



CREATIVE EFFECTIVENESS AWARDS 2025

Connecting with people in the age of AI



INTRODUCTION

Welcome to the sixth annual Kantar Creative Effectiveness Awards.

This year marks a transformative moment as AI revolutionises the way marketers engage with consumers. It's not just about automation; it's about forging deeper, more personalised connections. AI is now a strategic partner, driving creativity and effectiveness to new heights.

Consumer centricity and connection are key. To achieve significant growth, brands must connect with their audience through shared experiences, capturing attention and tapping into major cultural moments. Ads shown during events like the US Super Bowl deliver a 20-25 times higher return on investment than regular advertising. These moments do more than highlight a product - they embed brands in cultural memory, creating lasting emotional connections. The bigger the event, the greater the opportunity to Predispose More People to your brand, increasing the likelihood of sales now and in the future.

Our awards stand out because they are judged by the consumers they target. This provides us with genuine insights into what resonates with people worldwide.

We highlight the best digital, social, TV, print, and outdoor ads from thousands researched last year, as well as those that topped our LINK AI databases. LINK AI is a powerful AI-based solution trained with consumer insights from over a quarter of a million ads researched by our LINK+ ad testing solution.

Our LINK+ and LINK AI studies offer vital optimisation advice for marketers and provide in-depth learning on how advertising works. Each year, they allow us to explore current industry trends and understand why they are effective, on a deeper level.

This year, our global winners present powerful examples of ads that have connected in this age of AI, spanning 18 markets, 28 clients, 37 brands, across 26 categories.

Congratulations to the winning advertisers and their agencies!



Jane Ostler

EVP, Global Solutions Marketing
and Thought Leadership

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DIGITAL/ SOCIAL

DIGITAL/SOCIAL TOP 10

Our digital and social winners this year bring creative content from all corners of the world, spanning a diverse range of categories. From Japan to Italy, the UK to the USA, these campaigns cover everything from toiletries to tourism, trainers, and more. They connect through influencers and genuine sincerity, proving that with real creativity, there are no limits.

#1

LePub Milan

Desperados

Desperados. The
beer with Latin Vibe
– Supermarket

Multi market

#2

BPCM

CeraVe

CeraVe Grandma
USA

#3

Tourism Australia
Social Media Team

**TOURISM
AUSTRALIA**

Colours of Australia,
Taylor's Version

USA

#4

Le Pub

Ichnusa

Se deve finire
così non beveteci
nemmeno

Italy

#5

McCann

Nurofen

See My Pain
United Kingdom

#6

Internal creative team

Vans

Always Pushing with
Vans

United Kingdom

#7

The Martin Agency

Skrewball

Skrew the Usual :6
Unicorn

USA

#8

VaynerMedia

Booking.com

How to Make a NY
Yankees Fan Love
Boston

USA

#9

dentsu

NIKKA WHISKY
(ニッカウキスキー)

生きるを楽しむウイスキー
(Savour the joy of life)

Japan

#10

LePub

Heineken 0.0

0.0 Reasons Needed –
Parenting

United Kingdom

TV

TV TOP 10

This year's TV winners cover a wide array of categories and markets, from charities to chocolate bars, delivery services to drinks, and from Perú to France, Chile to the USA. Our TV campaigns communicate with effortless diversity and AI-generated imagery, connecting with audiences through humanity and heritage, and sometimes, a surprising twist of attention-grabbing surrealism. It's a genuine display of connecting with creativity.

