

KANTAR

CREATIVE EFFECTIVENESS AWARDS 2023

DIGITAL/SOCIAL TOP 10

Our digital and social winners this year bring creative content from eight markets, eight categories and four channels. From Chile to China, towels to toys, Instagram to TikTok.

Successful content using clever techniques of memory building through shape, music vibes, ethereal colour and light. At the same time, they work within channels to grab attention via humour and positive inclusion and diversity to deliver their brand's message both now and into the future.



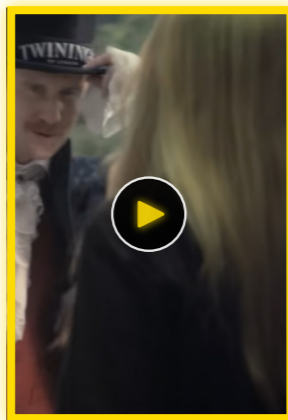
#1

VCCP

Cadbury Dairy Milk

Garage 30s Digital

Canada



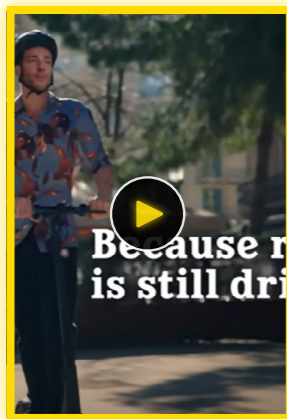
#2

Saatchi & Saatchi Italy /
adapted by Raya Chile

Twinings (Italy)

Tealand - YouTube

Chile



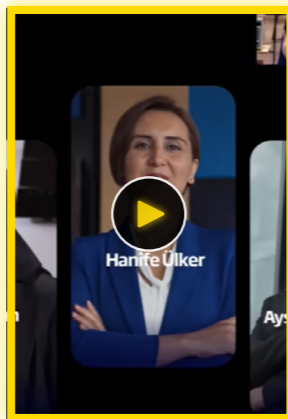
#3

PUBLICIS ITALY/LePub

Heineken 0.0

When you drive never drink
(Riding is still driving)

Netherlands



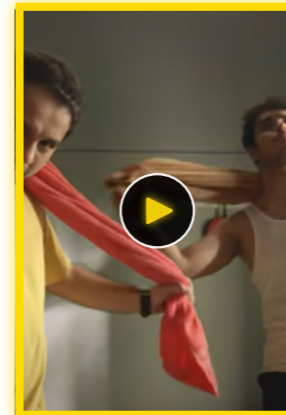
#4

Rafineri

Beko

Beko 100 Kadın Bayi

Turkey



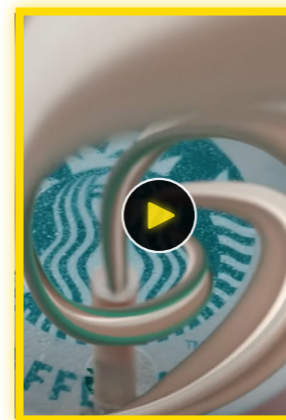
#5

Ogilvy

Welspun

Welspun QuikDry Towel Ad

India



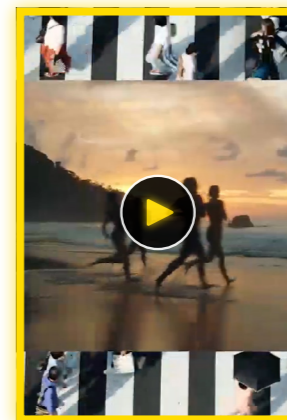
#6

Landor & Fitch

Starbucks

Starbucks chilled
coffee - Digital Video

United Kingdom



#7

W&K (Portland)

Corona

And Relax

Chile



#8

Accenture & TAG

Lurpak

Lurpak: The Cook
Makes Christmas

United Kingdom



#9

The LEGO Agency

The LEGO Group

Small Toy, Big Joy

USA



JOINT
#10

Publicis Conseil

Raffaello Ice Cream

Raffaello Me Moment

France



JOINT
#10

ookini

Viennetta

Y2022 Viennetta Golden
Stick Digital Copy

China

GET IN TOUCH

We'd love to talk to you about how testing your creative is the best way to ensure success especially for those oh-so-last minute digital ads.

kantarc.com/creative-effective