



The World's best communications as ranked by the quantity and quality of awards won

The Big Won, in association with the UK's leading recruitment agency for creative talent The Garden Partnership, has analysed the entire Cannes 2009 Advertising Festival shortlists and winners lists to produce rankings of top people as well as top campaigns, top agencies and top networks.

The information can be diced any number of different ways: top creatives in digital or traditional media, top agencies by country as well as by media category. If you have any questions, please email patrick@thebigwon.com or phone +44 (0)1622 884712.

The best-performing agencies tend to be those that produce ideas across all media categories. 'Traditional' agencies are being left behind by those that create integrated campaigns that run across all categories of media.

Saatchi & Saatchi's "Dance" for T-Mobile, for instance, was the UK's best-performing piece of creative work, winning Gold in Direct as well as in Film and winning Silvers in both Media and Cyber categories not to mention several Bronzes including one for Titanium/Integrated.

For the UK, the story is that though no individual piece of work other than "Dance" dominated the awards, overall the UK came in at No.2 in the table of countries. So while there is some hand-wringing about declining standards, it seems that they are still pretty high – even if there are no Grand Prix winners other than AKQA's effort for Fiat in the Cyber category.

Looking at the rankings of award-winning individuals, it also looks to be true that the UK remains a magnet for creative talent from around the world with creatives from Argentina, Brazil, Sweden, Spain and the USA all helping London agencies win awards.

Top Chief Creative Officers

1. Sergio Valente	DDB Brazil	160
2. Amir Kassaei	DDB Germany	140
3. Marcello Serpa	Almap BBDO Sao Paulo Brazil	134
4. Gerry Graf	TBWA Chiat Day, New York, USA	118
5. Piyush Pandey	Ogilvy & Mather India	104
6= Gilles Fichteberg	CLM BBDO, France	96
6= Jean-Francois Sacco	CLM BBDO, France	96
8= Anne de Maupeou	Marcel, Paris, France	88
8= Frederic Temin	Marcel, Paris, France	88
10= David Lubars	BBDO New York, USA	86

10= Gerry Human	Ogilvy Capetown, South Africa	86
12. Judy John	Leo Burnett, Toronto, Canada	72
13. Arno Lindemann	Jung von Matt, Germany	70
14. Martin Pross	Scholz & Friends, Germany	66
15. Pablo Gil	Grey Argentina	64
16. Bill Bruce	BBDO New York, USA	62
17. Bernhard Lukas	Jung von Matt, Germany	60
18= Harvey Marco	JWT New York, USA	56
18= KV Sridhar	Leo Burnett New Delhi, India	56
20. Andy Greenaway	Saatchi & Saatchi Singapore	54

Top Executive Creative Directors

1. Marcello Serpa	Almap BBDO, Brazil	170
2= Julio Andery	DDB Brazil	156
2= Rodolfo Sampaio	DDB Brazil	156
2= Sergio Valente	DDB Brazil	156
5. Damon Stapleton	TBWA Hunt Lascaris South Africa	134
6. Chacho Puebla	Leo Burnett Lisbon, Portugal	112
7. Rob Reilly	CP+B, Miami, USA	96
8= Steve Back	Saatchi & Saatchi Sydney	92
8= Alexandre Herve	DDB Paris, France	92
10. Andrew Keller	CP+B, Boulder, USA	90
11. Jeremy Craigen	DDB London, UK	84
11. Mike O'Sullivan	Saatchi & Saatchi New Zealand	84
13= James McGrath	Clemenger BBDO Melbourne, Aus	82
13= Stefan Schulte	DDB Germany	82
15. Shahir Ahmed	Y&R Dubai, UAE	80
16= Maxi Itzkoff	Del Campo N Saatchi Argentina	78
16= Mariano Serkin	Del Campo N Saatchi Argentina	78
18. Juan Silva	Shackleton Madrid, Spain	74
19= Bert Peulecke	DDB Germany	72
19= Nick Worthington	Colenso BBDO New Zealand	72

Top Creative Directors

1. Julio Andery	DDB Brazil	194
2. Sergio Valente	DDB Brazil	194
3. Rodolfo Sampaio	DDB Brazil	190
4. Luiz Sanches	Almap BBDO Brazil	132
5. Karpat Polat	DDB Istanbul	118
6. Dulcidio Caldeira	Almap BBDO Brazil	114
7. Chacha Puebla	Leo Burnett Lisbon, Portugal	112
8. Nicholas Hulley	TBWA Hunt Lascaris South Africa	106
9. Bjorn Stahl	Ogilvy Stockholm	104
10. Marcelo Reis	DDB Brazil	102
11. Guilherme Jahara	DDB Brazil	98
12. David Bowman	Saatchi & Saatchi Sydney, Aus	96

