## BESTSELLER-Kreativranking 2004

## Agenturen

| Rang | | | Kategorie 10 | | | | | | Kategorie 9 | | | | | Kategorie 8 | | | | | Kategorie 7 | | | | | Kategorie 6 CCA | | | | | Kategorie 6 Sonstige Awards | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ’03 | ’04 | Agenturname | GP | G | S | B | N | ND | GP | G | S | B | N | GP | G | S | B | N | GP | G | S | B | N | GP | G | S | B | N | GP | G | S | B | N |
| 1. | **1.** | **Demner, Merlicek & Bergmann** | | | | | | | | | | | 18 | | | | | 16 | | | | | 14 | | 96 | 90 | 36 | 54 | | | 48 | 54 | 36 |
| 2. | **2.** | **FCB Kobza** | | | | | 60 | | | | | | | | | | | | | | | | 98 | | | | 36 | | | | 24 | | 120 |
| 3. | **3.** | **Jung von Matt/Donau** | | | | | | | | | | | | | | | | | | 42 | | | 28 | | 96 | 72 | 84 | 72 | | | 48 | 18 | 48 |
| 4. | **4.** | **Lowe GGK** | | | | | | | | | | | | | | | | | | | | | 14 | | 48 | 72 | 108 | 6 | | 72 | 24 | 36 | 48 |
| 8. | **5.** | **Büro X** | | | | | 20 | | | | | | | | | | | | | | | | | | 24 | | | | | | | | |
| 13. | **6.** | **CCP,Heye** | | | | | | | | | | | | | | | | | | 42 | | | | | 48 | 18 | | 18 | | 36 | 24 | 36 | 36 |
| 5. | **7.** | **Palla, Koblinger_Proximity** | | | | | 60 | | | | | | | | | | | | | | | | | | | | | | | | 48 | 54 | 84 |
| 19. | **8.** | **Wien Nord Pilz** | | | | | 20 | | | | | | | | | | | | | 42 | | | 14 | | 48 | | 84 | 12 | | | 24 | | 12 |
| 9. | **9.** | **BBDO** | | | | | 20 | | | | | | 18 | | | | | | | 42 | | | 56 | | 24 | | 12 | 12 | | | | 18 | 72 |
| 21. | **10.** | **aha puttner red cell** | | | | | | | | | | | | | 48 | | | 16 | | 42 | | | 14 | | | 18 | 12 | | | | | | 12 |
| 7. | **11.** | **Ogilvy Group** | | | | | | 5 | | | | | | | | | | | | | | | | | | 36 | 24 | 24 | | | | | 12 |
| 6. | **12.** | **Saatchi & Saatchi** | | | | | 20 | | | | | | | | | | | | | | 28 | 21 | 14 | | 24 | | 12 | | | | | | |
| 16. | **13.** | **Publicis Group Austria** | | | | | | | | | | | | | | | | | | | | | 14 | | 48 | 36 | | 18 | | | | | 12 |
| 11. | **14.** | **McCann Erickson** | | | | | | | | | | | | | | | | | | | | | | | | | | 6 | | | | | 72 |
| 26. | **15.** | **Euro RSCG Vienna** | | | | | | | | | | | | | | | | | | | | | | | 24 | 18 | 12 | 6 | | | | | 12 |
| 14. | **16.** | **Sigi Mayer Projekt** | | | | | | | | | | | | | | | | 16 | | | | | | | | 18 | 36 | 36 | | | | | 12 |
| - | **17.** | **Springer & Jacoby Österreich** | | | | | | | | | | | | | | | | | | | | | | | | 18 | 24 | 18 | | | | | |
| - | **18.** | **Spreitzer Unlimited*** | | | | | | | | | | | | | | | | | | | | | | | | 18 | | | | | | | 48 |
| 24. | **19.** | **TBWA/Wien** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 24 | | |
| 29. | **20.** | **Halle 34A** | | | | | | | | | | | | | | | | 32 | | | | | 14 | | | 18 | 12 | | | | | | |
| 25. | **21.** | **Createam** | | | | | | | | | | | | | | | | | | | | | | | | | | 6 | | | | | |
| 19. | **22.** | **Division4** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 23. | **23.** | **Buchegger, Denoth, Feichtner** | | | | | | | | | | | | | | | | | | | | | | | | | | 6 | | | | | |
| 33. | **24.** | **Lichtwitz** | | | | | | | | | | | | | | | | | | | | | | | | 18 | | | | | | | |