#1

Pablo London

Deliveroo

Now just got even better - Octoman

Multi market

#2

Creative Agency:
VML London

Production Agency:
Hogarth London

KitKat

KitKat 'Break Better' Campaign

Multi market

#3

adam&eveDDB

Volkswagen

YourWagen 60s TV

United Kingdom/France

#4

Secret Level

Coca-Cola TM

Holidays Are Coming

United Kingdom/France

#5

McCann

**L'Oréal Paris
Magic Retouch**

Shower

United Kingdom

#6

New Commercial Arts

**Alzheimer's
Society**

It's not called Getting Old

United Kingdom

#7

Fahrenheit DDB

GLORIA

Lo estás haciendo bien

Perú

#8

McCann
Worldgroup

Entel

Llamadas con Historia

Chile

#9

Buzzman

Burger King

Chicken Spicy

France

#10

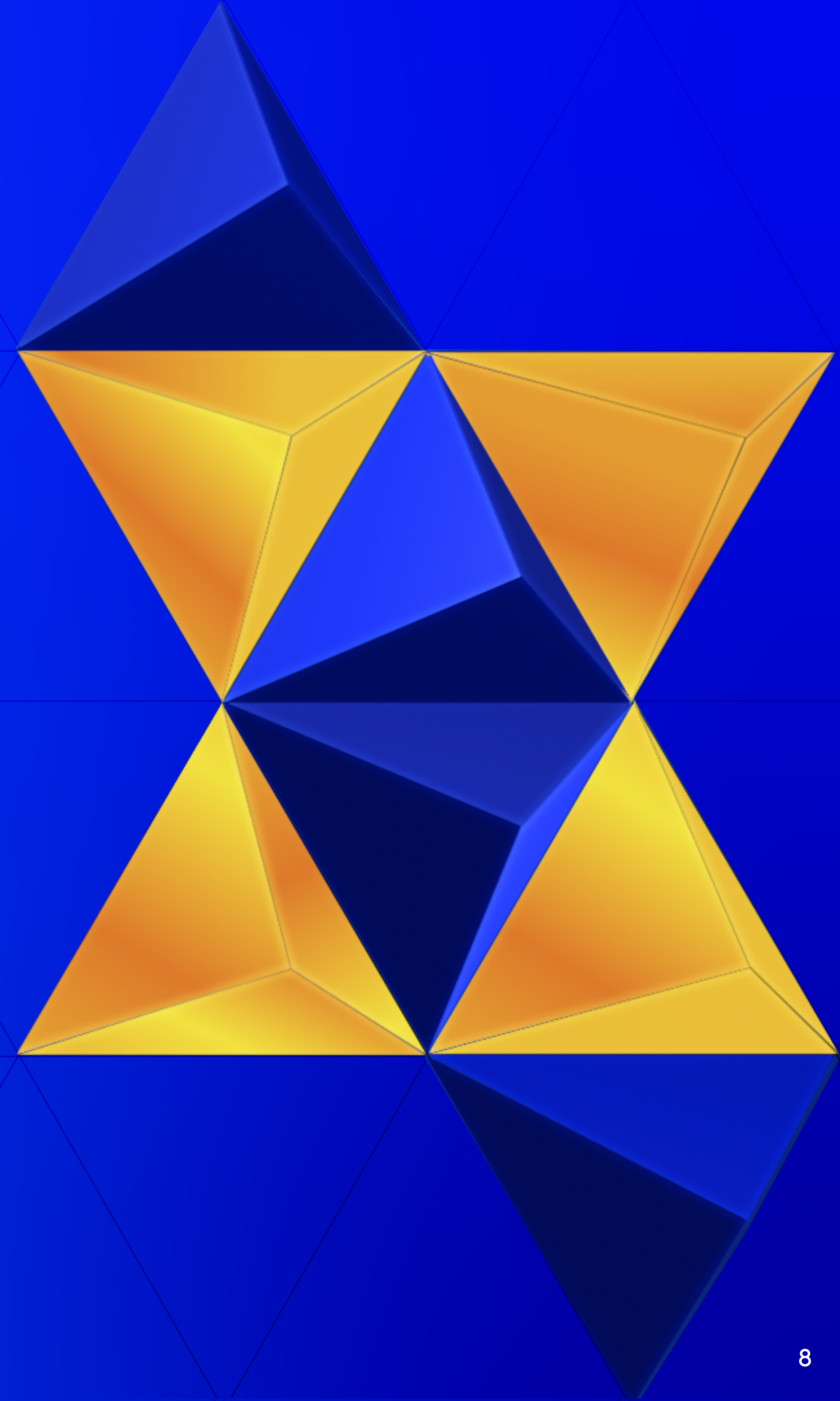
Ogilvy

Dove

Let Your Body Body

USA

PRINT/ OUTDOOR



PRINT/OUTDOOR TOP 10

Our print, outdoor, and digital outdoor category this year highlights experiential marketing; from the winter darkness of the Nordics to contextualised marketing from UK train stations. From tech to tyres, beer to biscuits, Brazil to Germany, we see barriers breaking down as ingenuity is combined with creativity.



#1

Uncommon Creative
Studio

Coca-Cola

Pick up a Coke, light
up the dark

Norway/Sweden



#6

Nick Dwyer : CD
Beavertown, Ed Morris:
Director, Sam Jenkins
& James Springall:
Creatives

Beavertown

Social Beings
United Kingdom



#7

Otherway

Inch's Cider

Fewer Miles, Better
Inch's

United Kingdom



#3

McCann

Goodyear

Goodyear Feel The Drive
Pulse (DE Print)

Germany



#8

Ogilvy

Cruzcampo

Gypsy - Throne -
OOH

Spain



#4

TBW\LDN

**McVitie's Jaffa
Cakes**

Cola - The Pairing
No One Asked For
United Kingdom



#5

Pablo

Deliveroo

Only on Deliveroo
2024 - Wagamama
United Kingdom



#9

New Commercial Arts

Nationwide

Branch Manager
United Kingdom



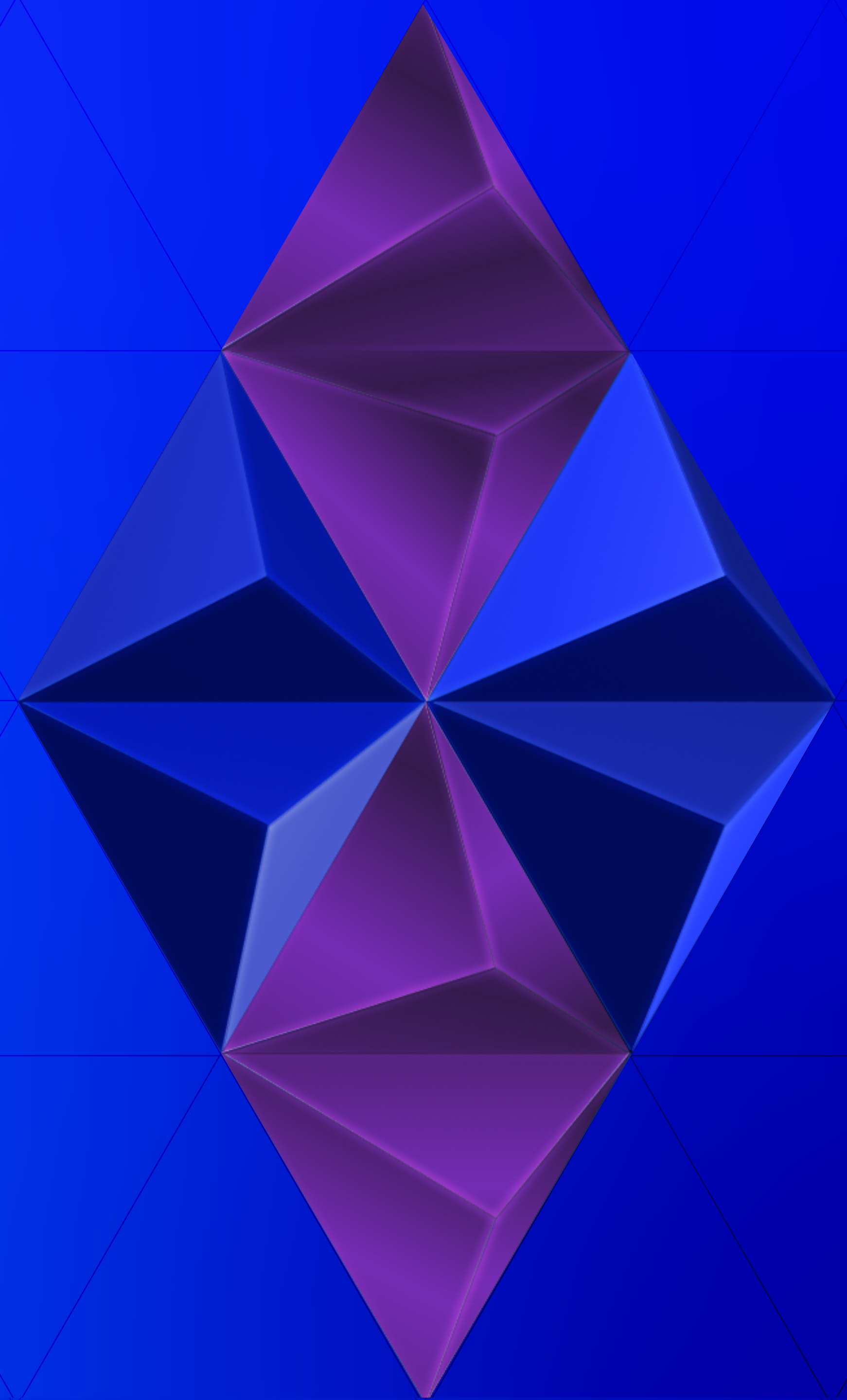
#10

LePub

Heineken 0.0

0.0 Reasons
Needed - Holiday
Brazil

LINK AI TESTED



LINK AI TESTED TOP 10

LINK AI allows advertisers to screen additional campaign content that wouldn't always be tested. Built around learnings from LINK+ and AI, it predicts consumer responses. Our winners predicted by LINK AI highlight a broad range of advertising styles, from sensory to the absurd, sincerity to celebrity. These campaigns span the globe, from New Zealand to Turkey, India to Denmark, covering charities, cleaners, ride-hailing apps, and toothpaste.

