

KANTAR

ADVERTISING **EFFECTIVENESS** AWARDS 2026

How creative and media
decisions fuel each other

INTRODUCTION

Welcome to the 2026 annual Kantar Advertising Effectiveness Awards.

Over the past six years, the Kantar Creative Effectiveness Awards have become a flagship global initiative, celebrating the world's best-performing ads through the lens of consumers. But the creative landscape continues to evolve at pace and so has Kantar's role in helping brands navigate it.

In 2026, we mark a pivotal evolution to integrate creative and media intelligence into one unified awards event - the Kantar Advertising Effectiveness Awards.

CMOs need intelligence on which to base their advertising decisions, so they can wrestle with the many and fast-moving realities of our industry.

- The impact of Gen AI on the scalability and speed of creative asset production
- Creative and media effectiveness can no longer operate in silos - they are co-dependent, and context matters
- Individual executions need to do what they are supposed to - but campaigns must have holistic insights
- Newer formats like creator content that raise real questions about the definition of effectiveness

So for CMOs, effectiveness, and the intelligence that lies behind it, matters more than ever before: they need to ensure that they can make decisions with confidence, and use these at scale in AI workflows.

Our newly-evolved awards this year reflect real-world advertising: multi-format, multi-platform, always-on, and increasingly creator- and platform-driven.

Using intelligence from our LINK and LIFT databases, we assess short-term sales likelihood and long-term brand equity impact of creatives, and the campaign impact on brand equity at scale. Our awards stand out because they are the only global awards based on the reactions of the people they target. This year, we introduce a new Campaign Top 10 category, alongside an Effectiveness at Scale award that recognises companies succeeding at scale. This year's booklet focuses on highlighting how creative and media decisions fuel one another.

This year, our global winners present breakthrough examples of advertising campaigns that span 18 markets, 27 clients, and 36 brands, across 18 categories.

Congratulations to the winning advertisers and their agencies!



Jane Ostler
EVP, Thought Leadership

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CAMPAIGNS



CAMPAIGNS TOP 10

In this first year of recognising the most effective campaigns researched, our winners span markets from Spain to Saudi Arabia and beyond, representing services, soft drinks and more. Campaigns built with clear intent, cohesiveness across assets, and media choices working synergistically. In a rapidly evolving marketing landscape, they demonstrate how fragmentation is not something to work around, but something to harness to really deliver meaningful impact for brands.



#1

EA/Apex Legends

Apex Legends S22
Japan

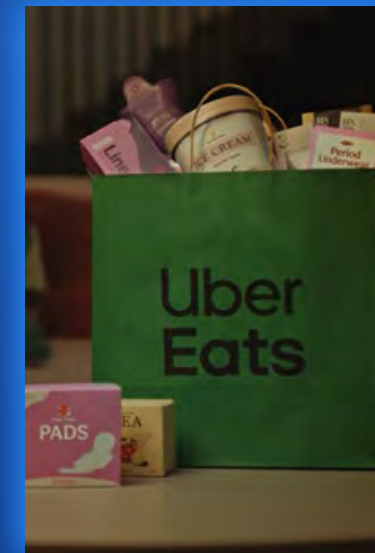


#2

Zenith Media -
Wieden + Kennedy

Victoria

A ti, ¿quién te espera?
Mexico



#3

EssenceMediacom -
Special Group

Uber Eats

Uber Get Almost
Almost Anything 3.0
Australia



#4

WPP Unite - VML

Hellmann's

"When Sally Met
Hellmann's" (Super
Bowl 2025)
USA



#5

Initiative - VML,
Medialab

Dove

Dove Bond Intense
Repair
Argentina



#6

WPP Unite - Ogilvy

Dove

"Keep Her Confident:
These Legs" (Super
Bowl 2025)
USA



#7

GroupM

M&M'S

Share the Joy
Netherlands



#8

Omnicom Media

BACK MARKET

Back 2 school -
Downgrade Now with
Back Market (2025)
Spain



#9

Omnicom Media -
Ogilvy

ING

Orange Everyday
Travel and Mobile App
Australia



#10

Havas -
MullenLowe

Vimto

Vimto Ramadan
Campaign
Saudi Arabia

DIGITAL / SOCIAL



DIGITAL/SOCIAL TOP 10

This year's digital and social winners span Singapore to Colombia, Australia to the UK, ranging from skincare to spirits, stationery, medical and more. These winners, showcase collaborations, celebrities, creators and culture demonstrating authentic brand connections that cross both borders and platforms.



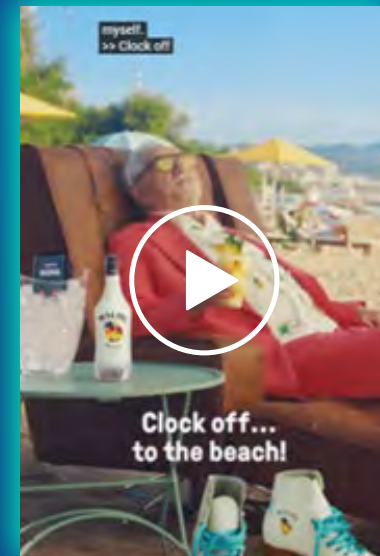
#1

Content creator:
Anwar
CeraVe
Romeo & Juliette
USA



#2

BBDO
Neutrogena
Derm Hero
USA



#3

Wieden + Kennedy
London
Malibu
Malibu Hero
Boardroom 21s
Instagram
United Kingdom



#4

Teeth
Tiger
Our Roar, Our Way
Singapore



#5

Wieden + Kennedy
London
Kahlúa & Dunkin'
It's Kahlunkin'
USA



#6

HUMANAUT
Hero Mighty Patch
Pop Me
France



#7

Prada
HERO PDX LIP
BALM GIFTING
Australia



#8

72 and Sunny
CeraVe
Soap Opera
USA



#9

Brand Imagination
Group (BiG)
Sharpie(R)
the Sharpie, Rookie
Of the Year | Legacy
Ashton 15
USA



#10

Publicis Le ONE
Advil
Advil Big Little
Emergencies -
Migraine
Colombia

TV



TV TOP 10

Our top ten TV winners come from nine different markets ranging from Italy to India, China to Turkey. Categories span finance to fragrance, confectionery to cars, all proving to have created that all important positive reaction from the people who watched them. These ads helped build creative heritage and consistency, utilising celebrities and sport to build credibility and tap into current cultural moments.



