

Rank	Campaign title	Brand	Agency	Points
1	Capacity Based McDelivery	McDonald's	OMD Singapore	136.1
2	Hungerithm	Snickers	MediaCom Melbourne / Clemenger BBDO Melbourne	131.2
3	Reword	Headspace	Leo Burnett Melbourne / Starcom Melbourne	129.1
4	Bachelor Of Shaving	Gillette	MediaCom Mumbai	122.5
5	Bradshaw Stain	Tide	Saatchi & Saatchi New York / Hearts & Science New York	106.1
6	Best Day Of My Life	Shell	MediaCom London	105.4
7=	Sport Chek - The Fastest Olympic Campaign!	Sport Chek	Touché PHD! Montreal	101.3
7=	Bully Ads	Canadian Safe School Network	Touché PHD! Toronto	101.3
9	Yasmin's Sex-Ed Revolution	Yasmin	PHD Shanghai	96.7
10	Like My Addiction	Addict'Aide	BETC Paris	87.2