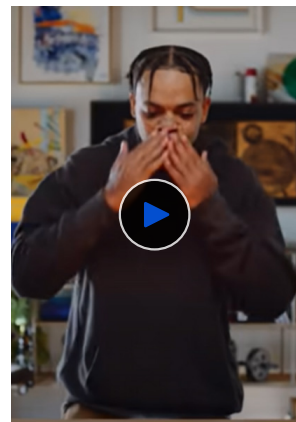


KANTAR

CREATIVE EFFECTIVENESS AWARDS 2022

DIGITAL TOP 10

Our digital winners celebrate creative content across nine markets and six categories. From Colombia to China, from finance to food. Content that not only makes people stop what they are doing to pay attention, but also contributes to the brand in the short and long term.



#1

PASSERINE

eBay

Rare Drops

USA



#2

Digitas

KitchenAid

Make to Stand Out

Australia



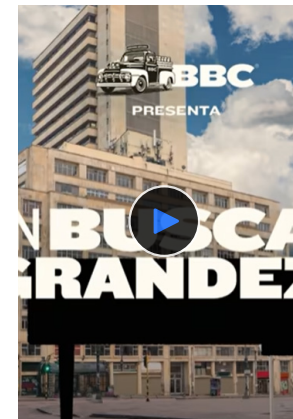
#5

GSD&M

Capital One

Magic

USA



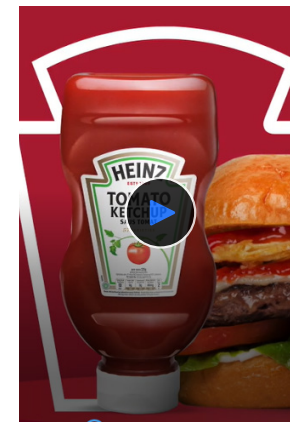
#6

LIT

BBC

En busca de la grandeza, capítulo 6

Colombia



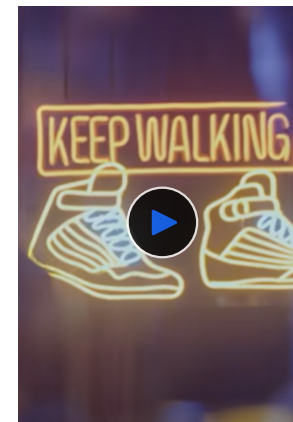
#7

BBH India, Publicis
Groupe Indonesia

Heinz

Heinz, Perfect Match

Indonesia



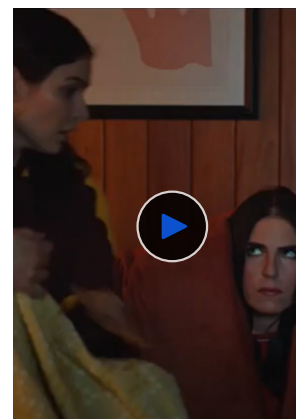
#8

VIRTUE (Creative Lead)
and STORY TELLER
(Production Lead)

Johnnie Walker

Johnnie Walker
Love for the Street

Thailand



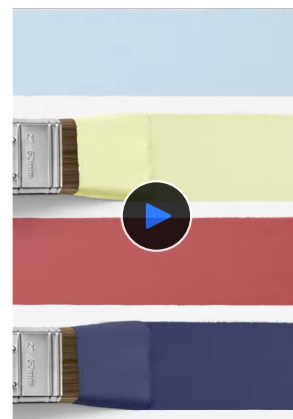
#3

Ogilvy

Rappi

Las cervezas déjaselas
a Rappi YT

Mexico



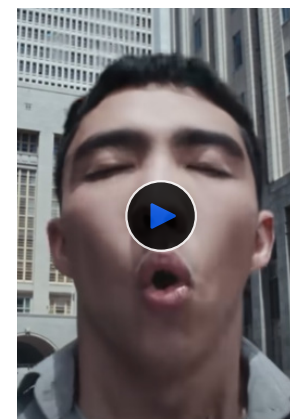
#4

Redwood

Dulux

Colour of the Year:
Brave Ground Teaser

United Kingdom



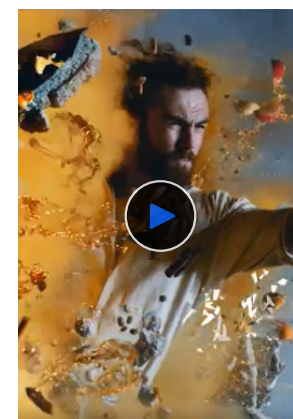
#9

BBH

Mentos

GL Mentos - Yes to Fresh

Japan



#10

CPB London

The Glenlivet

Against the Tide

Chinese mainland