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

1.Portraits Campaign Thai Health Authority Saatchi & Saatchi Singapore 45

2. Paradise Hill It’s Not OK NZ FCB New Zealand 41

3. Classics campaign Wrigleys Spearmint BBDO Düsseldorf 40

4. Colourful campaign Leica Gallery F/Nazca Saatchi Sao Paulo 34

5. McWhopper print McDonald’s NZ Y&R Auckland 33

6. Merkel/Obama/Putin Jornal 1 Y&R Portugal 32

7. Loving the Night McDonald’s Thailand TBWA Bangkok 30

8.THAT affordable campaign IKEA UAE Memac Ogilvy Dubai 28

9. Pinball/Skate Park Ferrero Rocher La Comunidad Argentina 27

10. Protect campaign Freddo Ice-Cream Y&R Sao Paulo 26

11.Animals/Forests/Oceans Forbes Magazine Y&R Prague 25

12. Bird/Deer/Lizard WWF Philippines Leo Burnett Manila 22

13. School of Life campaign School of Life Ogilvy & Mather Gurgaon 21

14= Nujoom/Maataha/Shams Qatar Islamic Bank Memac Ogilvy & Mather Doha 20

14= Night Kills Day Sleep Apoea India JWT Gurgaon 20

14= Bed/Selfie/War Tate Grey 20

17= We were the refugees UNHCR Y&R Prague 19

17= Capuchin Monkey Robin Wood Grabarz & Partner 19

19= A cream to give wrinkles Breast Cancer Colenso BBDO Auckland 18

19= Never Stop Riding City of Buenos Aires La Comunidad Argentina 18

19= Mein Kampf Gesicht Zeigen! Ogilvy Berlin 18

19= Holiday Packing campaign Flight Centre TBWA Hunt Lascaris J’burg 18

23= Deer/Wild boar campaign Opel Intellilux TAPSA Y&R Madrid 17

23= Environmental Awareness Regional Awareness Dentsu Singapore 17

25= ilda/Clooney/Bruce Imytech Ogilvy & Mather Tokyo 16

25= Executive/Product/Salad Getty Images Ogilvy & Mather Chile 16

25= Read Better Stories Paper Plus Group FCB Auckland 16

25= Brad is Single Norwegian Airlines TRY Oslo 16

25= Simplified Stories Alzheimerliga DDB Brussels 16

30. Champion’s Hijack Go Sport TBWA RAAD Dubai 15

31= Fish etc Babybel campaign Baybel Y&R Paris 14

31= Outdoor campaign Indian Outdoor Taproot Dentsu Mumbai 14

33= Float/Boat campaign ABS-CBN TBWA Manila 13

33= Market trader/painter Fiat Professional Leo Burnett Frankfurt 13

33= Wool/Cotton/Linen Unilever Breeze MullenLowe Singapore 13

36. Eagle/Chameleon/Cobra Clorox Alma DDB Miami 12

37= Pop/Tarab/Classical Samsung Cheil MENA Dubai 11

37= Rome/Berlin campaign Smart Car BBDO Berlin 11

37= Hangover/Cellar campaign Rolling Stone Magazine Oliver Voss Hamburg 11

40= Fish GE Wunderman Dubai 10

40= Frederick Jones Donate Life America Leo Burnett Chicago 10

40= 500 Years of Stories Tate Grey London 10

40= Soccer Alzheimer’s India Dentsu Creative Gurgaon 10

40= Vacation/Bridesmaid Interflora Spain TAPSA Y&R Madrid 10

40= That’s Berlin campaign Berliner Morgenpost Romer Wildberger Berlin 10

46= Tree 1/2/3 Seub Nakhasathien Ogilvy & Mather Bangkok 9

46= File Brother International Rosapark Paris 9

46= Books Shape the World NZ Book Council Colenso BBDO Auckland 9

46= Hungary/EU campaign Amnesty International Contrapunto BBDO Madrid 9

48= Family/Team/Staff CityLodge Hotels TBWA Hunt Lascaris Jo’burg 8

48= Dima/Renke Bergedorfer Brewery Jung von Matt Hamburg 8

48= Modern since..campaign Ligne Roset Les Gauloises Puteaux 8

Baz/Slim/Sharni Bishopp Outdoor Rumble Creative Brisbane 15