

OMD on top in Gunn Report for Media

Omnicom network named agency of the year for the fourth time in succession, as Nike heads 2007 advertiser rankings

By Ian Darby

OMD has topped the *Gunn Report for Media*, which evaluates global media creativity, for the fourth successive year.

The Omnicom network posted more than double the score of the second-placed MindShare after clients including McDonald's and Nissan won at several major awards festivals in 2007.

In addition, two of its campaigns, "money goes digital" for the ASB Bank in New Zealand, and its Doritos "crash the Super Bowl" activity for FritoLay in the US, won major media awards at Cannes.

Starcom MediaVest, the second-most-awarded agency in 2006, slipped to fifth place, while Universal McCann rose one place to fourth. OMD's sister creative network BBDO shot from 14th to third after its "Barrio Bonito" work for Nike through BBDO Argentina won major media awards at festivals including Cannes.



Nike...its 'Barrio Bonito' work, featuring Ronaldinho, was the most-awarded single campaign

Nike was named the advertiser of the year for the second year running after winning awards at 18 different festivals for the football-themed

activity, which featured playster including Ronaldinho.

The report, sponsored by Procter & Gamble, showed that the "Barrio Bonito" cam-

paign was the most-awarded single campaign, ahead of activity for Nissan Qashqai in second place.

The US emerged as the

Top agencies 2007

Rank	Agency	Points
1	OMD	234
2	MindShare	110
3	BBDO	101
4	Universal McCann	87
5	Starcom MediaVest	81
6=	Carat	57
6=	MediaCom	57

Source: Gunn Report

Top clients 2007

Rank	Advertiser	Number of festivals	Points
1	Nike	18	58
2	Coca-Cola	16	48
3	McDonald's	12	31
4	Adidas	9	30
5=	Axe	9	20
5=	Nissan	5	20

Source: Gunn Report

Spain were the third- and fourth-ranked markets.

Omnicom Media Group was the most-awarded holding company group, with Group M in second place and Publicis Groupe Media in third. Interpublic finished ahead of Aegis and Havas in fourth place.

Daryl Simm, the chairman and chief executive of Omnicom Media Group Worldwide and the acting chief executive of OMD Worldwide, said: "It's extremely satisfying that OMD is the *Gunn Report's* agency of the year for the fourth year running. I am also pleased that Omnicom Media Group has scooped top spot for global media agency network, too.

"Both accolades are a wonderful tribute to all our people around the world – in OMD and across OMG – and to their skill, desire and determination for creating outstanding media ideas that deliver real results for our clients."

most-awarded country with 185 points, just ahead of the UK on 167 points. However, the US score was down 4.3 per cent on 2006. Germany and