**The 50 most awarded campaigns of 2016 across all categories**

1.McWhopper McDonald’s NZ Y&R Auckland/David Miami 321

2. Brewtroleum DB Breweries NZ Colenso BBDO Auckland 280

3. Manboobs MACMA Argentina David Buenos Aires 215

4. Van Gogh BnB Art Institute of Chicago Leo Burnett Chicago 158

5. Justino Spanish Lottery Leo Burnett Madrid 154

6. Survival Billboard Microsoft UK McCann London 144

7. #Optoutside REI USA Venables Bell San Francisco 134

8= Call Sweden Swedish Tourism INGO Stockholm 133

8= Next Rembrandt ING Netherlands JWT Amsterdam 133

10. Donate the Bars Atados Brazil JWT Brazil 126

11. Field Trip to Mars Lockheed Martin McCann New York 122

12= Emotional Trailer Melbourne Film Festival McCann Melbourne 109

12= #sharetheload P&G India BBDO India 109

14. Check Before It’s Removed Pink Ribbon Germany DDB Germany 105

15. Reword Headspace Australia Leo Burnett Melbourne 100

16. Football Memories Libero Spain LOLA MullenLowe Madrid 94

17. Edible 6-pack ring Saltwater Brewery We Believers New York 91

18. Touchable Ink Samsung Thailand JWT Bangkok 90

19. #notcomingsoon Remy Martin Fred & Farid New York 85

20= Printed by Somerset Somerset Graphics Leo Burnett Toronto 83

20= Spare the Act Curry’s AMVBBDO London 83

22. The Boys Bond’s Underwear Clemenger BBDO Melbourne 81

23. Pedigree Found Pedigree Petfood Colenso BBDO Auckland 80

24. Hungerithm Mars Snickers Clemenger BBDO Melbourne 79

25= #myfamilycan Ardmona Australia Leo Burnett Melbourne 77

25= Bittersweet Pies Paul Romania McCann Bucharest 77

25= Give Mom Back Her Name UN Women UAE Impact BBDO Dubai 77

28. Keep the Flame Johnnie Walker Leo Burnett Lebanon 76

29. Endless Possibilities Getty Images Almap BBDO Sao Paulo 75

30. House of Cards FU 2016 Netflix BBH New York 74

31= Straight Outta Beats by Dr Dre R/GA Hustle Los Angeles 73

31= Unforgotten Soldiers Sky TV NZ DDB Auckland 73

33. Life is Electric Panasonic Japan Dentsu Tokyo 72

34= Sea Hero Quest Deutsche Telekom Saatchi & Saatchi London 71

34= Ma Place est dans la Salle Prodiss Fred&Farid Paris 71

36. #comeonin Sydney Opera House DDB Sydney 70

37. The Fairest Night of All Ambev Del Campo Saatchi Argentina 69

38=Phelps Under Armour Droga5 New York 68

38= The Second Scoreboard Teletica Costa Rica JWT Costa Rica 68

40= Loving the Night McDonald’s Thailand TBWA Bangkok 67

40= Game of Balls Blue Ball Foundation M&C Saatchi Sydney 67

42. Behind the Leather PETA Thailand Ogilvy & Mather Bangkok 66

43= Open Road Project Toyota Japan Dentsu Tokyo 65

43= Celebrity Tantrum Samsung Australia Leo Burnett Sydney 65

43= Paradise Hill It’s Not OK NZ FCB New Zealand 65

46= Breathless Choir Philips Ogilvy & Mather London 64

46= The Good Note Bou Khalil Supermarket JWT Beirut 64

48. Marriage Market Takover SK-II Sweden Forsman+Bodenfors Sweden 63

49. Nivea Doll BDF Nivea Brazil FCB Sao Paulo 62

50. Back Up Memory Samsung Tunisia 3SG BBDO Tunisia 58