

Kantar's award-winning ads - the funny is back

Discover the five themes powering the most effective ads.

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Hot off the press, Kantar Creative Effectiveness Awards celebrate great creative content from around the world, brought to us by advertisers and their agencies. This year we showcase the very best digital, social, TV, print, and outdoor ads from over 13,000 ads we tested with Kantar's [Link](#) creative testing platform in 2022. These awards celebrate the ads that were most effective at driving sales and increasing long-term brand equity. What makes our awards unique is that consumers are the judges.

We live in a digital world; it is restless, fast-moving and ever-evolving. This presents challenges for marketers and their agencies. How can you be creative and effective on channels that relentlessly innovate? Do the same rules apply? We also live in a permacrisis (pandemic, war, cost of living) that feels exhausting and never-ending for many. Perhaps advertising can (and should) play a role in solving problems by soothing, calming, and even helping us to escape.

The winning ads embody the key trends which set apart the most effective ads, acting as a creative beacon for the industry during a time when creativity and effectiveness are ever-more important. New analysis recently co-published by Kantar and WARC found that the most creative and effective ads generate greater than 4X profitability.



ADVERTISING

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Natalie Botha, Kantar 16 Jan 2023

The most creative and effective ads of 2022

This year's winning ads come from a diverse range of brands, categories, and markets using different creative approaches to engage consumers and be memorable:

Digital and Social

	Brand	Country	Advert	Agency
1	Cadbury Dairy Milk	Canada	Garage 30s Digital	VCCP

2	Twinings (Italy)	Chile	Tealand - YouTube	Saatchi & Saatchi Italy adapted by Raya Chile
3	Heineken 0.0	Netherlands	When you drive never drink (Riding is still driving)	PUBLICIS ITALY/LePub

[Download](#) the report to view the full list of winning and shortlisted ads

TV

	Brand	Country	Advert	Agency
1	KFC France	France	KFC Héritage	Havas Paris
2	Tennent's Lager	UK	Tennent's Lager - It's a Wonderful Pint (60')	Studio Something
3	Bosch	Spain	Live sustainable #LikeABosch	Jung von Matt / Pingüino Torreblanca

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Print and Outdoor

	Brand	Country	Advert	Agency
1	Starbucks Chilled Coffee	UK	Starbucks chilled coffee – OOH	Landor & Fitch
2	The North Face	UK	It's More than a Jacket – Summit Series	The North Face Creative Team
3	Occhio	Germany	Largo	Martin et Karczynski

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Winning ads reveal the themes powering effective creative

To be effective, ads need to have clear marketing objectives with brilliant execution; they must be distinctive, brand intrinsically, be meaningfully different, trigger an emotional response and stay close to their consumers. But they also need to stay up to date in an industry that never rests. Getting these elements right in a multichannel environment is challenging but the learning journey through a creative testing process is the key to a successful campaign. We want to help our clients be the best at getting better with their advertising - so let's learn from the best.

The five creative themes that set apart the most effective ads:

1. **Emotion** – Many of the award winners use powerful storytelling and music to engage consumers and be more memorable.
2. **Escapism** – The ongoing challenges and crises of recent years have led to a search for other realities and a sense of escapism. We have seen ads digging into nostalgia and others flying into the future.
3. **Humour** – Ads are bringing light relief, helping people to forget their troubles and providing a distraction.
4. **Simplicity** - In a world of ever-evolving technology, some simply go down a refreshing and straightforward route of clear, easy, direct messaging.
5. **Better world** – Some of the winners continue a rising trend in advertising that is working towards a better world for all, featuring genuine and positive social and environmental responsibility messages.



MEDIA

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Kantar 7 Sep 2022

Commentating in the awards, Jane Ostler, EVP, Global Thought Leadership, Kantar, said: "We have just reached a major milestone of evaluating the effectiveness of over 250,000 ads with Link. And great ads have one thing in common: they leverage technology to understand how creative across all platforms can help brands be meaningful and different. Those that stand out focus on understanding what makes people tick and what helps the brand to be memorable. In a time when financial pressures mount in every corner of the world, it is not surprising that humour and emotive storytelling permeate award-winning ads".

Download the report to see the full top ten award winners in each category: [Kantar.com/creative-effective](https://www.kantar.com/creative-effective) or catch the launch on demand [here](#) where we reveal the complete list of winning ads and share what makes them great.

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