

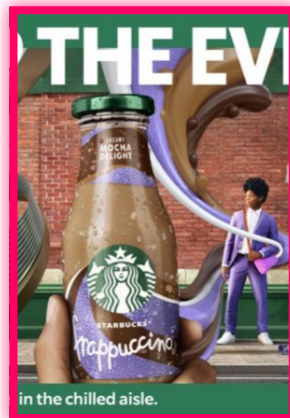
KANTAR

CREATIVE EFFECTIVENESS AWARDS 2023

PRINT/OUTDOOR TOP 10

Covering six markets and nine categories, our print and digital outdoor winners this year come from the UK to the USA, from vitamins to video on demand.

Our winners illustrate the power of creative in conveying a message and delivering a lasting impression of the brand, in just a few seconds. Simplicity, style and sustainability are some of the trends we see in this year's winners as they showcase how to deliver a message with creative effect.



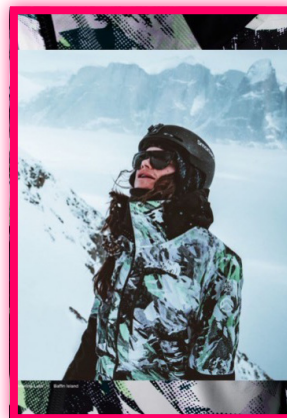
#1

Landor & Fitch

Starbucks Chilled Coffee

Starbucks chilled
coffee – OOH

United Kingdom



#2

The North Face
Creative Team

The North Face

It's More than a Jacket
– Summit Series

United Kingdom



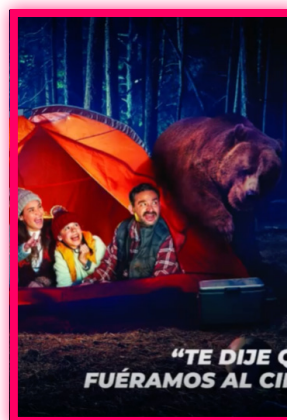
#3

Martin et Karczinski

Occhio

Largo

Germany



#4

TERÁN TBWA

CINÉPOLIS

SURE IS A GREAT PLAN
– CAMP VERSION

Mexico



#5

BLT

Prime Video

Hotel Transylvania 4 –
Monster Mania Key Art

Italy



#7

DDB

Neutrogena Retinol Pro Plus

NTG Elixir Print Ad

USA



#6

BBDO

Buchanan's Two Souls

La unión de dos grandes
de Buchanan's Two Souls

Mexico



#8

Butler, Shine, Stern &
Partners (BSSP)

Amazon Business

Amazon Business Smart
Business Buying Brand
Awareness Campaign

USA



#9

Patte Blanche

ARCA – Alliance pour le
Recyclage des Capsules
en Aluminium

Quand on le sait, on le fait

France



#10

Mægnets Marketing- &
Vertriebsberatungs GmbH

milgamma protekt

„Wie die Bunten Füße Opa
zum Arzt brachten“

Germany

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