| - | **25.** | **Ghost Company** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| - | **26.** | **Initiative Media** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 27. | **27.** | **dasuno** | | | | | | | | | | | | | | | | | | | | | | | | 18 | | | | | | | |
| - | **28.** | **Wagner Steinperl** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 24 |
| - | **28.** | **Gaiser & Partner** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 41. | **30.** | **Element Q** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| - | **31.** | **maxxx.communications** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 31. | **32.** | **Dorland** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 39. | **33.** | **wukonig.com** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| - | **34.** | **Die 3** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Rang | | | Kategorie 5 Effie | | | | | Kategorie 5 Print Oscar | | | | | Kategorie 5 Sonstige Awards | | | | | Kategorie 4 | | | | | Kategorie 3 | | | | | Kategorie 2 | | | | | Kategorie 1 | | | | | Awards (Anzahl) | | Summe (Punkte) | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ’03 | ’04 | Agenturname | GP | G | S | B | N | GP | G | S | B | N | GP | G | S | B | N | GP | G | S | B | N | GP | G | S | B | N | GP | G | S | B | N | GP | G | S | B | N | National | Inter-national | ’03 | ’04 |
| 1. | **1.** | **Demner, Merlicek & Bergmann** | | 40 | 45 | 20 | 5 | | 20 | 15 | 10 | | | | 15 | | 25 | | 16 | 24 | | 44 | | 18 | 57 | | 12 | | | | | | | 26 | 15 | 6 | 5 | 62 | 23 | 775 | **880** |
| 2. | **2.** | **FCB Kobza** | | | | 20 | 5 | | 20 | | 10 | | | | | | | | 80 | 12 | 24 | 32 | | 60 | 24 | 30 | 6 | | 12 | 6 | 4 | 10 | | 24 | 18 | 8 | 1 | 44 | 33 | 736 | **744** |
| 3. | **3.** | **Jung von Matt/Donau** | | | 15 | | | | 20 | | | | | | | | 10 | | 16 | | | | | | | | 6 | | | 18 | 4 | 12 | | | | | | 40 | 11 | 594 | **621** |
| 4. | **4.** | **Lowe GGK** | | | | 10 | 10 | | | | | | | | | | 10 | | 24 | | 8 | 8 | | 24 | | 6 | | 12 | 8 | | | | | 8 | 12 | 2 | 3 | 35 | 13 | 453 | **573** |
| 8. | **5.** | **Büro X** | | | | | | | | | | | | | | | | 96 | 168 | 112 | | 12 | | | 9 | | 6 | | 8 | 8 | | | | | | | | 5 | 20 | 293 | **463** |
| 13. | **6.** | **CCP,Heye** | | 20 | | | 5 | | | | 10 | | | | | | | | 48 | | | 12 | 18 | 12 | | | | | | | | 2 | | 16 | 3 | 4 | | 20 | 11 | 197 | **408** |
| 5. | **7.** | **Palla, Koblinger_Proximity** | | | | | | | | | | | | | | | | | 32 | 48 | 16 | | | | | | | | | 6 | 4 | | | 4 | | | | 11 | 15 | 441 | **356** |
| 19. | **8.** | **Wien Nord Pilz** | | 20 | | | | | | | | | | | 15 | | | | | | | | | | | | | | 32 | | 12 | 16 | | | | | | 30 | 3 | 107 | **351** |
| 9. | **9.** | **BBDO** | | | | | | | | | | | | | | | | | | | | | | | | | | | 12 | 6 | 6 | | | 4 | | | | 7 | 15 | 283 | **302** |
| 21. | **10.** | **aha puttner red cell** | | | | | | | 20 | | | | | | | 10 | 10 | 32 | 48 | | | | | | | | | | | | | | | 10 | 3 | 4 | | 10 | 11 | 99 | **299** |
| 7. | **11.** | **Ogilvy Group** | | | | | 5 | | | | | | | | | | 15 | | | 12 | | 8 | 72 | 54 | | | | | 8 | | | | | 4 | | | 2 | 13 | 11 | 328 | **281** |