#1

DDB NZ

Freya's

Variety is Good
New Zealand

#2

Ogilvy

**Colgate
Maxfresh**

Dr Sleep_30Sec
India

#3

BPG & VML Türkiye

Uber

Taxi IMC (60s): Taksi
için doğru tercih
Türkiye

#4

BETC

Evian

30s Mountain of
Youth France
France

#5

DDB NZ

Vogel's

VOGELS Nothing
Compares
New Zealand

#6

MCCANN LONDON

Dettol

Dettol HSC - Let Life
Flow (Aug 2022)
United Kingdom

#7

Stream and Tough
Guy

Uber Eats

Pede quase quase
tudo
Portugal

#8

Robert/Boisen & Like-
minded

**Tryg,
TryghedsGruppen
og TrygFonden**

Majas krammebamse
Denmark

#9

Soho Square

Maybelline

สวยทุกแสง
All Lights I Shine -
INK WARUNTORN
[Official MV]

Thailand


#10

Accenture SONG

Steff Houlberg

Hjemmebanen
Denmark

CONNECTING WITH PEOPLE IN THE AGE OF AI



Kantar Creative Effectiveness Awards 2025 spotlight the trends we've observed from thousands of ads researched last year. Each year brings new themes, and this year is no exception. Our winning ads have highlighted the need for **relatability**, connecting with 'real' people, in real time, in real ways. The recent tornado of AI overload has sparked a longing for face-to-face interactions and tech-free encounters. Marketers have seized this opportunity to rediscover and celebrate the joy of real human connection.

We've also seen innovative ideas to grab that all-important attention in a chaotic and overcrowded advertising world. A recurring theme among our winners this year is surreal **bizarreness** with outlandish weirdness. Exaggerated visuals and fantastical scenarios are used to grab attention and lend greater gravitas to a brand's messaging, to differentiate them and to make these ads stand out from the crowd.

Last year, we celebrated the consistency and long heritage of some of our winning brands. This year, brands are **reimagining** their roots in exciting new ways. Our winners have shown how they've been there for people throughout history, while also highlighting their current relevance. Some have focused on their cultural roots, leveraging

elements in fresh and novel ways to reignite pride in their brand heritage and build true brand affinity in a deeper, more emotive way.

Among our **trend-tapping** winning ads, we see how important it is for brands to speak the right language and to do so at the right time. Our winners have shown that tapping into contemporary culture embeds a brand in the conversations people are already having, automatically connecting them, through music, sports, or borrowing attention by jumping onto a moment of viral hype.

Finally, in the ever-evolving world of advertising, some things never change. Again, we see humour, consistency, and powerful branding among our winners, but innovative ideas continue to emerge as technology speeds up its evolution. Our winners used quality AI-generated content to expand their creativity in exhilarating and intriguing new ways. Winners also continue to demonstrate effortless diversity, naturally embedding it into the core of their advertising. In advertising, DEI remains powerful and strong with hard evidence showing a **+3.5%** direct sales uplift and a **+16.26%** longer-term sales uplift for ads that encompass diversity.

CONNECTING WITH PEOPLE IN THE AGE OF AI

To connect with audiences, this year's winners have leveraged the power of insights at various stages of the creative development journey. As Kantar data shows, getting the right insights at the right time is a powerful effectiveness multiplier.

Multiplier effects from integrated end-to-end creative and media programmes

Creative quality is a key ingredient of a successful campaign and the most influential element within a marketer's control. An integrated end-to-end effectiveness program that considers both creative and media can generate substantial multiplier effects. For example, research shows that when brands use early-stage qualitative approaches, there can be a potential uplift of 25% in the likelihood of short-term sales. Additionally, when strong ideas are tailored to the right media environments, marketers can further increase campaign effectiveness.



Learn more about our winning ads and see the creativity behind these emerging trends. **Read on to discover what makes our winners the most creative and effective of those researched in 2024.**

1 RELATABLE REALITIES

Ads that evoke stronger emotions generate:

+61

Future brand demand

+50

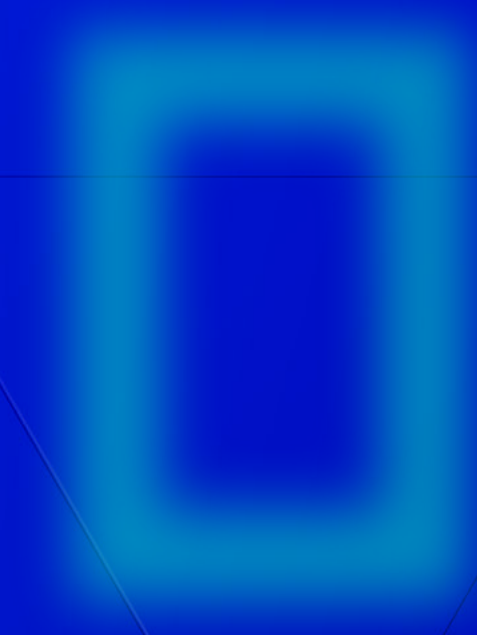
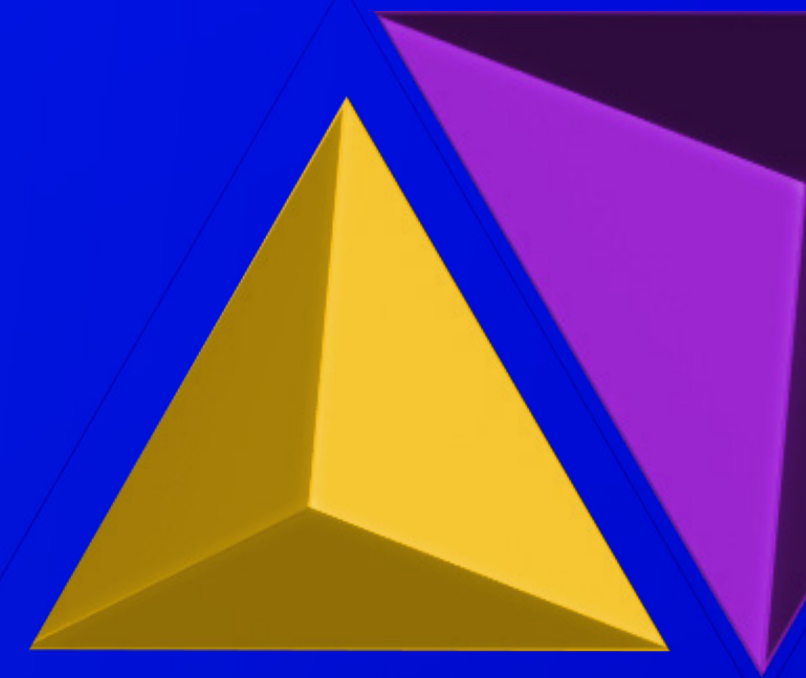
Branded engagement

than ads that aren't emotionally engaging

Difference in percentile points between average scores of ads in the top 30% vs. bottom 30% on the Feel Good Factor. Source: Kantar LINK database

With the speed of Gen AI developments and constant disruption, it's crucial for advertising to connect by understanding how people think and feel, tapping into their current needs, whether that is a need for connection with other people or with themselves.

Relatability can be conveyed in numerous ways; it doesn't have to rely solely on the product and brand's relevance to the audience. Our winning ads this year found ways to connect on a deeply personal and human level, encouraging a strong and relatable connection to the brand through association. For instance, our #5 Digital/Social winner, a Nurofen ad titled 'See My Pain' use a play on words referring to the gender 'pain gap', alluding to the widely publicised gender pay gap. Personal pain stories are retold by women, resulting in powerful shared experiences that resonated with their audience.