13= Andy Carrigan	Saatchi & Saatchi New York, USA	94
13= Ralph Watson	Saatchi & Saatchi New York, USA	94
15= Oudaha Mohamed	Happiness Brussels, Belgium	92
115= Gregory Titeca	Happiness Brussels, Belgium	92
17. Luke Chess	Saatchi & Saatchi New Zealand	84
18= Komal Bedi Sohal	Y&R Dubai, UAE	80
18= James Burchill	CumminsNitro, Brisbane, Aus	80
18= Nancy Hartley	CumminsNitro, Brisbane, Aus	80

Top Copywriters

1. Nicholas Hulley	TBWA Hunt Lascaris South Africa	124
2. Michael Canning	BMF Sydney, Australia	108
3. Bjorn Persson	Ogilvy Stockholm	104
4. Raphael Basckin	TBWA Hunt Lascaris South Africa	102
5. Karpat Polat	DDB Istanbul	98
6. Mitch Gage	Saatchi & Saatchi New York, USA	90
7. Alexis Benoit	CLM BBDO France	88
8= Eric Jannon	Marcel Paris, France	84
8= Mikael Strom	Ogilvy Stockholm	84
10= Merrin McCormick	CumminsNitro, Brisbane, Aus	80
10= Shahir Ahmed	Y&R Dubai, UAE	80
12. Irene Vidal	Shackleton Madrid, Spain	74
13. Oilivier Lefevbre	DDB Paris, France	72
14= Andre Godoi	Almap BBDO Brazil	64
14= Juliette Lavoix	Fred & Farid Paris, France	64
14= Pauline de Montferrand	Fred & Farid Paris, France	64
17= Stephen Howell	Saatchi & Saatchi London	62
17= Alison Hingle	Ogilvy Jo'burg, South Africa	62
19= Xavi de la Cruz	Shackleton Madrid, Spain	58
19= Erick Rosa	Leo Burnett Lisbon, Portugal	58

Top Art Directors

1. Nadja Lossgott	TBWA Hunt Lascaris, South Africa	130
2= Bruce Williamson	TBWA Hunt Lascaris, South Africa	102
2= Shelley Smoller	TBWA Hunt Lascaris, South Africa	102
4. Paul Kreitman	CLM BBDO France	100
5= Kristin Graham	Saatchi & Saatchi New York, USA	94
5= Attila Kiraly	Ogilvy Stockholm	94
7. Benjamin Marchal	DDB Paris	84
8= Christian Staal	CumminsNitro, Brisbane, Aus	80
8= Ralph Barnett	CumminsNitro, Brisbane, Aus	80
8= Komal Bedi Sohal	Y&R Dubai, UAE	80
11. Dimitri Guerassimov	Marcel Paris, France	74
12. Pauline de Montferrand	Fred & Farid Paris, France	64
13= Mike Martin	Ogilvy Jo'burg, South Africa	62
13= Rick Dodds	Saatchi & Saatchi London, UK	62

15. Kieran Antill	Leo Burnett Sydney, Australia	60
16= Pablo Gonzalez de la Pena	Shackleton Madrid, Spain	58
16= Carolos Janini	Shackleton Madrid, Spain	58
16= Renato Lopes	Leo Burnett Lisbon, Portugal	58
19. Gustavo Victorino	DDB Brazil	56
20= Ricardo Toledo	Leo Burnett Lisbon, Portugal	54
20= Renato Lopes	Leo Burnett Lisbon, Portugal	54
20= Andre Gola	Almap BBDO Brazil	54
20= Carlos Janini	Shackleton Madrid, Spain	54

Top Digital Creative Directors

1. Eric Nel-Lo	Shackleton Madrid, Spain	66
2. Chris James	BMF Sydney, Australia	48
3. Mike Geiger	Goodby Silverstein, USA	38
4. Jeff Benjamin	Crispin Porter + Bogusky, USA	36
5. Sean O'Brien	Wieden + Kennedy Portland, USA	24

Top Digital Art Directors

1= Jordi Ramon	Shackleton Madrid, Spain	58
1= Jaume Leis	Shackleton Madrid, Spain	58
3. John Cornette	JWT New York	16
4. Julian Frost	George Patterson Y&R, Australia	12
5. Robert German	GOSS Gothenburg	10

Top Digital Designers

1. Ed Stuckey	BMF Sydney, Australia	48
2= Shanan Goldring	AIM Proximity New Zealand	28
2= Ed Hackney	AIM Proximity New Zealand	28
2= Simon Redwood	AIM Proximity New Zealand	28
5. Michael Borys	42 Entertainment Psadena, USA	20