| 6. | **12.** | **Saatchi & Saatchi** | | | | 10 | | | 20 | | | 5 | | | | | 20 | | | | | | | 30 | | 6 | 9 | | | | | | | | | 2 | | 12 | 5 | 386 | **221** |
| 16. | **13.** | **Publicis Group Austria** | | | | | | | | | | | | | | | | | 16 | 24 | 8 | | | | 9 | | | | | | | | | 12 | 3 | 2 | 6 | 18 | 5 | 148 | **208** |
| 11. | **14.** | **McCann Erickson** | | | | | 10 | | | 15 | | | | | | | 10 | | 16 | 12 | | | | 42 | 9 | 9 | 3 | | | | | | | | | | | 12 | 8 | 198 | **204** |
| 26. | **15.** | **Euro RSCG Vienna** | | | | | 5 | | | | 10 | | | | | | 5 | | 16 | | | | | 18 | 18 | 6 | 3 | | | 6 | 4 | | | 16 | | 4 | | 20 | 2 | 72 | **183** |
| 14. | **16.** | **Sigi Mayer Projekt** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 10 | 2 | 172 | **118** |
| - | **17.** | **Springer & Jacoby Österreich** | | | | | | | | 15 | | | | | | | 5 | | | | | | | | 9 | | 9 | | | | | 2 | | | | | | 11 | 1 | - | **100** |
| - | **18.** | **Spreitzer Unlimited*** | | | | | | | | | | | | | | | | | 16 | | | 12 | | | | | | | | | | | | | | | | 3 | 4 | - | **94** |
| 24. | **19.** | **TBWA/Wien** | | | | | | | | | | 15 | | 20 | | | | | | | 8 | 4 | | | 6 | | | | 8 | | 4 | | | | | 4 | | 12 | - | 74 | **93** |
| 29. | **20.** | **Halle 34A** | | | | | | | | | | | | | | | | | | | | | | | | | | | 8 | | | | | | | | | 3 | 3 | 64 | **84** |
| 25. | **21.** | **Createam** | | | | | | | | 15 | | | | | | | | | | | | 16 | | | | | | | | 6 | | 16 | | | 12 | | | 15 | 2 | 73 | **71** |
| 19. | **22.** | **Division4** | | | | | | | | | | | | | | | | | | | 8 | | 18 | 24 | | 15 | | | | | | | | | | | | 5 | 1 | 107 | **65** |
| 23. | **23.** | **Buchegger, Denoth, Feichtner** | | | | | | | | | | | | | | | | | | | | | | 18 | | | 9 | | 12 | | | 16 | | | | | 2 | 10 | 4 | 82 | **63** |
| 33. | **24.** | **Lichtwitz** | | | | | | | | | | | | | | | | | | | | | | | | | | 16 | 20 | | 4 | | | | | | | 3 | 2 | 36 | **58** |
| - | **25.** | **Ghost Company** | | | | | | | | | | | | | | | | | | 9 | | | | | | | 6 | | | 16 | | | | 10 | | 2 | | 3 | 4 | - | **43** |
| - | **26.** | **Initiative Media** | | | | | | | | | | | | | | | | | 16 | 12 | | | | | | | | | | | | | | 8 | | 4 | | 5 | - | - | **40** |
| 27. | **27.** | **dasuno** | | | | | | | | | | | | | | | | | | | | | | | | | | | 12 | 8 | | | | | | | | 1 | 2 | 66 | **38** |
| - | **28.** | **Wagner Steinperl** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 8 | 2 | | | | 2 | | 4 | 2 | - | **36** |
| - | **28.** | **Gaiser & Partner** | | | | | | | | | | | | | | | | | 16 | 12 | 8 | | | | | | | | | | | | | | | | | 3 | - | - | **36** |
| 41. | **30.** | **Element Q** | | | | | | | | | | | | | | | | | | | | | | | | | | | 8 | 6 | | 4 | | | | | | 4 | - | 12 | **18** |
| - | **31.** | **maxxx.communications** | | | | | | | | | | | | | | | | | | | | | | | | | 3 | | | 6 | | 8 | | | | | | 6 | - | - | **17** |
| 31. | **32.** | **Dorland** | | | | 10 | | | | | | | | | | | | | | | | | | | | | 3 | | | | | | | | | 2 | | 3 | - | 50 | **15** |
| 39. | **33.** | **wukonig.com** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 6 | | | | | | 3 | - | 20 | **6** |
| - | **34.** | **Die 3** | | | | | | | | | | | | | | | 4 | | | | | | | | | | | | | | | | | | | | 1 | 2 | - | - | **5** |