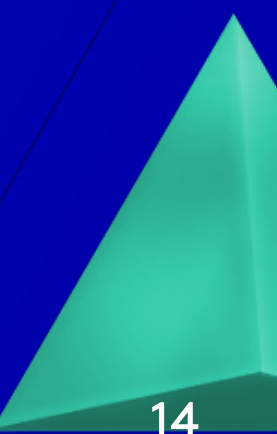
#5

McCann

Nurofen

See My Pain

United Kingdom



1 RELATABLE REALITIES

I can relate to what is shown in the ad:

Future brand demand

+40

increase from average

Impact

+31

increase from average

I can identify with the people in the ad:

Future brand demand

+37

increase from average

Impact

+31

increase from average

*Difference in percentile points between average scores of ads in the top 10% on "relate to what is shown in the ad" or "could identify with the people in the ad" vs. overall average.
Source: Kantar LINK database*

Similarly, the relatable characters in our #6 TV winner from the Alzheimer's Society, 'It's not called Getting Old,' evoke powerful feelings of empathy from those who deeply understood the personal truth of Alzheimer's, while conveying their message to all, that this is a disease, not just a byproduct of ageing.

Delving into the dark proved to be an ingenious way for Coca-Cola to relate to the people of the Nordics with our #1 winning Print/Outdoor ad, 'Pick up a Coke, light up the dark'. Part of an integrated campaign researched via our LINK experience optimisation capabilities, it reached consumers through online and offline touchpoints. Coke identified with those living in countries where the winter months bring long hours of darkness. Limited edition light-up cans of Coke could be won via interactive apps to literally light up the dark, in a time and place where connecting in this way was extremely powerful.

Relating does not have to be heartfelt; KitKat uses humour in the #2 winning TV ad KitKat 'Break Better' campaign. The strong visuals cleverly convey that very real feeling of being overwhelmed at work, backed by the powerful vocals of Freddy Mercury to elevate their message where the brand provides a visual sense of relief, continuing their famous 'Take a Break' tagline.

#6

New Commercial Arts

Alzheimer's Society

It's not called Getting Old

United Kingdom

#1

Uncommon Creative Studio

Coca-Cola

Pick up a Coke, light up the dark

Norway/Sweden

#2

Creative Agency: VML London

Production Agency: Hogarth London

KitKat

KitKat 'Break Better' Campaign

Multi market

1 RELATABLE REALITIES

The brand also feels like something of a hero in our #2 Digital/Social winner 'CeraVe Grandma'. In the TikTok, Grandma Droniak is preparing for a date with her ex boyfriend and shares how she uses CeraVe in her skincare routine. The use of a non-traditional influencer introduces a level of humour that differentiates the ad in a category saturated with more traditional influencers. The humour in this ad is a powerful connector giving us an opportunity to laugh at ourselves;

Reaching out to connect with your audience, whether in an empathetic way or with lighter humour, is clearly beneficial. With technology at every turn, our #9 Print/Outdoor winner, 'Branch Manager' from Nationwide, hits on the sense of identifying something people need. Tired of talking to chatbots and automated answerphones, their outdoor ad highlights that, unlike many others in the category, Nationwide still has a face-to-face manager in every branch.

Our LINK ad testing database further evidenced that ads where the audience felt they could 'really identify with the people in the ad' showed a **+37**-point increase in future demand for the brand and a **+31**-point increase in overall impact.



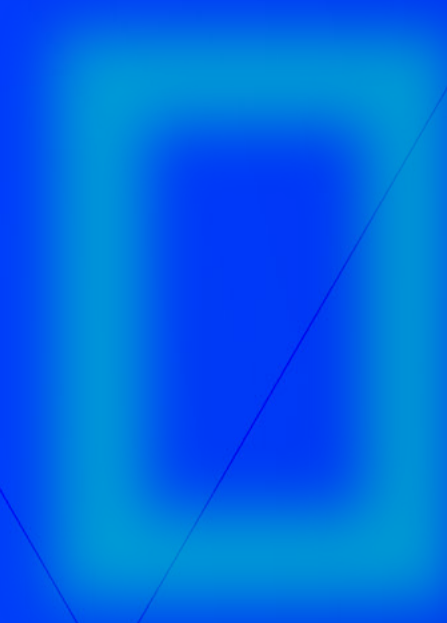
#2

BPCM

CeraVe

CeraVe Grandma

USA



The power of finding ways to relate to your audience cannot be overstated. Whether through heartfelt and emotive storytelling or light-hearted humour, connecting with audiences on a personal level can significantly enhance brand impact and help your brand grow. As evidenced by our winning examples, ads that resonate with people's real-life experiences and emotions are more likely to leave a lasting impression and a strong connection with the brand. Despite technology advancements, the human touch remains crucial.

#9

New Commercial Arts

Nationwide

Branch Manager

United Kingdom



2 BIZARRELY BOLD

Distinctive creative drives effectiveness

Likelihood to go viral

+41

increase from average

Future brand demand

+40

increase from average

Impact

+38

increase from average

Difference in percentile points between average scores of ads in the top 10% on Distinctiveness vs. overall average. Source: Kantar LINK database

To reach the final selection stage of our top 10 winners each year, we watch through hundreds of our highest scoring ads and this year we noticed an emerging style of truly bizarre, over the top, surreal, mythical and often weird visual features appearing across many of our high scoring ads. Aside from grabbing attention because of their outlandish nature, these bizarre elements are also used to dig deeper into conveying their brand's messaging and the brand experience.

Our surreal #1 TV winner from Deliveroo, the captivating 'Octoman', grabs attention with its absurdity. Octopus Triton is on a date, and orders in his Deliveroo to an isolated island. Unexpected visuals create a second look moment, making viewers wonder what's going on. This grabs attention and draws us back to the ad.

Outlandish, over the top ideas continued in ads from all around the world: our #2 winner predicted by LINK AI from India brings us the zany dentist from Colgate Maxfresh, turning up for work with his bed still stuck to his back but carrying on working regardless.

The USA gave us Skrewball, our #7 Digital/Social winner 'Skrew the Usual: 6 Unicorn' which delivers fun and edgy in just 6 seconds. In the Facebook video, a mythical unicorn makes an appearance, only to have his horn detached to stir a glass of Skrewball Peanut Butter whiskey.

#1

Pablo London

Deliveroo

Now just got even better - Octoman

Multi market

#2

Ogilvy

Colgate Maxfresh

Dr Sleep_30Sec

India

#7

The Martin Agency

Skrewball

Skrew the Usual :6 Unicorn

USA

2 BIZARRELY BOLD

Even the Abominable Snowman makes an appearance this year, in Evian's 'Mountain of Youth' ad, our #4 winner predicted by LINK AI. Conveyed in a phantasmagorical way, this ad also cleverly incorporates additional brand cues with the reappearance of the Evian babies from historical Evian ads.

Our Digital/Social category this year is topped by a brand that stepped out of their comfort zone with the Latin inspired 'Desperados. The beer with Latin Vibe – Supermarket' ad. Bringing in a Colombian artist and producer as Artistic Director, Desperados turned a mundane supermarket setting into a vibrant, Latino street party to grab attention with a soundtrack relating to the edgy side of Latin culture. A bizarrely bold step for the brand resulting in a bizarrely beautiful piece of creative, that ran alongside a longer music video version.