Top Designers

1= Antonio Franca	Leo Burnett Lisbon, Portugal	102
1= Antonio Junior	Leo Burnett Lisbon, Portugal	102
3= Daniel Palma	Leo Burnett Lisbon, Portugal	58
3= Moritz Schmidt	LDR, Germany	58
5. Masataka Kawano	Leo Burnett Sydney, Aus	56
6= Petra Sell	Boondoggle Leuven, Belgium	50
6= Kevin Crepin	Boondoggle Leuven, Belgium	50
6= Hamish McArthur	Saatchi & Saatchi Nerw York, USA	50
9. Chris Mizutani	LDR, Germany	42
10. Kenny Kim	CP+B/Droga5 USA	40

Top Account Handlers

1. Severine Autrtet	CLM BBDO Boulogne Billancourt, France	104
2. Ines Almeida	Leo Burnett Lisbon, Portugal	102
3. Axel Renaudin	DDB Paris	100
4. Bridget Langley	TBWA Hunt Lascaris Jo'burg, South Africa	96
5. Carmen Recarey	Ogilvy Stockholm	94
6. Xavier Mendiola	DDB Paris	92
7. Kristina Mullersdorf	Ogilvy Stockholm	90
8= Nadine Ghossoub	Y&R Dubai	80
8= Claire Roy-Thermes	CLM BBDO Boulogne Billancourt, France	80
8= Adam Ford	CumminsNitro Brisbane, Australia	80
8= Edwina Gilmour	CumminsNitro Brisbane, Australia	80
8= Anne-Maree Wilson	CumminsNitro Brisbane, Australia	80
13. Eduardo Megale	DDB Brazil	72
14. Ela Gokkan	DDB & CO Istanbul, Turkey	70
15= Marta Guimaraes	Leo Burnett Lisbon, Portugal	58
15= Renata Ferreira	Leo Burnett Lisbon, Portugal	58
17. Amanda Quested	Leo Burnett Sydney, Australia	56
18. Ozlem Delikanli	DDB & Co. Istanbul, Turkey	54
19= Nick Garrett	BMF Sydney, Australia	52
19= Sarah Galea	Saatchi & Saatchi London	52

Top agencies across all media and all categories

1. DDB Brazil	188
2. Almap BBDO Sao Paulo, Brazil	170
3. TBWA Hunt Lascaris Jo'burg, South Africa	138
4. CLM BBDO Boulogne Billancourt, France	124
5= Leo Burnett Lisbon, Portugal	118
5= DDB & Co Istanbul, Turkey	118
7= Dentsu Tokyo, Japan	114
7= DDB Paris, France	114
9. Ogilvy Stockholm, Sweden	104
10. Saatchi & Saatchi New York, USA	102
11. Goodby Silverstein San Francisco, USA	100
12. DDB London, UK	98
13= Saatchi & Saatchi Sydney, Australia	96
13= Jung von Matt, Hamburg, Germany	96
15= Network BBDO Johannesburg, South Africa	92
15= Marcel Paris, France	92
15= Happiness Brussels, Belgium	92
15= Serviceplan Munich, Germany	92
15= Crispin Porter + Bogusky Boulder, USA	92
20. Shackleton Madrid, Spain	90

Top campaigns across all media

1. Trillion Dollar Campaign	The Zimbabwean	Hunt Lascaris	96
2. The Best Job in the World	Queensland Tourism	CummonsNitro	80
3. Dance	T-Mobile	Saatchi London	62
4= Store that sells Hope	Red Cross	Leo Burnett Lisbon	58
4= Village/nothing happens	Conect Pay TV	Shackleton Madrid	58
6. TED 696 Project	Lion Nathan	BMF Sydney	52
7. Let It Ring	OVK	Happiness Brussels	50
8. Earth Hour – Vote	WWF	Leo Burnett Sydney	48
9. Banner Concerts	Axion	Boondoggle Leuven	46
10. Museum of Ephemera	Diageo	Leo Burnett Lisbon	44
11. The Great Schlep	Obama campaign	Droga5 New York	40
12. Car Dance Party	Toyota	Happiness Brussels	38
13. Industrial Pollution	CEPF	JWT Shanghai	36
14. Whopper Sacrifice	Burger King	CP+B Boulder	34
15= Changed credits	Studio Brussels	mortierbrigade	32
15= The Lego Codes	mytoys.de	Lukas Lindemann	
		Rosinski	32
15= Oasis Dig Out yr Soul	Warner Bros	BBH New York	32
18= Computer Tan	SKCIN	McCann's London	28
18= Treehouse	Yellow Pages	AIM Proximity NZ	28
20= ebay attack	Amnesty	Walker Zurich	26
20= Fruit Burst	Pascall	DDB Auckland	26
20= Obama for President	Obama/Biden	Obama/Biden	26
20= Baby made on board	Dodge	Proximity Brussels	26

