

# TOP 50 AD CAMPAIGNS OF 2018

RANK & BRAND	CAMPAIGN	FIRST AIRED	BRAND RECALL
			%
1	<b>Amazon</b> (Christmas 2017 – last-minute Christmas deals)	11-12-17	58
2	<b>McDonald's</b> (Reindeer ready)	18-11-17	58
3	<b>Müller Dairy</b> (Nicole in white curtains)	05-05-18	55
4	<b>Amazon</b> (Christmas 2017 – entertaining)	27-11-17	54
5	<b>British Gas</b> (Penguin looking at boiler)	05-01-18	54
6	<b>British Gas</b> (Penguin looking at to-do list)	12-04-18	53
7	<b>Dreams beds</b> (Woman can't sleep on old mattress)	24-12-17	53
8	<b>Marks &amp; Spencer</b> (Gastropub beef bourguignon)	23-01-18	53
9	<b>Amazon</b> (Christmas 2017 – going out)	27-11-17	52
10	<b>John Lewis</b> (Christmas – Moz the Monster)	10-11-17	52
11	<b>The National Lottery</b> (My sister Tracey)	22-04-18	51
12	<b>WeightWatchers</b> (Vicky Amanda Scott Katie)	1-04-18	51
13	<b>Currys PC World</b> (Dominic – amazing deals)	05-09-18	50
14	<b>GoDaddy.com</b> (Freddie Flintoff – paint's dry)	19-02-18	50
15	<b>CompareTheMarket</b> (Meerkat in Hollywood pool)	01-03-18	49
16	<b>John Lewis</b> (Christmas – Moz the Monster, Bose)	04-12-17	49
17	<b>PurpleBricks.com</b> (Wedding)	25-12-17	49
18	<b>Amazon</b> (Christmas 2017 – last-minute Christmas gifts)	04-12-17	48
19	<b>Ancestry.co.uk</b> (I didn't imagine my background spread as far)	03-08-18	48
20	<b>Iceland</b> (Wagyu)	26-05-18	48
21	<b>The National Lottery</b> (Scratchcard – Harriet's blind date)	07-11-17	48
22	<b>Vanish Laundry</b> (Vanish Gold: Trust pink, forget stains)	16-07-18	48
23	<b>WeBuyAnyCar.com</b> (Phillip Schofield shaves head)	15-01-18	48
24	<b>Yopa.co.uk</b> (Sitcom family)	18-02-18	48
25	<b>Cadbury</b> (Happy birthday mum)	22-01-18	47
26	<b>Amazon</b> (A lonely little horse)	05-02-18	46
27	<b>Duracell batteries</b> (Ultra Power – Marvel Avengers Infinity War)	12-03-18	46
28	<b>Dyson appliances</b> (Cyclone – a new era begins)	30-04-18	46
29	<b>McDonald's</b> (Tennessee Stack – office workers)	13-06-18	46
30	<b>Müller Dairy</b> (Nicole gets tangled in curtain and falls)	06-11-17	46
31	<b>The National Lottery</b> (Three of my best friends)	24-06-18	46
32	<b>Trivago.co.uk</b> (Ms Trivago – Hotel Paradise Sol in Canary Islands)	06-03-18	46
33	<b>KFC</b> (Fried chicken is prepared then falls into bucket)	23-04-18	45
34	<b>KFC</b> (Woman pouring gravy)	01-01-18	45
35	<b>Tesco</b> (Nana's magic soup 2.0)	17-01-18	45
36	<b>Trivago.co.uk</b> (Ms Trivago in dalmatian print jacket)	06-03-18	45
37	<b>Amazon</b> (Black Friday – singing boxes)	15-11-17	44
38	<b>Amazon</b> (Christmas – give)	06-11-17	44
39	<b>Coca-Cola</b> (Holidays are coming)	18-11-17	44
40	<b>Dyson</b> (We've stopped developing corded vacuums)	23-03-18	44
41	<b>J20</b> (Find your mojo – birthday)	02-07-18	44
42	<b>MoneySupermarket</b> (Epic Action Man)	08-04-18	44
43	<b>Snickers</b> (Elton John rap battle)	02-09-18	44
44	<b>Supercasino.com</b> (You'll know what a real casino is)	26-04-18	44
45	<b>Wrigley's Gum</b> (Time to shine – Tom)	31-01-18	44
46	<b>Aldi UK</b> (Exercise ball class)	02-01-18	43
47	<b>Amazon</b> (Great toys and games for everyone)	05-11-18	43
48	<b>Asda</b> (Best Christmas ever)	06-11-17	43
49	<b>Experian</b> (Meet your data self)	27-12-17	43
50	<b>Flora</b> (Field of flowers in container)	08-03-18	43



**Source/Notes:** Data was provided by branding and research company Phoenix MI and took into account advertising campaigns aired between November 2017 and November 2018. Campaigns are ranked according to their 'Net Impact' score, calculated by asking a group of consumers whether or not they recalled the campaign 24 hours after watching it and connect it to the advertising brand.