn Report 2010, Donald Gunn, founder of The Gunn Report, commented,

"We are grateful to the IAA for giving us this platform to launch The Gunn Report 2010. Our function in life is to identify the best new work in the world each year, to identify who is doing it, and to celebrate both. We are honoured that the industry entrusts us to fulfil this task."

BBDO were revealed as Network of the Year for the 5th year in a row and 8th time in 12 years; and AlmapBBDO (Sao Paulo) was named Agency of the Year. Top honours for Digital Agency was shared by 2 Swedish Agencies - DDB Stockholm and Forsman & Bodenfors (Gothenburg).

Agencies from four different countries took top honours in TV, Print, Digital and All Gunns Blazing. Canal+ "Closet", BETC Euro RSCG (Paris) won by a substantial margin in TV and was the first French ad to win the TV table. Dixons.co.uk "Sandals"/"Middle England"/"Piers" & campaign, M&C Saatchi (London) was also a clear winner in Print. Ikea "Facebook Showroom", Forsman & Bodenfors (Gothenburg) was the most successful of 3 campaigns from Sweden in the top 5 in Digital and the Nike Livestrong campaign, Wieden+Kennedy (Portland) was the most awarded in All Gunns Blazing.

USA and UK were once again 1 and 2 in the Countries table. One new country joined the top 25 in 2010 – Turkey – thus bringing the total number of Countries to ever appear in this table up to 37.

Advertiser of the year was Volkswagen for the 10th year out of 12. Nike is the only other advertiser to also appear in the table every year.

MJZ topped the Production Companies table and is now the most successful Production Company in the 12 years of The Gunn Report. Thanonchai Sornsriwichai remains the most successful Director, topping the Directors table for the sixth time.

The Guest Editor for 2010 was Marcello Serpa, Partner and Creative Director of Almap BBDO. He contributed his own personal commentary on The Report and chapters on the

most awarded work in the Film, Print, Digital and All Gunns Blazing tables. He is also involved in making the final selections for The Showreel of The Year.

The Gunn Report year has changed and going forward will cover the calendar year January-December. In this transition year the shows from 2010 and the last quarter of 2009 were taken in to account when compiling the results.

The Gunn Report 2010 Tables and Commentaries are viewable online at newly re-launched www.gunnreport.com. The subscription website includes the entire 12 year database of Gunn Report Tables, a fully searchable library of all the advertising that has ever appeared in these Tables, Donald Gunn's TV Library which archives the best commercials of all-time going back to the 1960's, Proprietary Research on creativity and effectiveness, Guest Essays from 25 of the most exceptional advertising thinkers of our time and much more. The essential resource for information and inspiration.

The Gunn Report & Showreel of The Year 2010 will be published in March.

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