



Adman Statistic 2016

1.Total of Entry	957	Entries
- Ad That Works (Effective Communication) Category	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 Category	9	Entries
- Integrated Marketing Communication (IMC) Campaign Category	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	Points
- The Leo Burnett Group Thailand	140	Points
- Ogilvy Group Thailand	98	Points
- Choojai and Friends	77	Points
- GREYnJ United	69	Points

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	4		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	45	22	56	100	65	33	957

Adman Awards Ranking Summary - Sorted by Accumulated Score 2016



NO.	Agency	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 Score																									
		G	S	B	F	G	S	B	F	G	S	B	F	BB	G	S	B	F	G	S	B	F	BB	G	S	B	F	G	S	B	F	BB	G	S	B	F	BB	G	S	B	F	G	S	B	F	G	S	B	F	G	S	B	F	G	S	B	F																										
1	BBDO BANGKOK	1	1			1	3	1		1	1	1		1		3	1		2		2			2	3				2	2				1	1				1	2		2				1	1				2	1		2	1	1		1	1									2															162
2	The Leo Burnett Group Thailand			1		3	1							1		1			3	1	2			2	3	3										1	2	1				1					2	2	3		1	1																								140							
3	Ogilvy Group Thailand							2	1	1	2	2			2	3							2	1									1	1				1	1				1	2				1	1	2			2							1													98										
4	Choojai and Friends			1				1	1						1	2		1	1				1	1	1	4																			1	1	1		1	2	2																		77														
5	GREYnJ United			1	1	1			1						2					1	2		2												1	1				2					1			1					2	2														1					69										
6	J. Walter Thompson Bangkok							1			1				1								1					1												1																							40																				
7	MONDAY			1																					1										1			1																									38																				
8	CJWORX									1																				1										1			1																				14																				
9	Rabbit's Tale Co.,Ltd														1			1												1																												11																									
10	Spa-Hakuhodo																						1																																			8																									
11	Dentsu (Thailand) Ltd.														1			1																																								7																									
11	TBWA(Thailand																																		1																							7																									
13	Creative Juice\Bangkok							1																						2										1																		6																									
13	Dentsu media Thailand																																							1					1													6																									
13	Y&R Thailand														1										1	1																																6																									
13	Yell Advertising								1																1																																	6																									
17	KLACKFILMS														1																																											5																									
17	McCann Worldgroup Thailand																								1																																	5																									
19	BIGPLAY																								1																																	4																									
20	MullenLowe Group, Thailand														1																																											2																									
21	Dentsu One (Bangkok)																																																									1																									
21	Soho Square																																																									1																									
21	Youngsanti																																																									1																									
TOTAL		0	1	4	2	1	4	6	6	1	3	5	4	0	1	2	10	10	3	6	4	5	0	1	10	13	13	1	0	2	2	0	2	1	1	1	4	6	6	0	2	2	6	2	1	0	2	6	3	2	5	10	2	3	6	7	1	0	1	3	1	206																					

[ALL CATEGORY EXCEPT AD THAT WORKS: FINALIST = 1 BRONZE = 3 SILVER = 5 GOLD = 7 BEST = 12]

[AD THAT WORKS: FINALIST= 3 BRONZE = 5 SILVER = 8 GOLD = 12]

**Multiple Agencies

A work or campaign constitutes work(s) from multiple agencies, the scores of the winningwork will be allocated proportionately.

Adman 2016 Awards summary



Categories	Finalist	Bronze	Silver	Gold	Best
Ad That Works (Effective Communication) Category	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 Category	2	2		1	
Integrated Marketing Communication (IMC) Campaign Category	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