

# The Lost Class propels agency to ADC Awards top agency

Picking up a total of eight Gold Cubes, seven Silver, six Bronze and seven Merits, *The Lost Class* on behalf of Change the Ref propelled Leo Burnett Chicago to the top agency position in the [ADC 101st Annual Awards Global Creative Rankings 2022](#).



Supplied. Leo Burnett Chicago is the top agency in the ADC 101st Annual Awards Global Creative Rankings 2022

The work, done with No. 6 New York and Hungry Man Los Angeles, also picked up Best of Show, Best of Disciplines in Advertising and Interactive, the Members' Choice award, and the Designism Cube for the entry that best encourages positive societal and political change.



Leo Burnett Chicago tops One Club ADC 101st Annual Awards 2022

19 May 2022



Google capped the year as the ADC 101st top-ranked brand, including winning In-House Best of Discipline for *Real Tone*.

## ADC 101st Global Agency Rankings

1. Leo Burnett Chicago
2. *The New York Times Magazine* New York
3. alma DDB Miami
4. Area 23 New York
5. Serviceplan Germany Munich
6. Wunderman Thompson Argentina Buenos Aires
7. COLLINS New York
8. MullenLowe SSP3 Bogotá
9. WeTransfer Amsterdam
10. Shanghai Version Design Group Shanghai



*The Lost Class* most awarded entry at One Show 2022

21 May 2022



## ADC 101st Global Brand-Side Agency Rankings

1. Google Devices & Services Creative Team Mountain View
2. Spotify In-House New York
3. Google Brand Studio San Francisco
4. Tencent In-House Shenzhen
5. Yandex Magic Camp Moscow

## ADC 101st Global Brand Rankings

1. Google
2. Pepsi
3. Degree
4. Apple
5. Pfaff Harley-Davidson

## ADC 101st Global Non-Profit Client Rankings

1. Change the Ref
2. Shelter
3. Girls Scouts of America and Yokosuka City (tie)
4. The Columbia Journalism Review

## ADC 101st Global Production Company Rankings

1. Hungry Man Los Angeles

2. Carbo Films Venice CA
3. Ladoble Buenos Aires
4. Macarena Bogotá
5. M SS NG P ECES New York

## ADC 101st Global Music & Sound Company Rankings

1. Beacon Street Venice CA
2. Perra Santa Buenos Aires
3. Jamute São Paulo and JSM Music New York (tie)
4. 2WEI Music Hamburg

## ADC 101st Global Network Rankings

1. Leo Burnett Worldwide
2. DDB Worldwide
3. FCB
4. R/GA
5. Dentsu



SA agency ties for The One Show 2022 Middle East & Africa Agency of the Year

25 May 2022



## ADC 101st Global Highest-Ranked Work

1. *The Lost Class* by Leo Burnett Chicago with No. 6 New York and Hungry Man Los Angeles for Change the Ref
2. *Degree Inclusive* by Wunderman Thompson Argentina Buenos Aires for Unilever
3. *Tough Turban* by Zulu Alpha Kilo Toronto for Pfaff Harley-Davidson
4. *Real Tone* by Google Devices & Services Creative Team Mountain View for itself
5. *Fight for Home* by Superunion with Who Wot Why and There Is Studio, all in London for Shelter

## ADC 101st Country Rankings

1. United States
2. China
3. Germany
4. United Kingdom
5. Canada

## ADC 101st Region Rankings

1. North America
2. Europe
3. Asia Pacific

4. Latin America
5. Middle East & Africa

### ***ADC 101st Regional Agencies of the Year***

#### **ADC 101st APAC Agency of the Year**

- Shanghai Version Design Group Shanghai

#### **ADC 101st Europe Agency of the Year**

- Serviceplan Germany Munich

#### **ADC 101st Latin America Agency of the Year**

- Wunderman Thompson Argentina Buenos Aires

#### **ADC 101st Middle East & Africa Agency of the Year**

- Leo Burnett Riyadh

#### **ADC 101st North America Agency of the Year**

- Leo Burnett Chicago

### ***The ADC 101st Global Creatives of the Year***

#### **ADC 101st CCO of the Year**

- Alvar Suárez, alma Miami

#### **ADC 101st Global ECD of the Year**

- Sam Shepherd, Leo Burnett Chicago

#### **ADC101st Global GCD of the Year (tie)**

- Chris Bernesby, Area 23 New York
- Joe Capanear, Area 23 New York

#### **ADC 101st Global Designer of the Year**

- Mia Meredith, The New York Times Magazine New York

#### **ADC 101st Global Art Director of the Year (tie)**

- Katie DiNardo, Leo Burnett Chicago
- Sofia Gahn, Leo Burnett Chicago

#### **ADC 101st Global Copywriter of the Year (tie)**

- Kelley Barrett, Leo Burnett Chicago
- MacKenzie Hart, Leo Burnett Chicago

## ADC 101st Global Director of the Year

- Bryan Buckley, Hungry Man Los Angeles

## ADC 101st Global Photographer of the Year

- Neil DaCosta Portland

## ADC 101st Global Illustrator of the Year

- Sean Hannaway, Leo Burnett Chicago

## ADC 101st Global Animator of the Year

- Igor Bastidas New York

## ADC 101st Global Typographer of the Year

- Eve Steben, This Is Studio London

## ADC 101st Global CMO of the Year

- Deborah Yeh, Sephora

The [rankings](#) can be viewed by Agency, Independent Agency, Brand-Side Agency, Network, Brand, Non-Profit Client, Production Company, Music & Sound Company, Highest Ranked Work, Country, Region, and Creatives (globally, and by region and country), using dropdown menus.

## Methodology

Rankings in each category are calculated by the company that garners the most points overall for winning entries based on ADC Cubes, Merits and Special Awards, allocated as follows: Gold Cube 15 points, Silver 7, Bronze 3, Merit 1, Fusion Cube 30, Designism Cube 45, Best of Discipline 45, and Black Cube for Best of Show 90.



#CreativeWeek22: Changing how we see creativity

Emily Stander 23 May 2022



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If the same entry wins multiple awards within a discipline, the points for the highest award in that discipline is counted towards “of the Year” awards.

Points are only awarded to agencies listed as Primary and Secondary on entries. If several agencies are listed under Primary and Secondary, the points are divided among them.

A total of 10,565 pieces were entered from 54 countries in the ADC 101st Annual Awards, a 15.7% increase over last year. Agencies, studios, freelancers, brands and production companies in 36 countries were awarded a total of 95 ADC Gold Cubes, 114 Silvers, 172 Bronze and 381 Merits this year.

For more, visit: <https://www.bizcommunity.com>