* Spreitzer Umlimited ist mittlerweile Teil der Ogilvy Group Austria. Die Integration der Agentur in die Ogilvy Group erfolgte Mitte des Jahres 2004. Da Awards entweder unter Spreitzer Unlimited oder in Kooperation mit Palla, Koblinger_Proximity gewonnen wurden, wird die Agentur gesondert gewertet und noch nicht der Ogilvy Group zugerechnet.

GP: Grand Prix, G: Gold/Winner, S: Silber, B: Bronze, N: Nominee/Shortlist, ND: National Diploma;

Gewichtung der Awards

## Die Awards nach Kategorien

**INTERNATIONALE AWARDS**

**Kategorie 10**
Cannes Lions

**Kategorie 9**
Clio

**Kategorie 8**
ADC New York, D&AD, One Show

**Kategorie 7**
ADC Europe, Cresta Award, Eurobest, London International Advertising & Design Awards

**Kategorie 6**
ADC Deutschland, Echo Award, Epica Award, Euro Effie, Golden Drum, NY Festivals, MIDAS Award, AME New York

**Kategorie 5**
Internationale Effies (D, CH usw.), Die Klappe, FEDMA – Best of Europe

**Kategorie 4**
ARD Radio Award, Andy Awards, Berliner Type, Corporate-Design-Preis, EMMA, Das Plakat, Golden Award of Montreux, Lead Awards, CIFA – Caucasus International Festival of Advertising, John Caples International Awards, ARC Int. Web. Award, PDA & Promax International, ARC Annual Design Award

**Kategorie 3**
BOB – Deutscher B2B-Award, Comprix, DDC Deutscher Design Club, Deutscher Marketingpreis, Deutscher Multimedia Award, Deutscher Dialogmarketingpreis, Deutscher Plakat Grandprix (Contrast Award), Die Anzeige, Eagle Award, Econ/Jahrbuch der Werbung, PMC Award (EFSP Award), EvA Deutscher Event Award, Food & Beverage Award, Global Awards Hamburg, Good Design Award, Ramses, Schweizer DM-Preis, Schweizer Radiopreis, IF Design Award, International Filmfestival Houston, Europrix, Mobius Advertising Awards, Summit Award, Red Dot Design Award

**Kategorie 2**
Gewinnende Werbung, Goldene Litfaßsäule, Hamburger Horizont, Internationaler Sponsoring Award, Preis der deutschen Fachpresse, Promax & BDA Europe, Internationaler Webpage Award, INMA News Paper Award, Grand Prix d’Euro, Ad Spot Award, Magdalena International Festival of Visual Communication, Midsummer Award, CIFFT – Internationaler Torismusfilm Award, Type Directors Tokyo Award, ITVA Festival, Master Monitoring, Joseph Binder Award

**Kategorie 1**
ADC Nachwuchs, Airport Award München, Catch 52, Deutsche Mailing-Tage Nürnberg, Goldener Pfeiler, LEAF – Lisbon Erotic Advertising Festival, Low Budget Award, Sappi Award, Sit & Watch, Starlight, Eye Award, spotlight, 100 Best Posters, Golden Label Award, Bio 19, Galaxy Awards, Princess Award, Crea Award

**NATIONALE AWARDS**

**Kategorie 6** CCA-Venus

**Kategorie 5** Effie, Print Oscar, Staatspreis für Marketing, Staatspreis für Werbung, Top Spot

**Kategorie 4** Austrian Event Award, Columbus, Gallup Top Ten, ORF Werbehahn, PrixMultimedia, Staatspreis für Kinofilm, Staatspreis für Radiowerbung

**Kategorie 3** Austrian Promotion Award, Gustav-Klimt-Preis (inklusive Preis für die beste Litfaßsäule und das beste City-Light), Impactissimo, Plakat des Jahres, Großer Österreichischer Plakatpreis, Saturn, Staatspreis Design, Staatspreis für Wirtschaftsfilm, Staatspreis für Verpackung, Media Award

**Kategorie 2** Anzeige der Saison, Adebar, Niederösterreichischer Werbehahn, Green Panther, Tirolissimo, Twister, Papageno, Brand Management Award, Austrian E-Branding Award, Goldenes Skalpell, ÖKI Fund, B2B Award, Plakatpreis der Stadt Wien

**Kategorie 1** Austrian Annual Report Award, Best-Mail, Gläserne Kugel, Kurier Werbeliebling, Printissimo/Emballissimo, Steirischer E-biz-Award, Super Edward, Surf on Award, at.award, Yellow Pages, Tourist Austria Werbe Grand Prix, Golden Pixel Award, Pharma Ad Award, Welldone Forte

** Diese Liste erhebt keinen Anspruch auf Vollständigkeit.*

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