



Adman Statistic 2016

1.Total of Entry	957	Entries
- Ad That Works (Effective Communication) Categories	40	Entries
- Branded Content & Entertainment Categories	73	Entries
- Design Categories	48	Entries
- Digital & Interactive Media Categories	131	Entries
- Direct Marketing Categories	88	Entries
- Film Categories	176	Entries
- Innovative Idea Categories	9	Entries
- Integrated Marketing Communication (IMC) Campaign Categories	22	Entries
- Media Categories	49	Entries
- Out of Home Categories	67	Entries
- Print Categories	56	Entries
- Promo & Activation Categories	100	Entries
- Public Relations Categories	65	Entries
- Radio Categories	33	Entries
2.Total of Submitting Company	51	Companies
3. Top 5 of Submitting Companies		
- BBDO BANGKOK LTD	186	Entries
- The Leo Burnett Group Thailand	89	Entries
- Ogilvy Group Thailand	86	Entries
- GREYnJ United	63	Entries
- CJWORX	53	Entries
4. Top 5 of Award by Companies		
- BBDO BANGKOK	162	Point
- The Leo Burnett Group Thailand	140	Point
- Ogilvy Group Thailand	98	Point
- Choojai and Friends	77	Point
- GREYnJ United	69	Point

As of 12 Oct 2016

Summary of Entry Adman 2016 By Category



Cate./ Sub Cate	Ad That Works	Branded Content & Entertainment	Design	Digital & Interactive Media	Direct Marketing	Film	Innovative Idea	IMC	Media	Out of Home	Print	Promo & Activation	Public Relations Plan	Radio	Seize The Change	Ad That Breaks	Grandprix	เดือน ในหลวง TV	เดือน ในหลวง Print	เดือน ในหลวง Outdoor	เดือน ในหลวง Radio Spot
1	40	17	2	6	4	13	9	22	6	37	5	9	12	15							
2		14	6	4	14	6			20	0	7	3	9	8							
3		5	9	5	2	2			23	2	5	7	8	3							
4		6	4	9	13	5				8	8	18	8	7							
5		7	1	11	9	0				4	3	8	14								
6		12	12	10	15	7				5	2	12	14								
7		12	2	8	8	5				11	4	5									
8			3	2	7	2					4	0									
9			7	0	17	0					2	9									
10			2	3		1					0	7									
11				0		1					13	11									
12				1		9					2	11									
13				2		33					1	0									
14				3		11															
15				7		7															
16				35		14															
17				6		1															
18				3		13															
19				4		15															
20				2		27															
21				9		4															
Total	40	73	48	130	89	176	9	22	49	67	56	100	65	33	0	0	0	0	0	0	0
2016											957										
Total	33	0	76	166	75	203	12	21	53	131	135	48	50	49	0	0	0	0	0	0	0
2015											1,052										
Total	23	0	53	143	44	100	0	9	38	121	109	35	34	53	0	0	0	0	0	0	0
2014											762										
Total	30	0	69	158	0	152	0	15	58	149	132	56	30	107	0	0	0	0	0	0	0
2013											956										
ADMAN	28	0	74	137	0	142	0	21	50	132	130	52	81	0	0	0	0	0	0	0	0
2012											847										
ADMAN	19	0	46	107	0	134	0	16	52	122	125	37	65	27	0	0	0	0	0	0	0
2011											750										
ADMAN	31	0	31	34	0	117	0	10	32	131	109	20	85	0	0	32	0	0	0	0	0
2010											632										
ADMAN	19	0	36	46	0	182	0	20	37	123	165	10	7	107	0	0	0	0	0	0	0
2009											752										
ADMAN	31	0	49	0	0	252	0	14	43	197	298	22	2	109	0	0	0	6	2	1	1
2008											1,027										
ADMAN	0	0	48	0	0	180	0	11	20	280	341	14	6	93	0	0	0	11	0	0	0
2007											1,004										
ADMAN	0	0	55	0	0	264	0	0	19	256	423	17	8	141	0	0	0	0	0	0	0
2006											1,183										
ADMAN	0	0	59	0	0	262	0	0	24	173	353	24	9	150	0	0	0	0	0	0	0
2005											1,054										
ADMAN	0	0	74	0	0	371	0	0	21	145	452	33	142	0	0	0	0	0	0	0	0
2004											1,238										

Entry Adman Variation 2016 VS 2015



No.	Categories	2016	2015	%Variation
1	Ad That Works (Effective Communication)	40	33	21%
2	Branded Content & Entertainment	73	0	
3	Design	48	76	-37%
4	Digital & Interactive Media	131	166	-21%
5	Direct Marketing	88	75	17%
6	Film	176	203	-13%
7	Innovative Idea	9	12	-25%
8	Integrated Marketing Communication (IMC) Campaign	22	21	5%
9	Media	49	53	-8%
10	Out of Home	67	131	-49%
11	Print	56	135	-59%
12	Promo & Activation *(Activation & Event Marketing)	100	48	108%
13	Public Relations	65	50	30%
14	Radio	33	49	-33%
Grand Total		957	1,052	-9%

