**The 50 most awarded TV and FILM campaigns of 2016**

1.Football Memories Libero Spain LOLA MullenLowe Madrid 51

2. Everyman Meal campaign KFC South Africa Ogilvy & Mather Jo’burg 46

3. You Should Have Called campaign

Vodafone South Africa Ogilvy & Mather Jo’burg 33

4. Read Better Stories Paper Plus Group FCB Auckland 28

5= Bukake/Little Things/Trump Fancine Spain TAPSA Y&R Madrid 24

5= Beef/Broccoli/Risotto GOJEK Leo Burnett Jakarta 24

7. Woman/Man/Never Too Old Thomas Cook India Law & Kenneth Saatchi India 22

8. Tongue/Blinking/Breathing Dove UK Ogilvy & Mather London 20

9. Tobacco Downs Tobacco Free Florida Alma DDB Miami 18

10= Close Shave campaign Philips South Africa Ogilvy & Mather Jo’burg 15

10= Signs campaign Opel Spain TAPSA Y&R Madrid 15

12= Psychic/Genie Skittles South Africa DDB South Africa 14

12= Combover/Manbun Unilever Clear MullenLowe Singapore 14

14= Autodiagnosis Opel Spain TAPSA Y&R Madrid 13

14= Beerlingual Suntory Holdings McCann Japan 13

14= Mom at 40 P&G Argentina Grey Buenos Aires 13

17. Candy Class Radio City 91.1FM Grey Mumbai 12

18= Sweet Dreams Johnson’s Baby Lotion Impact BBDO Dubai 11

18= Stroll/Puppy Henkel DDB Dubai 11

18= Procrastination BHV UAE Impact BBDO Dubai 11

21. Mama Godrej Security JWT Mumbai 10

22= Truecaller Nokia India Contract Advertising Mumbai 9

22= The Message Podcast GE US BBDO New York 9

22= Go Mono Radio XXI Romania McCann Bucharest 9

22= Girls of Paradise Movement du Nid McCann Paris 9

26= Adios Amigos Dos Equis Havas Worldwide New York 8

26= Canelo/Ramires English Institute Lima Y&R Lima 8

26= Anyone can win campaign Loto Libanaise Impact BBDO Dubai 8

26= Big Bang/Gravity Clorox Alma DDB Miami 8

26= Game of Thrones SKT TV NZ DDB Auckland 8

26= Peaceful Sleep campaign Tiger Brands TBWA Junt Lascaris Jo’burg 8

26= Man Meals KFC South Africa Ogilvy & Mather Jo’bug 8

26= School Zone Radio Suzuki Brazil Africa Sao Paulo 8

26= Sounds of the City Thalys France Rosapark Paris 8

26= Monsoon Wagh Bakri India Scarecrow Communications 8

26= Rounded/Rolled Play-Doh Walmart AlmapBBDO sao Paulo 8

26= Sexy Times Tiger Brands TBWA Hunt Lascaris Jo’burg 8

26= Travel before its too late Flight Centre TBWA Hunt Lascaris Jo’burg 8

39= No cheap dreams State Lottery Publicis Madrid 7

39= Resurgent Rajasthan Resurgent Rajasthan Rediffusion Y&R Mumbai 7

39= 4G Radio Motive Telecom Russia Voskhod Ekaterinburg 7

39= Marriage P&G Argentina Grey Buenos Aires 7

39= Shame SKY TV NZ DDB Auckland 7

39= Poems from the Womb The Life Foundation Ogilvy & Mather Singapore 7

39= The Airborne HD Australia Post GPY&R Melbourne 7

46= Igugu/Thembi/Senzu Cell C FCB 1886 Jo’burg 6

46= Thinking Sideways VW Germany Grabarz & Partner Germany 6

46= Valda Daycare Valda Canada Tank Montreal 6

46= Mark Helmets Radio BMW South Africa FCB South Africa 6

46= The sound of glory Ford Mustang Spain Ogilvy & Mather Madrid 6

46= Learning on the way AND Colombia Sancho BBDO Bogota 6

46= John Lennon Mariskal Rock Radio TAPSA Y&R Madrid 6

46= The Beard Primus Sweden Akestam Holst Sweden 6

46= Give A Dog A Job Mars Petcare AMVBBDO London 6

46= A war of words Netflorist FCB South Africa 6

46= The Birds/The River Rakuten Kobo Canada Cossette Canada 6