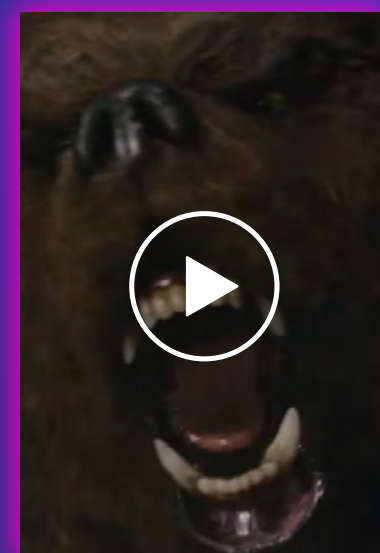
#1

Wieden + Kennedy
London
Heinz
Lost in Love: Tennis
United Kingdom



#2

Mother
Nationwide
Scam Checker 30s
TVC
United Kingdom



#3

Pablo London
Deliveroo
Unexpected Guest
Italy



#4

TBWA South Africa
Savanna
Steve Jobe & The
Department of
Unnecessary
Innovation TVC
South Africa



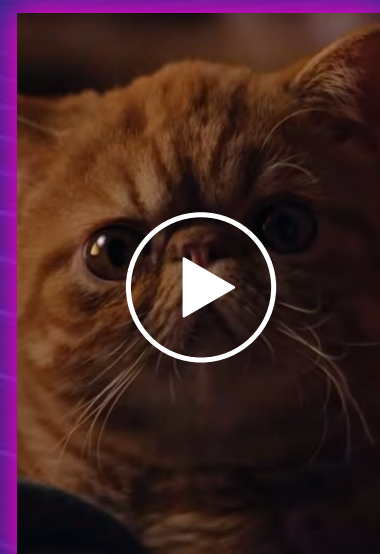
#5

DDB
Volkswagen
The all-new Tayron
- Why the long
car?
Australia



#6

TBWANEKOKO
Lipton Ice Tea
The OG of the
Netherlands 30s
Netherlands



#7

Lola Mullenlowe
Magnum
Magnum Mini: Ses
Getiren Haz
Türkiye



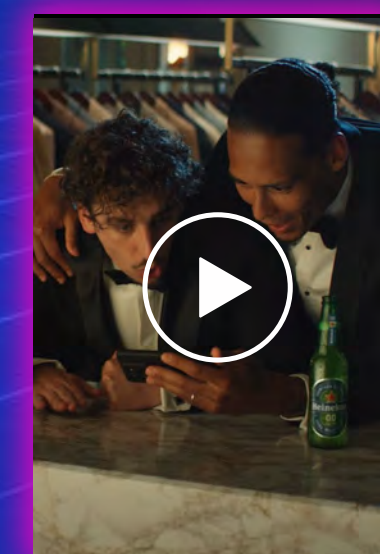
#8

VML
KitKat
Break par sirf KitKat
Break!
India



#9

McCann Paris
**Prada Beauty:
Paradigme**
Paradigme
USA



#10

LePub
Heineken
Heineken Fans
Have More Friends
F1 30" TVC
Chinese mainland

PRINT / OUTDOOR



PRINT / OUTDOOR TOP 10

The print, outdoor and digital outdoor category top 10 winners also cover nine markets, from South Africa to Mexico, USA to France. Our winners come from music-streaming, snack brands, spirits, grabbing attention with emotions to environmental messages, clever wordplay to clarity.



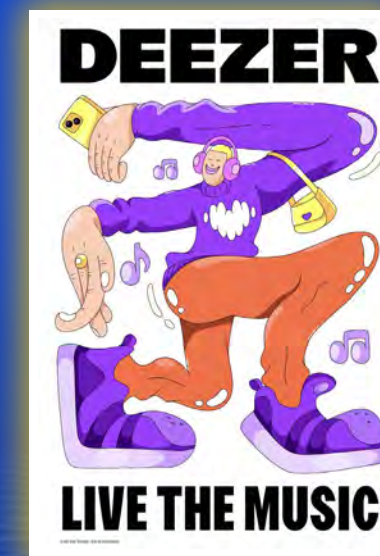
#1
Adam & Eve\TBWA
McVitie's
McVitie's Chocolate Digestives 100 Years OOH Banner
United Kingdom



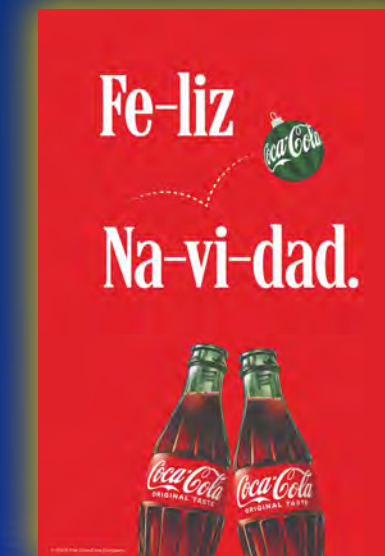
#2
Good Mong Kok
Heinz
IT HAS TO BE HEINZ IN THE YEAR OF HORSE
Chinese mainland



#3
TBWA South Africa
SAVANNA
Savanna Steve Jobe Quality Credentials OOH
South Africa