We also saw the bizarre used to differentiate in a category. L'Oréal Paris Magic Retouch went full Hitchcock Psycho on us with their 'Shower' ad, our #5 TV winner. Not a style we have seen before in the hair care category where flowing locks, shines, curls, and waves tend to be the order of the day.

#4

BETC

Evian

30s Mountain of Youth France
France

#1

LePub Milan

Desperados

Desperados. The beer with Latin Vibe – Supermarket
Multi market

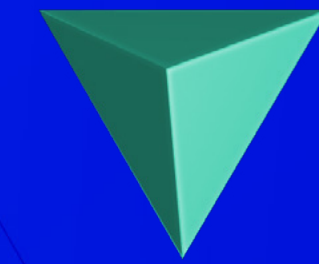
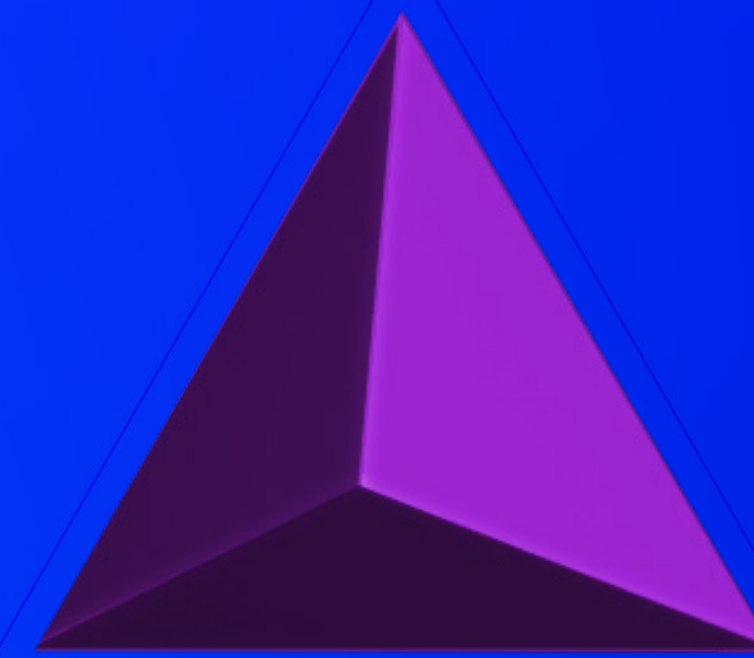
#5

McCann

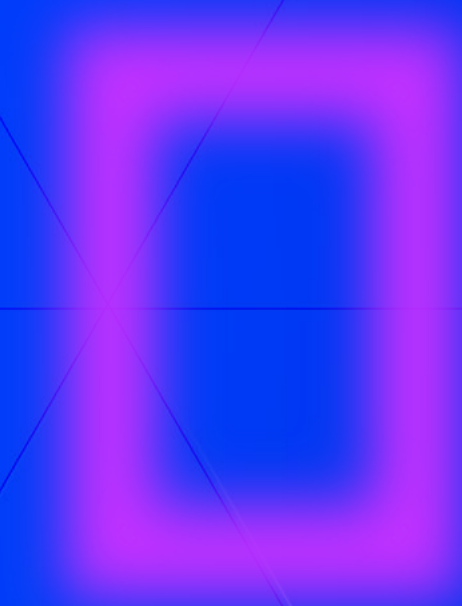
L'Oréal Paris Magic Retouch

Shower
United Kingdom

2 BIZARRELY BOLD



In a similarly humorous over the top style, Freya's 'Variety is Good', our #1 winner predicted by LINK AI, goes for intense drama to draw you into their story, bringing the brand in with a humorous twist in the plot to lighten and elevate the mood.



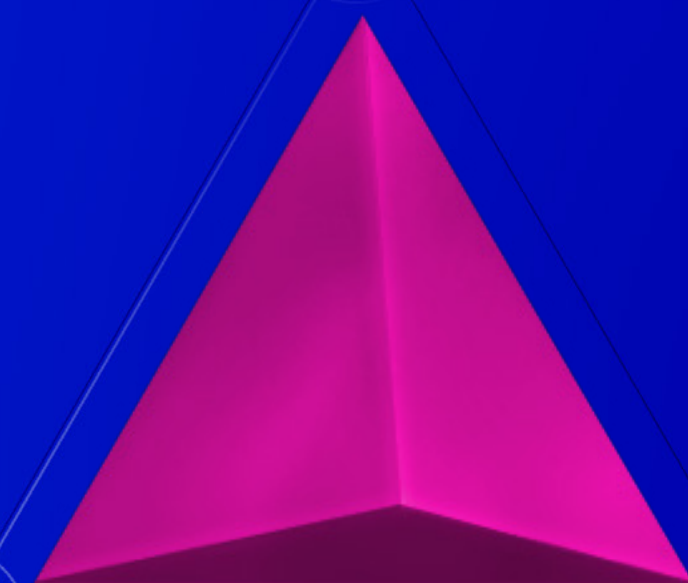
#1

DDB NZ

Freya's

Variety is Good
New Zealand

The repeated use of mythological, fantastical, obscure, bizarre features and characters that we noticed appearing across our highest scoring ads, highlight how imaginations have been working overtime across our winners this year. All features that have been used to captivate their audience's attention and create a set of ads with that truly distinctive quality. Our databases show unmistakable evidence that ad distinctiveness is a key driver of ad effectiveness.



3 ROOTS REIMAGINED

Ads that use nostalgia deliver:

Enjoyment Smile Brand Affinity

+15 **+15** **+10**

Difference in percentile points between average scores of ads with nostalgia vs. without. Source: Kantar LINK database

Brands grow by being Meaningfully Different to More People. Can heritage advertising - leveraging a brand's past - effectively attract new consumers? Or does it merely reinforce loyalty among existing ones? Brands that have been around for decades may struggle with whether to communicate their heritage outward. Will sharing the past resonate only with audiences who have lived through those periods?

This year's winners demonstrate that leveraging a brand's history can be an effective way of predisposing your brand to more people. How do they do it? They focus on creating a meaningful connection - by highlighting the value that the brand's longstanding presence brings to people. In fact, ads leveraging nostalgia are more likely to be enjoyable and evoke a smile on people's faces.

One way to reimagine your brand's roots is to focus on how its role has remained relevant to people through the years. Our #3 TV winner, Volkswagen's 'YourWagen 60s TV', goes to the roots of the brand name, Volkswagen ("people's car" in German). The ad spotlights the diverse and personal stories of its owners, from the funnily named Mumswagen where a mum drives the car, to the more nostalgic shot of its iconic Beetle as a Weddingwagen. By involving genuine Volkswagen fans in its storytelling, the ad shows that loving "your Wagen" doesn't have an expiry date.