Adman Summary of Entry 2016 By Company



NO.	Company Name	Ad That Works	Branded Content & Entertainment	Design	Digital & Interactive Media	Direct Marketing	Film	Innovative Idea	IMC	Media	Out of Home		Print	Promo & Activation	Public Relation	Radio	Total
		SET	SET	SET	SET	SET	SINGLE	SET	SET	SET	SET	SINGLE	SET	SINGLE	SET	SET	SINGLE
1	BBD0 BANGKOK LTD	5	10	8	24	19	25	5	5	12	11	8	12	18	17	7	186
2	The Leo Burnett Group Thailand	4	10	5	9	11	10	1	2	6	3	1	6	12	9		89
3	Ogilvy Group Thailand	7	7	15	8	4	11		5	2	3	3	10	7	4		86
4	GREYnJ United	4	6	7	4	10	4	1	2	6	2	3	2	6	5	1	63
5	CJWORX		5	1	8	10	13			4		2		6	4		53
6	Choojai and Friends	5	2		6	5	12		1	1				11	5	2	50
7	J.Walter Thompson Bangkok	1	2	3	2	5	9	1			5		5	4	6		43
8	Adapter Digital Agency		5		29	1								4	1		40
9	Dentsu One (Bangkok) Ltd.	1				3	3			1	2	3	4	4	2	6	29
10	Creative Juice\Bangkok		1	2		4	5		1	4		3		4	2	1	27
11	MONDAY	1	3	1	1		6				3		6	1		4	26
12	Rabbit's Tale Co.,Ltd	2			10	4				3				3	3		25
13	Dentsu media (Thailand) Ltd.	1	1		2	2		1	2	2	2	2	2	5			22
14	MullenLowe, Thailand	2	1		2		10							2			17
15	DENTSU (THAILAND) LTD				2	1	7				3		3				16
16	mInteraction		4		3		1			1		1		3	1		14
17	Krungsri Auto	1			4	3	1		1	3							13
18	Mindshare Thailand		1		4	2				1				4			12
19	Spa-Hakuhodo		1				1				3		3		1	3	12
20	TBWA THAILAND						3				3		3			3	12
21	Amex Team Advertising Limited					1	2		1							6	10
22	OgilvyOne worldwide Limited	1	2		2		2			1					3		11
23	Storyteller Bangkok			1			9										10
24	Y&R THAILAND			1		2	5							2			10
25	Far East DDB Plc.	1	3				5										9
26	Prakit Advertising Co.,Ltd.	1					6										7
27	Beef Brand Agency		1		1	1	1							1	1		6
28	BIGPLAY						6										6
29	Youngsanti						6										6
30	McCann Worldgroup	2					3										5
31	Swat Co.,Ltd.				2		2							1			5
32	Starcom Mediavest		3											1			4
33	Isobar (Thailand) Co.,Ltd		1			1									1		3
34	Publicis (Thailand) Limited	1	1		1												3
35	Saatchi & Saatchi Ltd.				1		2										3
36	WINTER AGENCY				3												3
37	Carat Thailand									1		1					2
38	Flexmedia iProspect		1		1												2
39	HLP								1					1			2
40	Soho Square						2										2
41	welldone bangkok			2													2
42	Yell Advertising		1				1										2
43	A77 Digital Limited						1										1
44	Cookiesdynamo Co., Ltd.			1													1
45	Factory 01 Co., Ltd.						1										1
46	KLACKFILMS Production				1												1
47	Maxus Thailand		1														1
48	Produce			1													1
49	Shoryuken Production co.,Ltd.						1										1
50	Showroom111								1								1
51	Vizeum (Thailand)/ Posterscope (Thailand)									1							1
Total		40	73	48	130	89	176	9	22	49	40	27	56	100	65	33	957

Adman 2016 Awards summary



Categories	Finalist	Bronze	Silver	Gold	Best
Ad That Works (Effective Communication) Categories	2	4	1		
Branded Content & Entertainment Categories	6	6	4	1	
Design Categories	4	5	3	1	
Digital & Interactive Media Categories	10	10	2	1	
Direct Marketing Categories	5	4	6	3	
Film Categories	13	13	10	1	
Innovative Idea Categories	2	2		1	
Integrated Marketing Communication (IMC) Campaign Categories	1	1	2		
Media Categories	6	6	4	1	
Out of Home Categories	2	6	2	2	
Print Categories	3	6	2		1
Promo & Activation Categories	2	10	5	2	
Public Relations Categories	1	7	6	3	
Radio Categories	1	3	1		
Total	58	83	48	16	1

As of 12 Oct 2016