**The 50 most awarded campaigns of 2016 in the UK across all categories**

1. Survival Billboard Microsoft McCann London 144

2. Spare the Act Curry’s AMV BBDO 83

3. Sea Hero Quest Deutsche Telekom Saatchi & Saatchi 71

4. Breathless Choir Philips Ogilvy & Mather 64

5. Never Alone Guinness AMV BBDO 40

6. Shoplifters Harvey Nichols adam&eveDDB 39

7. Bed/Gay/Grief/Selfie Tate Grey 38

8. Tiny Dancer John Lewis Insurance adam&eveDDB 37

9= 500 years of stories Tate Grey 32

9= LifePaint Volvo UK Grey 32

11. Channel 4 Rebrand 4creative Channel 4 29

12= Missing Type NHS Blood Engine Group 28

12= It Happens Here 28 Too Many UK Ogilvy & Mather 28

14. Project Literacy Pearson UK FCB Inferno 27

15= Man on the Moon John Lewis adam&eveDDB 26

15= Doors of Thrones Tourism Ireland Publicis London 26

17. Becoming Beckham H&M adam&eveDDB 24

18= Pigeon Air Patrol Plme Laboratories DigitasLBi 22

18= Healthcare at Home Healthcare at Home Langland Windsor 22

20. Bad Barista Teva UK DJM PAN Unlimited Richmond 21

21= Dove radio campaign Unilever Dove Ogilvy & Mather 20

21=The Migraine Experience GSK Excedrin DDB Remedy 20

21= Free the Kids Unilever Persil MullenLowe 20

21= Pier SSE adam&eveDDB 20

21= Airbnb Animals Airbnb TBWA London/TBWA NYC 20

26. Raising Eyebrows The Economist Proximity London 19

27= Simple Value Argos The Partners 18

27= Blood SCA UK AMV BBDO 18

27= Re:Shakespeare Samsung Cheil 18

27= The World Addressed what3words what3words 18

31= Kenzo World Kenzo Parfums Kenzo Inhouse 16

31= Wide Open(Chemical Bros) Virgin Records Outsider/The Mill 16

31= #jointheherd WildAid Uk Grey 16

31= Humans Channel 4 OMD/Fuse/4creative 16

31= Slide (Amazing in Motion) Lexus CHI & Partners 16

31= There’s another side De Paul Trust Publicis London 16

37. Batman v Superman Turkish Airlines CP+B 15

38= Fairphone 2 Fairphone Semourpowell 14

38= Sharing the gift of speech Sainsbury’s AMV BBDO/PHD/ 14

38= Kaleidoscope Red Bull RSA 14

38= Slam Poetry Novartis UK Publicis Life Brands 14

42. Squadvertiser Microsoft McCann London 13

43=Parallel Lives Prince’s Trust CHI/Smuggler 12

43= Donation Icons Oxfam RKCRY&R 12

43= AlphaGo Google Deepmind Google Deepmind 12

43= Monty’s Christmas John Lewis adam&eveDDB 12

43= #butaliveBrendan Dept for Transport AMVBBDO 12

43= Code Playground Barclays UK BBH 12

43= Hope Locker WaterAid UK Proximity London 12

43= Pencil/Money/Keys Listerine J Walter Thompson 12

43= Ellee May Mumsnet Grey 12