Similarly, Entel, a telecommunications brand from Chile, lands in #8 spot in TV with its 'Llamadas con Historia' ad - focusing on calls with history. The ad highlights Entel's vital role in Chilean's lives during the country's most significant moments. From overcoming challenges like the earthquake, to celebrating triumphs such as the 2015 Copa América, Entel shows how it continues to evolve its technology to help people.

#3

adam&eveDDB

Volkswagen

YourWagen 60s TV

United Kingdom

#8

McCann
Worldgroup

Entel

Llamadas con
Historia

Chile

3 ROOTS REIMAGINED

Another way to reimagine a brand's roots can be by honouring its cultural origins in a modern way. Cruzcampo, a beer brand from the Andalusian region in Spain, has been celebrating its Andalusian roots under the tagline 'Con mucho acento' (Heavily accented), that pays homage both to Andalusian accents and culture as well as the unique taste of the beer. In 2021, the brand used AI to create a campaign where the late cultural icon Lola Flores spoke directly to audiences about the importance of being proud of your roots. This year's #8 winner in print and out of home builds on the success of this campaign. 'Gypsy Throne - OOH' features a contemporary actress and flamenco dancer Carmen Avilés who embodies pride in Andalusian roots in a modern way.



#8

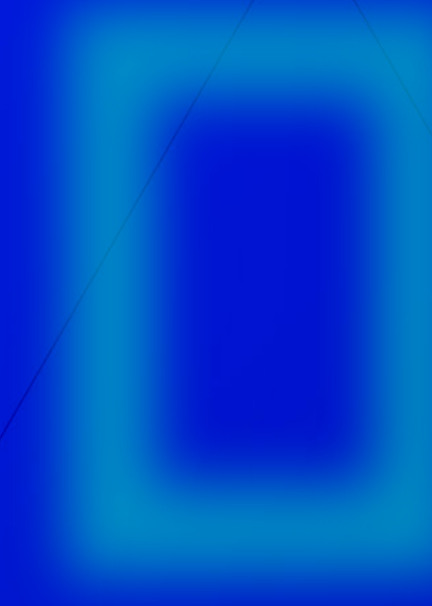
Ogilvy

Cruzcampo

Gypsy - Throne - OOH

Spain

Nikka Whisky, in celebration of its 90th anniversary, launched the 'Savour the joy of life' ad, achieving #9 spot in our Digital/Social category this year. The ad deploys visual storytelling with light touch inspiration from Japanese shadow play puppetry and visual references to Japanese nature. It demonstrates diverse ways that people can enjoy the drink.



#9

dentsu

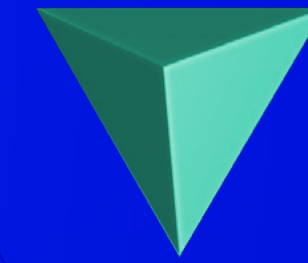
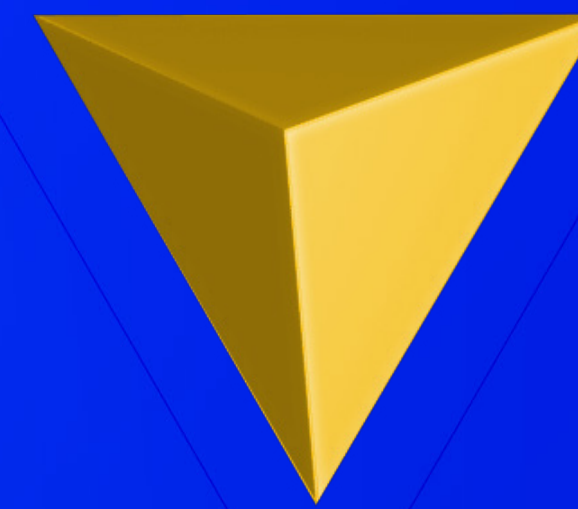
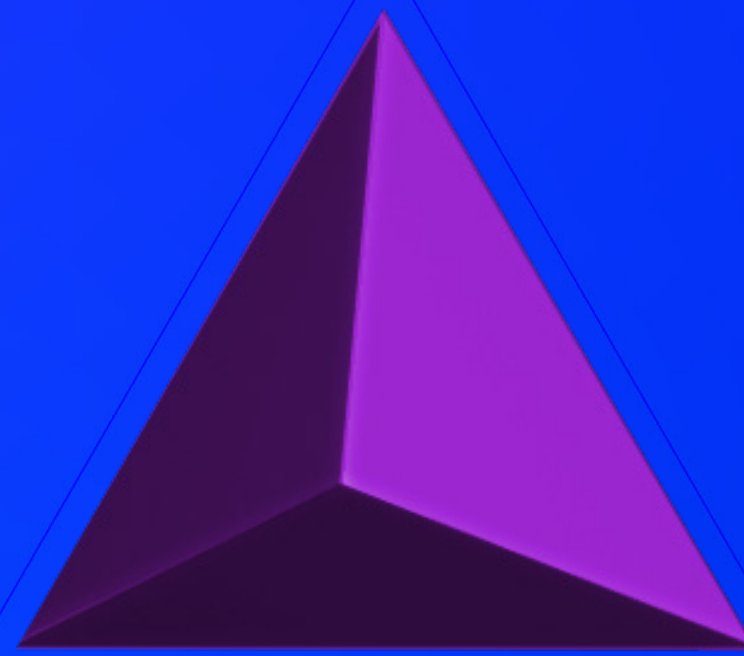
NIKKA WHISKY

(ニッカウヰスキー)

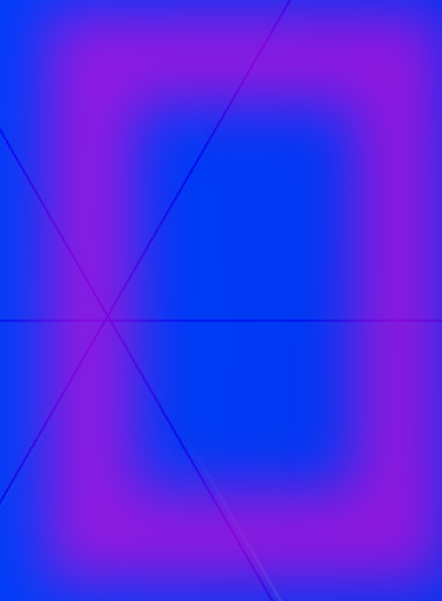
生きるを愉しむウイスキー
(Savour the joy of life)

Japan

3 ROOTS REIMAGINED



A brand's longstanding heritage can be an invitation for creativity rather than holding it back. Coca-Cola pushes the boundaries when it comes to reimagining its own roots with one of its most iconic ads, 'Holidays are coming', which has been running since 1995. In 2024, Coca-Cola put a modern spin on the ad by leveraging generative AI. This reimagined version is our #4 TV winner. The ad itself bears many similarities to the 1995 original, the truck going down wintry roads, the famous soundtrack. But it also takes the opportunity to modernise by featuring a more diverse cast, indulging in Coca-Cola Zero Sugar.