#4
Deezer Agency (in-house)
Deezer
Dance like nobody is watching
France



#5
WPP StudioX
Coca-Cola
Feliz Navidad USA



#6
VCCP
Cadbury Dairy Milk
Cadbury Dairy Milk Taste Chunk OOH
Australia



#7
TBWA NZ
100% Pure New Zealand
Find your 100%
Australia



#8
Otherway
Inch's Cloudy Apple Cider
Inch's Cloudy Out of Home
United Kingdom



#9
LePub
Ichnusa
Se deve finire così, non beveteci nemmeno
Italy



#10
Anomaly North America
Don Julio 70
DJ MX OOH
Mexico

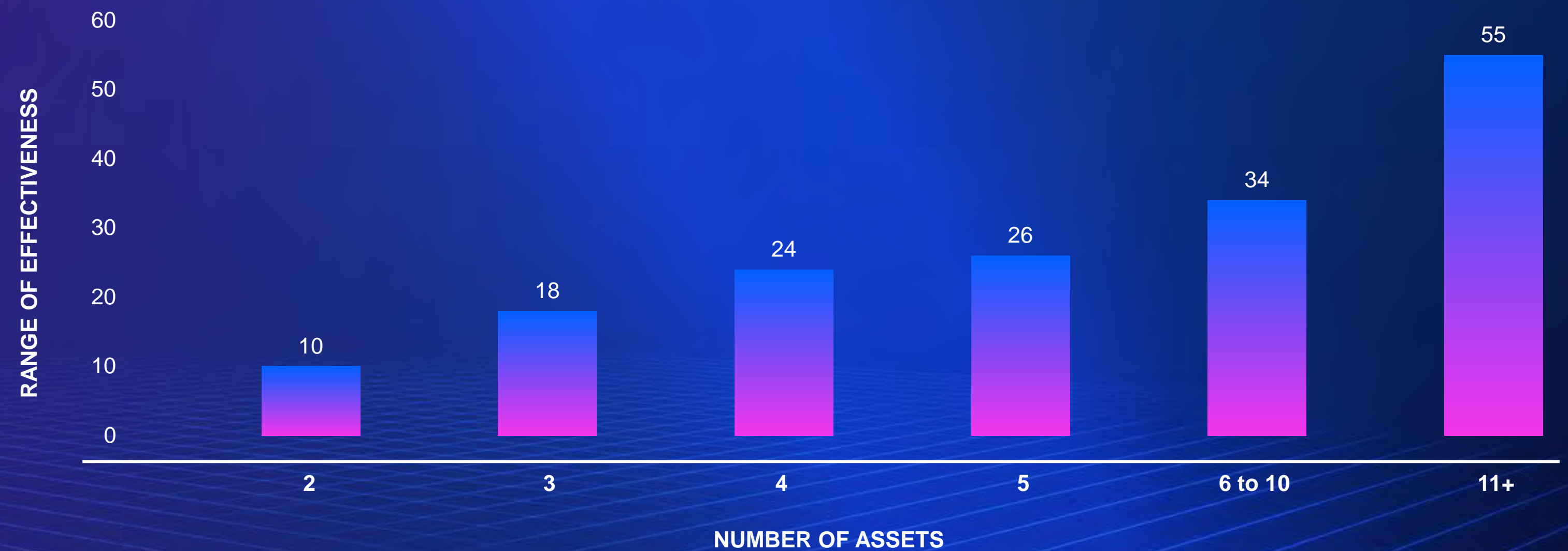
EFFECTIVENESS AT SCALE



EFFECTIVENESS AT SCALE

In today's advertising landscape, scale is essential to driving impact. Brands are producing more content than ever, and Kantar data shows that as the number of assets increases, so does the variation in their effectiveness. The challenge for marketers is not just to scale production, but to master scale without sacrificing performance.

PERCENTILE RANGE OF EFFECTIVENESS BETWEEN BEST AND WORST ASSET FOR SAME BRAND, SAME CAMPAIGN, SAME COUNTRY



Source: Kantar LINK database

EFFECTIVENESS AT SCALE

The Effectiveness at Scale award recognises companies that have achieved exactly this. It is awarded to the company whose advertising delivers the strongest overall performance on Kantar's LINK score, a metric combining short-term sales likelihood and long-term brand equity, across all tested assets, including both human and AI-based testing approaches.



WINNER

#1

Coca-Cola

HONOURABLE MENTION

L'ORÉAL

HOW CREATIVE AND MEDIA DECISIONS FUEL EACH OTHER



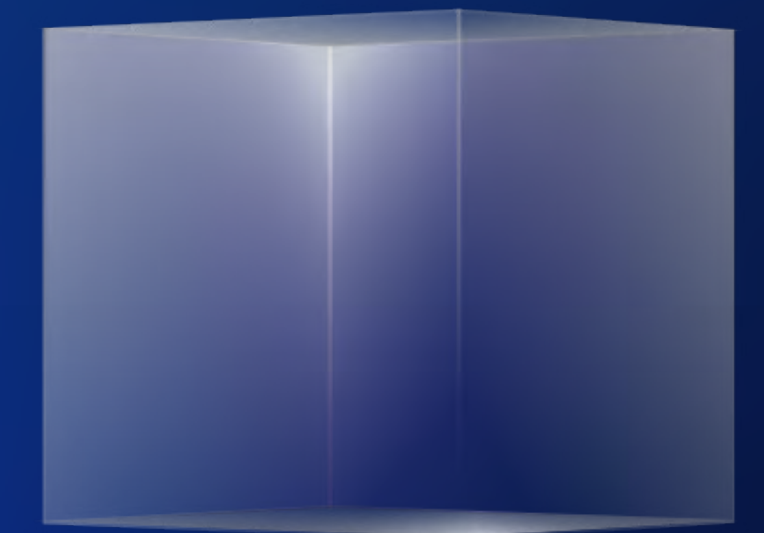
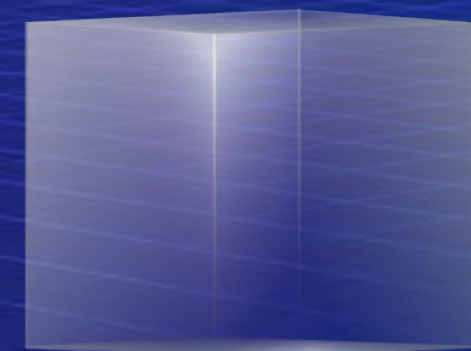
HOW CREATIVE AND MEDIA DECISIONS FUEL EACH OTHER

As advertising grows more complex, effectiveness increasingly depends on how creative and media decisions work together. How can marketers best intertwine what they say with how, where and when they show up? The Kantar Advertising Effectiveness Awards 2026 spotlight the patterns we see emerging from thousands of ads and campaigns researched over the past year. This year's winners reveal three clear learnings about how to manage the complexity of the current landscape and drive effectiveness.