Top countries at Cannes

1. USA	1546
2. UK	1064
3. Germany	1030
4. Brazil	698
5. France	680
6. Australia	614
7. South Africa	476
8. India	468
9. Belgium	390
10. Japan	386

UK only

UK Top Creative Directors

1. Jeremy Craigen	DDB London	84
2= Paul Silburn	Saatchi & Saatchi London	66
2= Kate Stanners	Saatchi & Saatchi London	66
Robert Saville	Mother	42

Mark Waites	Mother	42
4= Tony Davidson	Wieden + Kennedy London	40
4= Kim Papworth	Wieden + Kennedy London	40
6= Simon Learman	McCann Erickson	36
6= Brian Fraser	McCann Erickson	36
Paul Brazier	AMV BBDO	32
Elliot Harris		32
Cameron Mitchell		32
Augusto Sola		30
8. Mark Roalfe	RKCR Y&R	22
9= Ben Priest	Adam & Eve	16
9= Damon Collins		16

UK Top Copywriters

1. Stephen Howell	Saatchi & Saatchi London	62
2= Stuart Harkness	Wieden + Kennedy London	40
2= Hunter Somerville	DDB London	40
2= Noah Regan	DDB London	40
2= Graeme Hall	DDB London	40
6. Augusto Sola	Mother, London	38
7. Gustavo Sousa	Mother, London	34
8= Mike Nicholson	AMV BBDO	32
8= Grant Parker	DDB London	32
10= Johan Baettig	Mother, London	30
10= Lars Holthe	Mother, London	30
10= Rodrigo Saavedra	Mother, London	30
10= John Cherry	Mother, London	30

UK Top Art Directors

1. Rick Dodds	Saatchi & Saatchi London	62
2. Graeme Hall	DDB London	44
3= Hunter Somerville	DDB London	40
3= Chris Groom	Wieden + Kennedy London	40
3= Noah Regan	DDB London	40
6. Augusto Sola	Mother, London	38
7. Gustavo Sousa	Mother, London	34
8= Grant Parker	DDB London	32
8= Paul Pateman	AMV BBDO	32
10= Johan Baettig	Mother, London	30
10= Lars Holthe	Mother, London	30
10= Rodrigo Saavedra	Mother, London	30
10= John Cherry	Mother, London	30

UK Top Account People

1. Sarah Galea	Saatchi & Saatchi	52
2= Philip Heimann	DDB London	44

2= Briony Small	DDB London	44
4= Ryan Fisher	Wieden + Kennedy	40
4= Jon Busk	DDB London	40
4= George Roberts	DDB London	40
4= Simon Alexander	DDB London	40
8. Carole Smila	Mother, London	20
9. Lucy Harries	RKCR Y&R	18
10= Matt Goff	Adam & Eve London	16
10= Paul Billingsley	DDB London	16
10= Shaun Musgrove	JWT London	16

UK Top Planners

1. Gareth Ellis	Saatchi & Saatchi London	62
2. Georgina Murray-Burton	DDB London	44
3. Angie Ma	RKCR Y&R	18
4. David Golding	Adam & Eve London	16
5. Anna Hickey	Carat London	14
6= Ben Rachel	CMW London	12
6= Julie Randall	Proximity London	12
8= Nick Southgate	Grey, London	8
8= Josh Hack	Grey, London	8
8= Tim Jones	Ogilvy London	8
8= Stephanie Tuesley	Ogilvy London	8
8= Graham Furlong	JWT Cheetham Bell	8
8= Ed Booty	BBH London	8
8= Aisdair Graham	Ogilvy London	8
8= John Jackson	Ogilvy London	8
8= Megan Thompson	RKCR Y&R	8

Top UK campaigns – across all media

1. Dance	T-Mobile	Saatchi & Saatchi	62
2. Computer Tan	SKCIN	McCann Erickson London	28
3= The Forever Story	Talk-Talk	CHI & Partners	16
3= Harvey Nicholls Bristol		DDB London	16
5= House of Cards	Shelter	Leo Burnett London	12
5= Inner Child	Museum of Childhood	AMV BBDO	12
5= Playing	Museum of Childhood	AMV BBDO	12
5= Stealth Sound	Coca-Cola	Ogilvy London	12
5= eco:Drive	Fiat	AKQA London	12
5= Mystery Package	RNLI	Proximity London	12
5= Faceless People	Lotus Cars	CMW London	12

(The anomaly here is that AKQA only won the one award – a Grand Prix but because Mystery Package, for instance, won Silver in Media and was shortlisted in Direct it scores the same number of points.)