#4

Secret Level

Coca-Cola TM

Holidays Are
Coming
United Kingdom

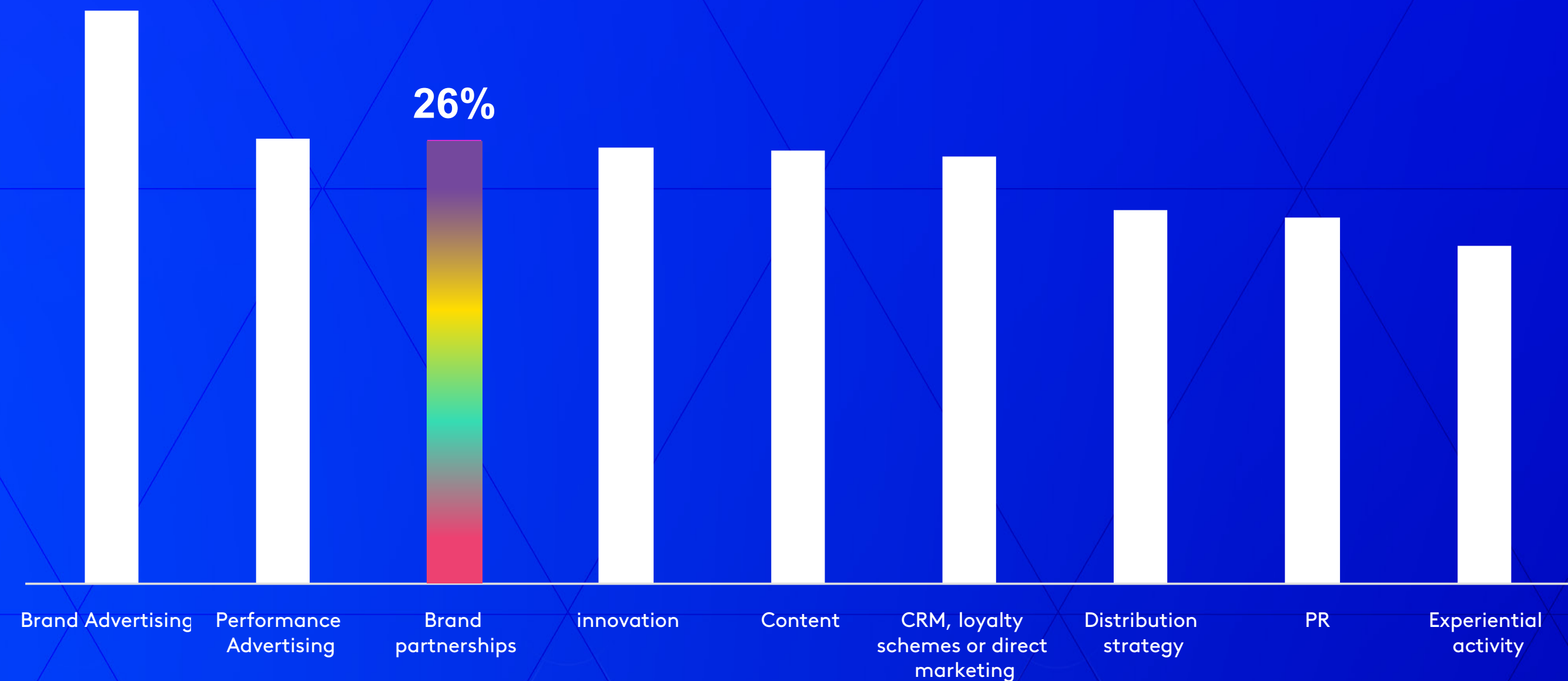
Brands can reimagine their roots to attract more people by leveraging their heritage in meaningful ways. This year's winners show that this can be done creatively, by focusing on what aspects of the brand stood the test of time, celebrating its origins in a contemporary way or pushing the envelope by reimagining a brand's creative staples. Cleverly tapping into their heritage can help brands connect with existing as well as new audiences.

4 TREND TAPPING

Brand partnerships are a key part of the marketing toolkit

Staying relevant isn't just about shouting the loudest, it's about speaking the right language at the right time. Some of the most effective ads embed themselves in contemporary culture, becoming part of the conversations people are already having and ultimately predisposing more people to their brand. Whether through music, sports, or moments of viral hype, brands that successfully tap into trends don't just gain attention - they build connection. 26% of marketers believe partnership marketing is most important for achieving business outcomes.

Which of these marketing tactics will be most important for achieving your brand's business objectives this year?



Source: 2024 Language of Effectiveness report, Marketing Week / Kantar

Vans collaborated with the British rapper Little Simz for the #6 Digital/Social winner 'Always Pushing with Vans', championing a mindset beyond just introducing a product. The ad creates a bridge between the artist's resilient creativity and the skateboarding community, whose sport is built on the same dedication and resilience. By aligning with a subculture that embodies persistence, Vans doesn't just borrow attention from music or skateboarding; it aligns itself with a deeper, cultural truth.

#6

Internal creative team

Vans

Always Pushing with Vans

United Kingdom

4 TREND TAPPING

Then there's Dove's #10 TV winner 'Let Your Body Body', which turns up the volume on nostalgia and empowerment all at once. Partnering with artist Chika, they re-recorded the iconic track My Neck, My Back - a song that has long echoed through pop culture as an anthem of female confidence. This ad uses a hit song for awareness and reinforces the brand's message in a way that felt bold, relevant, and impossible to ignore, especially if you're a millennial woman.

Partnering with artists isn't the only way brands tap into trends. Tourism Australia seized the moment by releasing its #3 Digital/Social winner 'Colours of Australia, Taylor's Version' just as Taylor Swift was set to tour the country. The campaign uses her song titles to highlight Australia's landscapes, speaking - not limited to, but - directly to her massive fanbase. By aligning with "Swiftmania" at its peak, they made the destination part of the cultural conversation.

#10

Ogilvy

Dove

Let Your Body Body

USA

#3

Tourism Australia
Social Media Team

**TOURISM
AUSTRALIA**

Colours of Australia,
Taylor's Version

USA

4 TREND TAPPING

And it's not only about music. Sports fandom runs deep, and Booking.com leveraged it to Be More Present in buying situations by becoming the official travel partner of Major League Baseball. Our #8 Digital/Social winner 'How to Make a NY Yankees Fan Love Boston' captures a couple secretly texting about how much they love their meal in Boston, while trying to keep their team loyalty intact. By tapping into the playful rivalries of Major League Baseball, the brand made itself part of the fan experience. A perfect example of how the right partnership, when executed with cultural insight, can feel seamless and authentic.

Similarly, Steff Houlberg's #10 winner predicted by LINK AI 'Hjemmebanen (Home field)' recognises that football isn't just about the match, it's about the full experience, from the atmosphere to the halftime hotdog. Their ad taps into this ritual, celebrating fans who go all in, whether it's firing up the Pølse-expressen (sausage express) or perfecting the toppings with Løghalsen (onion 'header'). With playful Scandinavian humour and a nod to matchday traditions, the brand cements itself as an essential part of the ultimate home-game experience.

#8

VaynerMedia

Booking.com

How to Make a NY Yankees Fan Love Boston

USA

#10

Accenture SONG

Steff Houlberg

Hjemmebanen

Denmark

Partnership marketing is gaining popularity amongst marketers as it can be an important lever to Predispose More People to their brands. By being active in the conversations and interactions people are already having, brands can build strong connections with people in a seamless way. This year's winners show that whether it's an official partnership or a strategic way of leveraging a viral cultural or sports event, tapping into trends can be very effective.