First, we see the blurring of lines between creators and celebrities. Influence is no longer defined by fame alone, but by relevance, authenticity and connection. Our winners show how brands can successfully navigate this continuum.

Second, our winners demonstrate how brands can evolve without losing their core. In an industry constantly facing innovation, effective marketers are able to approach the new without sacrificing what has worked so far. They refresh existing ideas or extend them into new channels.

Finally, this year's winners show the power of campaigns that generate more impact than the sum of their parts. When media decisions aren't made in siloes, channels reinforce each other, delivering stronger impact. Read on to explore how this year's winners bring these ideas to life, and what they reveal about creating advertising that works.



#1

ARE CREATORS BECOMING
CELEBRITIES, OR ARE CELEBRITIES
BECOMING CREATORS?



1. ARE CREATORS BECOMING CELEBRITIES, OR ARE CELEBRITIES BECOMING CREATORS?

The distinction between creators and celebrities is no longer clear cut. Creators can now reach mainstream fame through their own platforms. Meanwhile, some celebrities become more like creators, building direct, ongoing relationships with audiences through their online presence.

What we're seeing is not a takeover of one by the other, but a continuum of influence. And this continuum offers brands a powerful way to show up in culture today.

When people were asked about their favourite influencers as part of Kantar's Media Reactions 2025 survey, actors, athletes and TV personalities were chosen as top names in many countries - people traditionally defined as celebrities but now followed for their digital presence, as much as their offline fame. At the same time, some names on the list started as creators and have since expanded their influence far beyond social platforms, into entertainment, business and mainstream culture. Influence today is less about where someone comes from, and more about how meaningfully they connect with people.

This is a golden opportunity for brands, and some of our winners from this year are amazing examples of how brands can utilise both creators and celebrities as cultural translators to convey their messages with great relevance.

THE LINES BETWEEN CELEBRITIES AND CREATORS ARE GETTING BLURRED



Source: Kantar Media Reactions 2025

1. ARE CREATORS BECOMING CELEBRITIES, OR ARE CELEBRITIES BECOMING CREATORS?

CeraVe's 'Romeo & Juliette', #1 winner of our digital/social category, is a strong example of how creator partnerships can make brand messaging feel current, relevant and naturally at home on the platform. Created by Anwar Jibawi, a creator with a global following of millions whose profile now extends beyond social media, the TikTok ad transforms a functional product message of CeraVe cleanser into entertainment-led storytelling that feels entirely platform-native. By delivering product information through the rhythm and tone of creator content - which audiences expect to experience on their feeds - the ad captures attention, sustains engagement and makes the brand message impossible to miss.



#1

Content creator:
Anwar

CeraVe

Romeo & Juliette
USA

Neutrogena's #2 digital/social winner 'Derm Hero' demonstrates how celebrity partnerships can also play a cultural role when used with intention. The ad builds on the long-running 'invisible John Cena' memes, originating from his WWE catchphrase "you can't see me" and widely adopted online as a joke about his 'invisibility'. Rather than simply featuring a famous face, the ad draws an entertaining parallel between this cultural phenomenon and how Neutrogena Ultra Sheer sunscreen is invisible on the skin. This makes the ad engaging in a culturally relevant way, while remaining unmistakably Neutrogena. As well as the winning ad, the campaign also includes social content that John Cena shared on his own social media accounts, extending his role beyond appearing as an actor, and making use of his social media presence.



#2

BBDO

Neutrogena

Derm Hero
USA

1. ARE CREATORS BECOMING CELEBRITIES, OR ARE CELEBRITIES BECOMING CREATORS?

Culture, of course, isn't limited to digital or social media. It's all about tapping into collective memory, just as Hellmann's did with their 'When Sally Met Hellmann's (Super Bowl 2025)' campaign – the #4 winner of our campaigns category. By reuniting Meg Ryan and Billy Crystal in their recreation of the iconic Katz's Delicatessen scene from When Harry Met Sally, the campaign leans into nostalgia, humour and taste appeal all at once. A modern celebrity cameo from Sydney Sweeney helps bridge generations, while creator-led and social extensions help the idea travel beyond the TV spot and stay culturally relevant in everyday feeds. Hellmann's partnership with Katz's Deli also brought the campaign idea into the real world through experiences. An outstanding example of actively participating in culture beyond just reference.



#4

WPP Unite - VML

Hellmann's

"When Sally Met Hellmann's"
(Super Bowl 2025)

USA

Heineken's 'Fans Have More Friends', the #10 TV winner, reinforces the same principle by using well-known figures like Virgil van Dijk and Martin Garrix to translate its F1 sponsorship into light-hearted, emotionally resonant storytelling. By blending sporting credibility with cultural familiarity, the ad brings the spirit of fandom to life in a way that feels relatable for the audiences, showing how celebrities can act as cultural connectors rather than distant endorsers.



#10

LePub

Heineken

Heineken Fans Have More Friends
F1 30" TVC

Chinese mainland

The digital/social category #3 winner 'Hero Boardroom' from Malibu, reimagines Brian Cox's character from the TV series Succession, to dramatise the joy of switching off. By playfully subverting a widely recognised cultural character, the ad lands the brand's 'clock off' message through a humorous take on the lead character of the show, Logan Roy. It's a strong example of how familiar celebrity identities, shaped as much by memes and social discourse as by screen roles, can be repurposed to make brand storytelling feel culturally fluent and relevant.



