**The 50 most awarded DIRECT campaigns of 2016**

1.McWhopper campaign Burger King NZ Y&R Auckland 121

2. Brewtroleum DB Breweries NZ Colenso BBDO Auckland 120

3. Van Gogh BnB Chicago Art Institute Leo Burnett Chicago 62

4= The Fairest Night AB InBev Argentina Del Campo Saatchi Argentina 46

4= #nomoreevictions Stop Desahucios Proximity Madrid 46

4= #Optoutside REI USA Venables Bell San Francisco 46

7= Manboobs MACMA Argentina David Buenos Aires 45

7= Pedigree Found Pedigree Petfoods Colenso BBDO Auckland 45

9. Field Trip to Mars Lockheed Martin McCann New York 44 10. The Swedish Number Swedish Tourism INGO Stockholm 43

11. Football or Father Love Condoms BBDO Brussels 42

12. The Boys Bonds Underwear Clemenger BBDO Melbourne 39

13. Reword Headspace Leo Burnett Melbourne 36

14= #Myfamilycan Ardmona Australia Leo Burnett Melblourne 34

14= Check Before It’s Removed Pink Ribbon Germany DDB Group Germany 34

16. Drinkable Advertising Coca-Cola USA Ogilvy & Mather New York 31

17. Unforgotten Soldiers SKY TV NZ DDB Auckland 30

18. Survival Billboard Microsoft McCann London 28

19. Game of Balls Blue Balls Foundation M&C Saatchi Sydney 27

20= #SmartEffect Smart Car Portugal BBDO Lisbon 26

20= #Daddo Pantene US Grey New York 26

20= Sea Hero Quest Deutsche Telekom Saatchi & Saatchi London 26

20= Sugar Detox Intermarché Marcel Paris 26

20= Nivea Doll BDF Nivea Brazil FCB Sao Paulo 26

25. Fargo Woollens SKY TV NZ DDB Auckland 25

26. Lifesaver Backpack Casa Luker Colombia JWT Bogota 23

27= Emergency Network Toyota Landcruiser Saatchi & Saatchi Sydney 22

27= Help Kenya not Kanye Crowdrise US Alma DDB Miami 22

29. Brainband Samsung Australia Leo Burnett Sydney 21

30= Give Mom Back Her Name UN Women UAE Impact BBDO Dubai 20

30= Le Bon Lidl Sweden INGO Stockholm 20

30= Slow Down GPS IF Insurance Forsman+Bodenfors Sweden 20

30= #Whoistheking Burger King France Buzzman Paris 20

30= Straight Outta Beats by Dr Dre R/GA Hustle Los Angeles 20

30= #Comeonin Sydney Opera House DDB Sydney 20

36. 70 Guardians of Winter Skoda Spain Proximity Barcelona 19

37= Bittersweet Pies Paul Romania McCann Bucharest 18

37= Donate the Bars Atados Brazil JWT Sao Paulo 18

37= Solar Stealers Origin Energy Australia Clemenger BBDO Melbourne 18

37= Bees Find Sugar Nas Grunt McCann Prague 18

41. Behind the Leather PETA Thailand Ogilvy & Mather Bangkok 17

42= Hope for Sale INTHEOS Foundation TAPSA Y&R Madrid 16

42= The Next Rembrandt ING Netherlands JWT Amsterdam 16

44= Merry Balconies P&G Lebanon Leo Burnett Beirut 15

44= I Can Teach You Too Dubai Cares JWT Dubai 15

44= The Write Thing Vlaamse Parkinsons BBDO Brussels 15

47= The Baligrafo Ministry of Education McCann Bogota 14

47= Advice Wipes Tommee Tippee US McCann New York 14

47= Rate My Roof Origin Energy Australia Clemenger BBDO Melbourne 14

47= Words to Watch Easy Way Brazil LDCSao Paulo 14

47= Breast Cream campaign Breast cancer Colenso BBDO Auckland 14

47= In-A-Snap Lowe’s BBDO New York 14