FINAL THOUGHTS

The advertising landscape is evolving at an unprecedented pace. This year, we've seen how AI is not just a tool but a transformative force that can enhance creativity and effectiveness. However, our winners have shown that in an age of AI, the human touch remains crucial. Ads that resonate with real-life experiences and emotions are more likely to leave an impression and create a strong connection with the brand. From deeply relatable to surreal and bizarre, reinvention to tapping into the zeitgeist, the creativity displayed by our winners is a testament to the endless possibilities in advertising.

Other winners this year also displayed creativity in the environmental space, with clever wordplay from our #7 Print/Outdoor winner, 'Fewer Miles, Better Inch's', from Inch's Cider, and a brave campaign from Ichnusa challenging their consumers with their 'if it ends like this, don't drink it' digital ad, our #4 Digital/Social winner. Heineken 0.0 drove brand growth by Finding New Space for their brand, with winners in our Print/Outdoor and Digital/Social categories that highlighted their beer as something you may drink when you are driving or dieting, as well as tasting great.

An utterly amazing display of creatively effective advertising has been witnessed, and we congratulate all our winning and shortlisted advertisers and their agencies for their success. Your creativity and innovation continue to push the boundaries of what is possible in advertising. We look forward to seeing how you will continue to connect with audiences and drive the industry forward in the years to come.

Thank you for joining us in celebrating the best in creative effectiveness. Here's to another year of groundbreaking advertising.

MORE CREATIVE EFFECTIVENESS

Access all the content from this year's Creative Effectiveness Awards, including upcoming local awards and a fantastic and inspiring panel discussing with our Top 1 winners in the TV, Digital/Social and Print/Outdoor categories:



Don't miss out

Access all content here:

We'd love to talk to you about how evaluating your creative is the best way to ensure success – whether using a survey or AI to test ads in as little as 15 minutes on Kantar Marketplace - especially for those oh-so-last minute digital ads.

ABOUT KANTAR

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.

ABOUT KANTAR CREATIVE EFFECTIVENESS AWARDS

All the ads we highlight are brought to us by our clients and their agencies. We select our winners on a quantitative level from our LINK+ scores 'as judged by the consumer' and a qualitative level by a review across the global creative team of our top scoring ads. Our LINK solution gives us benchmarked creative performance metrics and a validated predicted short-term sales lift, meaning our winners are a magic combination of creativity and effectiveness, driving sales and brand equity.

The awards are split into four categories: Digital/Social, TV, Print/Outdoor and predicted by LINK AI, artificial intelligence-based solution for ad testing, with winners selected from thousands of ads researched in the previous year from around 80 different countries, and over 260,000 ads.



ADS SHORTLISTED THIS YEAR

Category	Market	Brand name	Ad name	Creative agency
TV	USA	The North Face	<u>Mirror US</u>	
TV	USA	Hellmann's	<u>Mayo Cat :15s</u>	VML
TV	Multi market	Heineken 0.0	<u>0.0 Reasons Needed – Driving</u>	LePub
TV	South Africa	Savanna Neat	Giving	TBWA/South Africa
TV	Norway	Lano	<u>Vask de henda</u>	TRY
TV	Poland	Żubr	<u>Jak już wznosić, to najlepiej Żubra / If raise anything, it better be ZUBR</u>	PZL
TV	United Kingdom	Amazon Business	<u>Run a Tighter Ship</u>	Joint
TV	Türkiye	Ford Türkiye	<u>Ford Tourneo Courier – Not A New Model, Role Model</u>	VML Türkiye, Curious
TV	France	Renault	<u>R5 is back</u>	Publicis
TV	USA	Coffee mate	<u>Ultimate Coffee Lover</u>	Wieden+Kennedy
TV	United Kingdom	Magnum	Take your pleasure beyond with Magnum Utopia	Lola Mullen Lowe
TV	Germany	Axe	Fit Check TV DE	TMA
TV	USA	Booking.com	<u>Super Bowl Body Doubles</u>	Zulu Alpha Kilo

ADS SHORTLISTED THIS YEAR

Category	Market	Brand name	Ad name	Creative agency
TV	South Africa	Albany	<u>Malume</u>	Grey Advertising – South Africa
TV	USA	Mastercard	<u>2024 Stand Up To Cancer</u>	McCann
TV	United Kingdom	Fosters	Aussie Combos TV UK	adam & eve DDB
TV	United Kingdom	Cadbury	Memory	VCCP
TV	United Kingdom	Cadbury	<u>Cadbury Worldwide Hide 30s Advert</u>	VCCP
TV	USA	Minute Maid Zero Sugar	<u>Wings :30</u>	StudioX
Print/Outdoor	United Kingdom	British Gas	British Gas half price electricity: A tasty offer	T&Pm
Digital/Social	USA	Mentos	<u>Endless sliding</u>	BBH
Digital/Social	South Africa	Cadbury Lunch Bar	<u>LunchBar Man Lucas</u>	VML South Africa
Digital/Social	USA	Heineken	<u>Heineken Credentials Digital - Afterwork (Sludge)</u>	LePub & Boomerang
Digital/Social	USA	Naked	<u>Green Machine</u>	FIG
Digital/Social	Philippines	Toblerone	<u>Toblerone Never Square - Christmas</u>	Leo Burnett
Digital/Social	Singapore	AWS (Amazon Web Services)	<u>Business Transformed</u>	Joint
Digital/Social	USA	Adobe Photoshop	<u>How to Create Product Mockups, Photoshop Basics with Kathleen Martin</u>	Adobe Brand Studio

ADS SHORTLISTED THIS YEAR

Category	Market	Brand name	Ad name	Creative agency
LINK AI tested	New Zealand	Olivani	Olivani_End Frame Version 2	DDB NZ
LINK AI tested	United Kingdom	Energizer	Mr. Energizer Crime Investigator	Camp + King
LINK AI tested	Japan	Frisk	Enjoy being yourself "Sticky Note"	Hakuhodo Inc.
LINK AI tested	USA	Jim Beam	Jim Beam PAGFY Anthem 30s	Ark Brands
LINK AI tested	Italy	Chupa Chups	Bubble Gum - Play Tennis	Boomerang

KANTAR

LINK

To connect creativity with commercial outcomes, you need insight that reveals consumer reactions across contexts and cultures, guiding campaign optimisation from the start of creative development.

The LINK creative development, testing and optimisation portfolio will help you build stronger ads and magnify the impact of your media dollars, achieving your objectives and growing your brand faster.

Benefit from a market leading unified approach, designed to supercharge your creative effectiveness at every stage of your content development process. Develop ads that capture attention and optimise content performance across markets, media formats, and channels. From the big idea to finished execution, our approach to creative excellence is supported by industry leading know how, technology, and brand measurement.

Maximise the ROI and strategic effectiveness of your campaigns with LINK.

Request a demo at kantar.com/marketplace





CREATIVE EFFECTIVENESS AWARDS 2025

Connecting with people in the age of AI

