

Michelob Ultra and FCB New York dominate the global awards scene – again

The news comes via AdForum's Business Creative Report, the definitive ranking of the world's most awarded ads.

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-- For the second year in a row,
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the world's most awarded campaign –
this time with the groundbreaking
“Dreamcaster”.



AdForum's Business Creative Report - Annual Creativity Ranking

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*FCB New York EVP, Chief
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Now in its eighth year, the Business Creative Report is a
unique annual ranking of the world's most awarded
campaigns by industry sector.

See the [full report](#) on [adforum.com](#):

<https://www.adforum.com/business-creative-report>

The report covers 9 categories: Automotive, Entertainment
& Leisure, Finance, Food & Beverages, Health & Beauty,
Luxury, Retail, Technology and Transport & Tourism.

It's a who's who of creative excellence, determined by over 40 prestigious award shows
worldwide. These include global awards like the Cannes Lions and the Epica Awards and local
competitions such as Golden Drum or The Creative Circle, as well as specialist prizes like the FAB
Awards and Clio Health.

Michelob Ultra and FCB New York head the ranking for the second year running, this time with
their “Dreamcaster” campaign. It introduces haptic technology that allows blind or visually
impaired viewers to experience the excitement and fast moves of basketball like never before.

FCB New York EVP, Chief Creative Officer Michael Aimette commented: "Ideas as inspired as this one are pretty tough to come up with, but it's 100x harder making them actually come to life. Doing so requires an incredible team of people, all working together, starting with our awesome partners at Michelob Ultra. We're thrilled and so thankful we get to celebrate doing something that's never been done, again."

In last year's report, Michelob Ultra and FCB scored the world's most awarded campaign with "McEnroe vs. McEnroe", also a tech-driven feat.

Across the rankings, brands and agencies didn't just sell products – they aimed to improve lives.

Heineken and LePub turned endangered pubs into museums with the help of AR. Xbox and McCann London made a gamer's dream come true by getting him a real job as a soccer tactician.

Others demonstrated their willingness to help or advise, whether it was Makro delivering recipes for ripe fruit, Renault (with Publicis Conseil) providing desperately needed cars in "mobility deserts", or Mastercard (with McCann Poland) continuing to support refugees from Ukraine.

Storytelling and craft often won the day: Apple's "Fuzzy Feelings" film from TBWA\Media Arts Lab captivated juries with skill and emotion, while Dentsu's "My Japan Railway", was graphically stunning, as virtual "luggage stamps" were created for specific stations.

Continuing the trend of recent years, TV spots and print ads are heading down the list, in favor of innovations and experiences.

Please check the full report to see the ranking of the most creative brands and agencies.

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