#3

Wieden + Kennedy London

Malibu

Malibu Hero Boardroom 21s
Instagram

United Kingdom

1. ARE CREATORS BECOMING CELEBRITIES, OR ARE CELEBRITIES BECOMING CREATORS?

What unites these winners is not who they work with, but how they work with them. In today's creator – celebrity continuum, cultural relevance is built through connection, fluency and the ability to travel across platforms and moments.

#2

HOW DO YOU STEER YOUR
BRAND THROUGH CHANGE -
WHILE MAINTAINING ITS CORE?



2. HOW DO YOU STEER YOUR BRAND THROUGH CHANGE - WHILE MAINTAINING ITS CORE?

The marketing industry is often gripped by 'shiny new toy syndrome', where chasing what's next can happen at the expense of what already works. This year's winners showed something that is rare in the movie world – successful sequels. Rather than reinventing everything, many of this year's winners succeeded either by refining their media strategy to make campaigns even more effective than the previous year, or by resisting the temptation to overhaul their creative completely and lose the consistency they had built.

As Kantar's Connect data shows, the impact that individual touchpoints have is changing over time, with creator content and video streaming being the fastest risers since 2022. This year's winners showed how to take advantage of new channels and adapt your creative to seize new opportunities. They focused on making the 'new' work with the 'old'. New channels didn't serve as an excuse to introduce siloed strategies, instead they became extensions of ideas and campaigns that were already working.

TOUCHPOINT IMPACT CHANGE TO BRAND KPIs SINCE 2022



Source: Kantar Connect database

2. HOW DO YOU STEER YOUR BRAND THROUGH CHANGE - WHILE MAINTAINING ITS CORE?

Dove's Real Beauty platform has been around for over two decades. Their Super Bowl campaign 'Keep her confident: These legs' campaign in the US, our #6 winner for the campaigns category, is a great example of how to leverage innovation in media for better impact while staying true to the real beauty idea. The Super Bowl ad focused on the fact that young girls can drop out of sports due to negative comments about their body. In addition to showing up at the Big Game and a host of other channels, the campaign cleverly combined retail media and creators, by bringing creator content into retail media channels. This allowed for connectivity of message between how they showed up during the Super Bowl and on retail sites.



#6

WPP Unite -
Ogilvy

Dove

"Keep Her
Confident: These
Legs"
(Super Bowl 2025)
USA

The EA Apex Legends S22 campaign in Japan, the #1 winner in the campaigns category, demonstrates how applying learnings from previous campaigns can significantly strengthen effectiveness. Building on what had worked before, the S22 campaign reallocated its budget among channels to maximise overall brand impact. Despite its scale, the campaign deliberately avoided broadcast TV. Instead, they anchored their campaign around PlayStation and leveraged streaming and social channels. Consistently executed creative assets and the strong overlap between channels helped connect these touchpoints, resulting in strong synergy effects.



#1

**EA / Apex
Legends**

Apex Legends S22
Japan

When it comes to steering a brand through change, Heinz has become a beacon of creative consistency. The brand has become famous for the 'It has to be Heinz' line that underscores stories of irrational love for their ketchup. The #1 TV winner 'Lost in love: Tennis' is a masterclass in keeping the idea consistent, and coming up with a new gripping story to bring it to life. The ad, set at a tennis match, shows a spectator who is completely enthralled by his hotdog, and pays no attention to what is happening on the court. The ad shows that Heinz's taste distracts even the most dedicated sports fans.



#1

Wieden +
Kennedy London

Heinz

Lost in Love:
Tennis
United Kingdom

2. HOW DO YOU STEER YOUR BRAND THROUGH CHANGE - WHILE MAINTAINING ITS CORE?

This year's #5 TV winner, Volkswagen Australia, demonstrates how to leverage creative heritage when developing a new brand platform. The TV ad and the broader platform deliberately reference Volkswagen's iconic 1960s advertising in the US. Few works of advertising are as celebrated as DDB's Volkswagen prints from that era. The famous 'Lemon' print ad used a layout typical for the time, a picture of the car at the top and a copy in a white strip at the bottom, but the copy itself was anything but conventional. It highlighted a car that never made it to America because it failed VW's high-quality standards: "We pluck the lemons so you get the plums." Australia's winning ad brings this print design to life, as the opening scene mirrors the layout, while the copy is voiced aloud as the camera pans across the car. Remarkably, the ad builds viewers' curiosity around a single product feature, the length of the car that gives you extra seating space, should you need it. For example, for your very long dog. In the ad, we see that while the media world is very different from the 1960s, creativity can be used to keep the brand's DNA alive by refreshing strong ideas from the past and making them current.



#5
DDB
Volkswagen
The all-new
Tayron
- Why the long
car?
Australia

Partnership marketing, or 'collabs', has grown rapidly in recent years, as brands seek win-win opportunities to reach new audiences by leveraging each other's popularity. These collaborations sometimes result in campaigns that depart from each brand's traditional creative approach.

The #5 digital/social winner shows that it is possible to bring two famous brands together in a way that is consistent with their respective histories. Kahlúa, the coffee liqueur, and Dunkin', the coffee and donuts giant partnered to launch Kahlúa Dunkin' Caramel Swirl Cream Liqueur. The winning Instagram ad promotes the partnership by building on Kahlúa's creative platform launched in 2024 featuring Salma Hayek Pinault. In a telenovela-inspired setting, Hayek appears to correct a playful mix-up between the two brands, culminating in the line: "It's Kahlunkin'," landing perfectly at the intersection of both brands.



#5
Wieden +
Kennedy London
**Kahlúa &
Dunkin'**
It's Kahlunkin'
USA

2. HOW DO YOU STEER YOUR BRAND THROUGH CHANGE - WHILE MAINTAINING ITS CORE?

These winners show that as the media landscape evolves, resisting the urge to invest in a highly specialised strategy tailored to the 'shiny new thing' is critical. Instead, exploring how to balance continuity and novelty, both in the channels you show up in and in how you show up within them, is key to effectiveness.

