

Gunn Report 2015 Book and Showreel guest edited by Jeremy Craigen

The Gunn Report 2015 Book and Showreel, guest edited by Jeremy Craigen, Global CCO of Innocean Worldwide, and guest essayists Wendy Clark, CEO of DDB North America, and Nils Leonard, Chairman & CCO of Grey London, has been released in London.



The Gunn Report, the global index of creative excellence in advertising, has a round-up and showcase of the world's best advertising performance in the year January to December 2015, based on the results of 45 global, regional and national creative award contests.

In addition to the guest introduction, commentaries and essays, The Gunn Report Book includes:

- League tables of the most awarded ads in film, print/out of home, digital and All Gunns blazing (the integrated/innovative et al work)
 - League tables of the world's most awarded agencies, networks, advertisers, production companies, directors and countries.
 - More than 160 award-winning ads showcased with their synopses and credits.
 - The Gunn Report for Media 2015, a global evaluation of media creativity, innovation and effectiveness
 - Cases for Creativity 2015: Good Doing by James Hurman, founder of Previously Unavailable
 - Consolidated tables based on seventeen years of overall performance 1999-2015
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- Showreel of the Year, a DVD presenting the top 100+ most awarded commercials and campaigns of 2015

"This edition showcases the very best creative campaigns of 2015, as selected by the hundreds of industry professionals from around the world, and brings valuable insight and clarity by consolidating the data of the most important global, regional and national awards," says Donald Gunn, a champion of creativity and founder of The Gunn Report. "The book serves as a unique reference as well as an essential inspirational and educational tool for those who are passionate or want to learn more about the power of creativity."

For more information, go to www.gunnreport.com/store.