

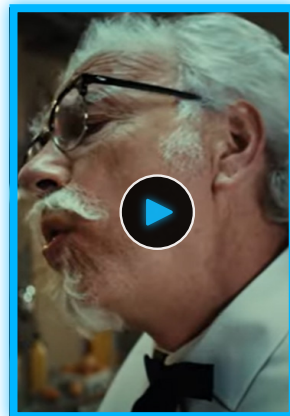
KANTAR

CREATIVE EFFECTIVENESS AWARDS 2023

TV TOP 10

This year's TV winners span nine markets and ten categories, from Australia to Spain, from schoolbags to streaming services.

New trends are escapism and experiential advertising bringing a fully immersive experience to watching an ad. It is no wonder after the difficulties of recent years that we feel the need to lose ourselves in 'other' worlds. Our winners show how TV content can generate sales and build brand memories.



#1

Havas Paris

KFC France

KFC Héritage

France



#2

Studio Something

Tennent's Lager

Tennent's Lager - It's a Wonderful Pint (60')

United Kingdom



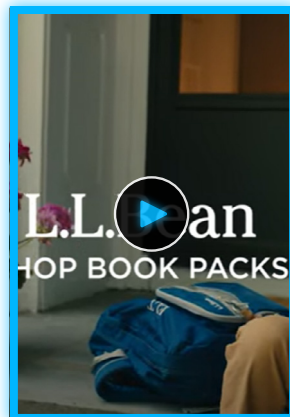
#3

Jung von Matt /
Pingüino Torreblanca

Bosch

Live sustainable
#LikeABosch

Spain



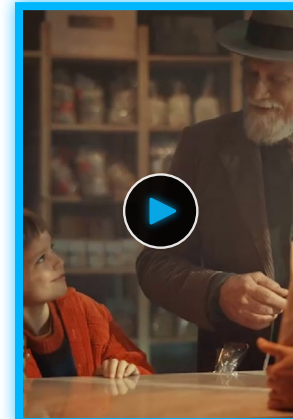
#4

Ad Agency: L.L.Bean Internal
Agency & Production/
Direction/Post: Conductor

L.L.Bean

Dear L.L.Bean

USA



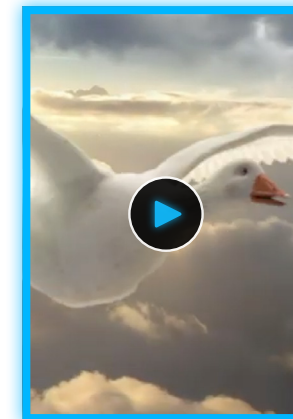
#5

Joint London

AWS

"When I grow up"

Germany



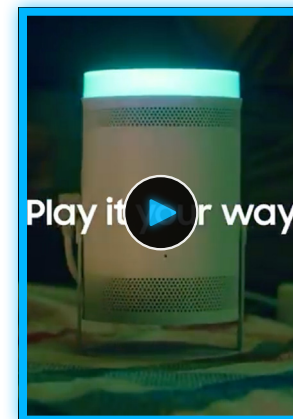
#6

Blockhead VFX

Air New Zealand

A Better Way to Fly
Premium Economy with
Air New Zealand

Australia



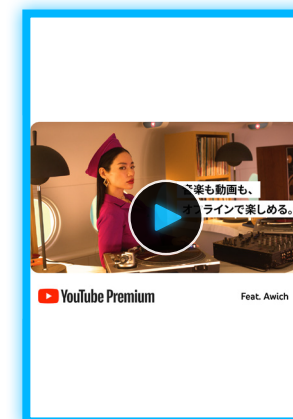
#7

Cheil

Samsung

The Freestyle projector

Spain



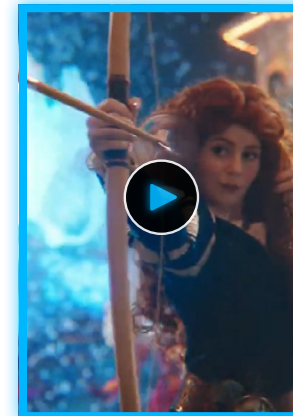
#8

AKQA

YouTube Premium

YouTube Premium
Offline Play 15s

Japan



#9

BETC

Disneyland Paris

The Infinite Parade

Portugal



#10

Alfred

Calvé

Purpose campaign
- Esther Vergeer

Netherlands

GET IN TOUCH

We'd love to talk to you about how testing your creative is the best way to ensure success especially for those oh-so-last minute digital ads.

kantarc.com/creative-effective