#3

DOES YOUR CAMPAIGN ADD
UP TO MORE THAN THE SUM
OF ITS PARTS?



3. DOES YOUR CAMPAIGN ADD UP TO MORE THAN THE SUM OF ITS PARTS?

As marketing ecosystems continue to expand, campaigns are delivered across an increasing number of touchpoints, each creating their own signals. Effectiveness depends on how deliberately these media mix decisions are made, and how clearly they relate to one another within the wider campaign. When advertising works in context and in connection, channels can reinforce and build on each other rather than operate separately. While many marketers remain uncertain about whether they achieve true integration, consumers often experience a stronger sense of coherence across brand communications.

Increasingly, an average campaign's impact comes from channels working together in synergy, rather than from any single channel alone. Synergy refers to the impact campaigns have on brand KPIs, when people are exposed to the ads on more than one channel. With 43% of campaign impact attributed to these interactions rather than a channel's solo performance, thoughtful orchestration is proving central to delivering results.

BRAND IMPACT FROM SYNERGY EFFECTS %

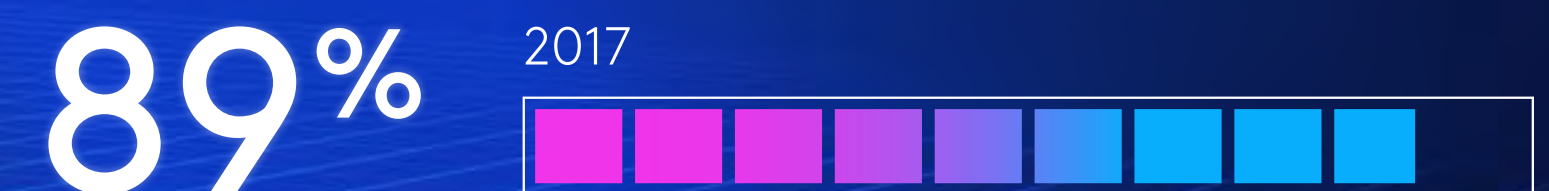


Source: Kantar LIFT+ database

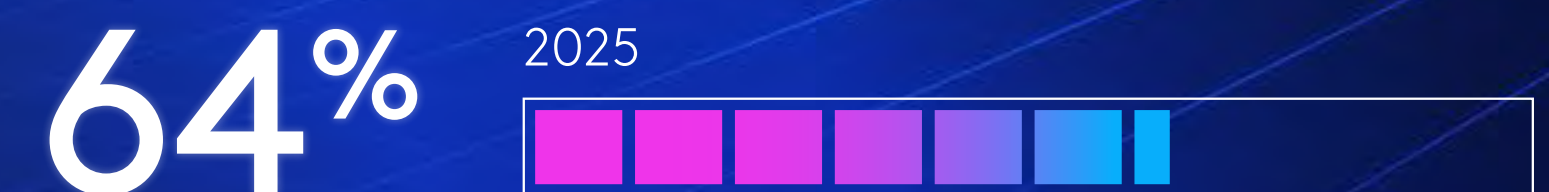
CONSUMERS' VIEW OF INTEGRATION ACROSS CAMPAIGN ADS



MARKETERS' VIEW OF INTEGRATION ACROSS SCREENS



MARKETERS' VIEW OF INTEGRATION ACROSS CHANNELS



Source: Kantar Media Reactions 2025

3. DOES YOUR CAMPAIGN ADD UP TO MORE THAN THE SUM OF ITS PARTS?

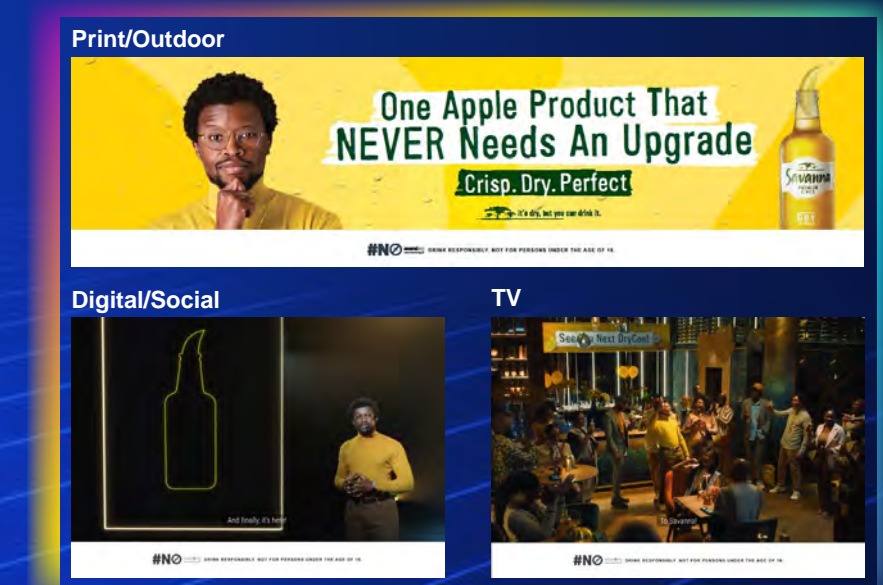
One campaign winner that exemplifies this success is Victoria's 'A ti, ¿quién te espera?' (Who's waiting for you?), our #2 for the category. The main TV ad follows Rogelio, a dog waiting to be reunited with his owner in the afterlife, and it reflects on the life they shared and the moments that continue to connect them beyond death. It's anchored in Mexico's 'Day of the Dead' tradition, when families remember and honour loved ones who have passed away. Throughout the narrative, Victoria is naturally present as part of those shared moments, linking the brand to celebration, remembrance and togetherness within one of Mexico's most important cultural traditions, and creating strong connections throughout the campaign. As the story unfolds across varied touchpoints, channel exposures build on one another. A distinctive animated art style reinforces recognition, while executions such as creator content add further layers of meaning and context. Seen together, these moments strengthen understanding, memory and emotional association over time, showing how connected delivery can amplify impact.



