

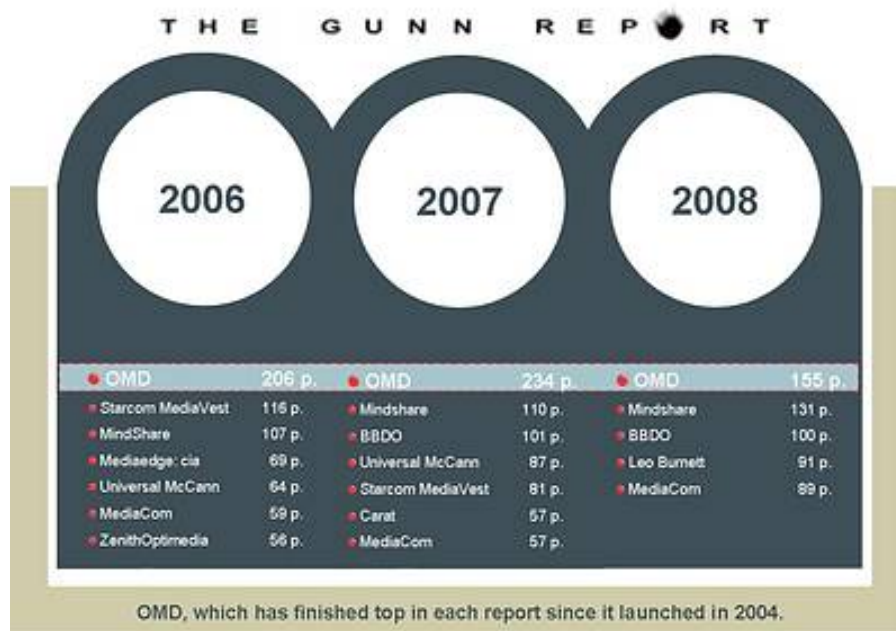
Creativity

The former battle for ratings has long since given way to the battle for ideas.

We firmly believe that the competent showcasing of brands and products and their clear distinction are indispensable requirements for effective campaigns.

OMD is by far the world's most creative media agency – and we can prove it!

The Gunn Report for Media has been awarded for the fifth time. It looks at how agencies have performed in international and national awards. Since 2004 it has been dominated by OMD with a distinctive lead.



At Cannes Lions International Advertising Festival, the most prestigious annual awards ceremony, OMD was again the most successful agency in the media category with the most shortlisted entries in 2010.



OMD's award-winning ideas do not happen by accident, they are the product of a consistently applied process – Checkmate – and a culture of creative thinking. Only genuine INSIGHTS have the potential for great IDEAS, which generate RESULTS which speak for themselves.

Examples:

- Nissan Wok World Cup [\[more...\]](#)
- McDonald's Chart Show [\[more...\]](#)
- Absolut [\[more...\]](#)

The network size of OMD enables us to work with the best people on international markets and to offer creativity of the highest standard.

Examples:

- Hasbro [\[more...\]](#)
- McDonald's [\[more...\]](#)
- HBO [\[more...\]](#)
- Duo Condoms [\[more...\]](#)



INSIGHTS • IDEAS • RESULTS