#2
Zenith Media -
Wieden +
Kennedy
Victoria
A ti, ¿quién te
espera?
Mexico

Similarly, Savanna's Steve Jobs ads are built around a single, impactful idea carried through multiple formats: that not every 'apple' product needs to innovate when Savanna's cider is already perfect. Playing on the cultural relevance of the tech brand Apple and its former CEO, Steve Jobs, the campaign delivers its message with humour and cultural wit.

The #4 TV ad, 'Steve Jobs & The Department of Unnecessary Innovation,' introduces the central premise through an engaging narrative, while the shortlisted digital execution, 'Savanna Presents: Savanna DryCon,' extends the idea by parodying iconic Apple keynotes and adding further detail to the product story. The #3 print/outdoor execution distils the idea into a quickly understood visual moment for both existing audiences and new viewers. Consistent use of character, product and visual cues connects the executions clearly without over-uniformity, allowing each format to play a distinct role while strengthening the campaign as a whole.



TBWA South Africa
SAVANNA PREMIUM CIDER
Steve Jobs's One Apple Product
That Never Needs an Upgrade
South Africa

3. DOES YOUR CAMPAIGN ADD UP TO MORE THAN THE SUM OF ITS PARTS?

Strong creative overlap and consistent messaging across executions underpin the success of our #7 in the campaign category, M&M'S 'Share the Joy.' The campaign's distinctive bright yellow palette and long-established, iconic mascot characters deliver immediate recognition, while the theme of togetherness is carried clearly throughout. Importantly, the campaign extends well beyond TV, digital and cinema. Retail media, from point of sale to in app placements, is developed as an integrated part of the wider campaign rather than as standalone activity, reinforcing the same message in moments closer to purchase. The simpler web/app executions of 'Share the Joy' deliver information on their own but perform strongest when building on prior exposure to video. Taken together, broad reach and more targeted channels work in combination, demonstrating how connected delivery contributes to the campaign's overall impact.



#7

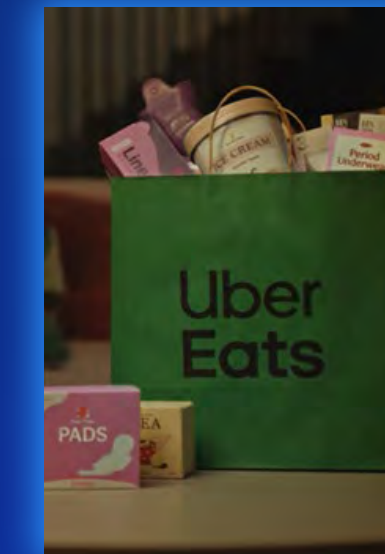
GroupM

M&M'S

Share the Joy

Netherlands

Uber Eats' #3 winner of our campaigns category, 'Uber Get Almost Almost Anything 3.0,' made strong use of the breadth of touchpoints at its disposal. Rather than being led by broadcast TV, the extensive campaign was designed as a connected system, with each channel playing a distinct role in reach and impact. Humour sits at the heart of the idea, built around the promise that Uber Eats can deliver "almost almost anything." This premise is expressed through a series of scenarios across formats, where deliberately exaggerated expectations — such as delivering period romance or bagpipes — are contrasted with the everyday items Uber Eats can deliver instead, like period relief or baby wipes. By allowing different placements to express the same idea in varied ways, the campaign builds familiarity and understanding over time, showing how coordinated delivery across channels can amplify both message impact and memorability.



#3

EssenceMediacom
- Special Group

Uber Eats

Uber Get Almost
Almost Anything
3.0

Australia

Our #5 winner in our campaigns category, 'Dove Bond Intense Repair' from Argentina, is a strong example of a product-focused campaign delivered with clear intent across touchpoints. The advertising is functional and direct, communicating product benefits efficiently, while a consistently positive tone provides a unifying thread across executions, even without reliance on a central narrative. The breadth of channels allows different platforms to focus on distinct aspects of the product, working together to build a complete understanding of what Dove Bond Intense Repair offers. TV, creator content and other video placements lean into human presence to bring the product to life, while simpler static executions highlight the product and promotional message, performing a complementary role closer to purchase within retail media environments.



#5

Initiative - VML,
Medialab

Dove

Dove Bond
Intense Repair

Argentina

3. DOES YOUR CAMPAIGN ADD UP TO MORE THAN THE SUM OF ITS PARTS?

The value of multimedia campaigns is well established. What differentiates the most effective is how deliberately touchpoints are planned together around a shared concept designed to move across platforms. Across the winning campaigns featured here, consumers encounter multiple executions that are clearly connected, while still gaining something distinct from each environment. When touchpoints are designed to work in combination, the result is not simply cumulative effects, but stronger overall impact than any single channel could deliver on its own.

FINAL THOUGHTS



FINAL THOUGHTS

The advertising landscape continues to evolve. The power of brand remains, but marketers are navigating more signals, more decisions, and less certainty. In this environment, connectivity and balance matter more than ever. This year's winners reflect that reality, showing what happens when creative and media are planned together, with each choice reinforcing the other.

There is no need to crown creators or celebrities as the best performing. Influence can be earned in different ways, from the reach of a superstar to the intimacy of a familiar presence on people's feeds. What matters is using that influence with intent, in a way that feels culturally fluent, as seen in Neutrogena's 'Derm Hero' with John Cena.

Success is not about a choice between old or new. Some winners refresh the way they communicate by building on what is already proven, such as Volkswagen developing a new platform that draws directly on its 1960s creative heritage and adapts it for today's media environments. Nor is effectiveness determined by focusing budget and creativity on a single channel. A Super Bowl moment like Hellmann's can spark attention, but connected delivery determines how well that attention carries into the days and places that follow, including retail environments where decisions are made.

At the same time, effectiveness at scale is more visible than ever. As brands produce more assets across more channels, performance naturally varies. Consumer-centred insight helps teams navigate that complexity with confidence, improving consistency while maximising results.

Ultimately, this year's winners remind us that effectiveness is not about choosing between creative excellence and media excellence. It is about how the two fuel one another.

We congratulate all our winning and shortlisted advertisers and agencies for their outstanding work. Your work this year is a powerful reminder that when creative ambition is matched with intelligent media decision making, advertising doesn't just reach people, it resonates, endures, and delivers real impact.

Thank you for joining us in celebrating the best in advertising effectiveness, and we look forward to seeing how these ideas continue to shape the year ahead.

MORE ADVERTISING EFFECTIVENESS

Access all the content from this year's Kantar Advertising Effectiveness Awards, including upcoming local awards and a fantastic and inspiring panel with our #1 winners in the TV and digital/social categories and the #2 for the campaigns categories:



Don't miss out

Access all content here: Kantar.com/advertising-awards

GET IN TOUCH

Let's talk about your advertising effectiveness journey. Whether you're fine-tuning an always-on plan or making a last minute creative or media call, we can help you act with confidence using consumer-centred decision intelligence. Get in touch to start your next campaign with the insight that helps creative and media fuel each other.

[CONTACT](#)

ABOUT KANTAR

Kantar is the world's leading marketing data and analytics business. We deliver the intelligence needed to power brand growth. We provide the signals that help organisations act quickly and confidently. We empower brands to make effective marketing decisions based on predictive evidence. And we help them craft powerful growth strategies rooted in the connection between consumers, brands and enterprise value. All this is powered by our uniquely robust human and synthetic data, our unrivalled IP, our AI-native platform and the team of global brand experts that bring this all together.

ABOUT KANTAR ADVERTISING EFFECTIVENESS AWARDS

All the ads and campaigns we highlight are brought to us by our clients and their agencies. We select our winners on a quantitative level through our decision intelligence solutions, LINK+, LINK AI, LIFT, LIFT+, that are based on consumers' reactions, and on a qualitative level by review across our global creative and media teams. This allows us to select winners that achieve a magic combination of both creativity and effectiveness, driving sales and brand equity. The awards are split into four categories: digital/social, TV, print/outdoor and campaigns, with winners selected from thousands of ads and campaigns researched in the previous year from over 80 different countries.

SHORTLISTED BRANDS THIS YEAR

CATEGORY	MARKET	BRAND NAME	AD/CAMPAIGN NAME	AGENCIES
Digital/social	United Kingdom	Bailey's	Coffee Cocktail Classic	Content creator: jimseven; Agency: Whalar's
Digital/social	Ireland	Birra Moretti	Nonna Knows – Happiness	Lucky Generals
Digital/social	Australia	Cadbury Dairy Milk	CDM Taste YouTube Chunk Melting AUS 15s copy	VCCP
Digital/social	USA	Microsoft Copilot	Game Show 30	Panay Films
Digital/social	United Kingdom	Desperados	Desperados Credentials 15s	LePub
Digital/social	Brazil	Heineken	Bar Dating	LePub
Digital/social	Brazil	HEINZ	maiomenos	DAVID
Digital/social	Germany	Miele	Performance – Outdoor Cooking	Wieden+Kennedy
Digital/social	USA	Neutrogena	NTG Collagen Bank	BBDO
Digital/social	South Africa	SAVANNA	Savanna Presents: Savanna DryCon	TBWA South Africa
Digital/social	Chinese mainland	Yamazaki	To Pioneer a new frontier 30s	C-Monster Marketing Group / 上海吉韬文化传播有限公司
Digital/social	Italy	Amazon	Moving Day 30" Italy	adam&eveDDB
TV	India	Cadbury Chocobakes Cookies	CHOCOBAKES STORE FILM	Ogilvy
TV	USA	Capital One	The First Game	GSD&M
TV	USA	Capital One	ICE KAREEM	GSD&M
TV	United Kingdom	Cornish Orchards	Cider You Can Trust	The Corner
TV	USA	Degree	Bean King 30s (Men)	VML
TV	Egypt	Dreem	Crème Caramel	Müllers Communications
TV	United Kingdom	Heinz	Lost In Love: Home	Wieden + Kennedy London
TV	USA	Jägermeister	Call of the Cold	Wolfgang
TV	United Kingdom	Old Mout Cider	Moutopi	St Luke's Creative Agency
TV	United Kingdom	Samsung	SmartThings Home for every you	Cheil
TV	USA	Skrewball	House of High Spirits: Skrew the Usual	The Martin Agency
TV	Korea	Zespri	2025 Zespri Jam-packed Korea	Strategic agency: The Shed 28, Creative agency: Quote Unquote

SHORTLISTED BRANDS THIS YEAR

CATEGORY	MARKET	BRAND NAME	AD/CAMPAIGN NAME	AGENCIES
Print/outdoor	Australia	Helga's	Lunchroom OOH	TBWA Australia
Print/outdoor	Netherlands	Staatsloterij	STL POS OJT PLAFONDHANGER W512024	Brompton Road
Print/outdoor	Portugal	Bandida	Bandida Champanhe	FunnyHow
Print/outdoor	Chinese mainland	adidas Originals	SS25 Superstar KV - SYQ	HYPEMAKER
Print/outdoor	France	Lancôme	90 years celebration	Publicis
Print/outdoor	United Kingdom	Belazu	Belazu – Chef-Grade Ingredients for your Kitchen	Wonderhood Studios
Print/outdoor	Germany	Occhio	Luna	Martin et Karczinski
Campaigns	Australia	Uber	Reserve 2.0	EssenceMediacom
Campaigns	Argentina	Galicia	Campaña Pareja	Mercado McCann, Anunciar & Digital Soul
Campaigns	United Kingdom	EA GAMES	EA FC26 Launch and Holiday	WPP Media
Campaigns	Netherlands	Videoland	Videoland - Bennie	Dentsu
Campaigns	USA	TikTok	TikTok For All USA	Zenith



KANTAR

ADVERTISING **EFFECTIVENESS** AWARDS 2026

How creative and media
decisions fuel each other