

Creative ABBY Awards - 2015

Metal Tally - Comparison																									
Category	2015					2014					2013					2012					2011				
	GP	Gold	Silver	Bronze	Total	GP	Gold	Silver	Bronze	Total	GP	Gold	Silver	Bronze	Total	GP	Gold	Silver	Bronze	Total	GP	Gold	Silver	Bronze	Total
Film Singles		2	3	6	11			4	7	11		5	18	28	51		2	14	17	33		2	6	13	21
Film Craft		6	8	7	21		2	7	13	22		6	12	10	28		4	9	20	33		5	14	11	30
Radio		1	9	12	22		2	8	6	16		3	22	26	51		1	10	24	35		3	7	24	34
Radio Craft		2	4	7	13							3	8	15	26		2	5	7	7		1	1	2	4
OOH		9	14	17	40		3	10	9	22		2	15	19	36		4	9	22	35		3	8	19	30
Ambient*		4	5	8	17		3	1	4	8		1	4	7	12			1	4	5					0
Print		2	2	6	10		1	8	20	29	1	3	15	26	45		3	13	15	31			13	19	32
Print Craft			6	6	12		5	7	16	28		2	19	24	45		6	13	10	29		2	10	8	20
Integrated			3	5	8			3		3	1	4	10	17	32	1	3	7	12	23	1	2	3	4	10
Direct	1	5	5	9	20	1	1	5	6	13		2	4	9	15		3	17	17	37		2	6	6	14
Design		5	7	19	31	1	6	8	10	25		7	14	22	43		6	10	10	26		4	3	10	17
Digital & Mobile		1	9	26	36	1	2	11	24	38	1	4	11	30	46	1	2	13	23	39		2	3	7	12
Branded content		2	4	9	15		5	10	6	21		2	5	5	12										
Publisher		4	6	7	17		7	7	6	20															
Broadcaster		14	7	5	26		5	16	14	35															
Public Relations		6	4	8	18		4	8	12	24															
Brand Activations		6	6	15	27		4	6	11	21															
Total	1	69	102	172	344	3	50	119	164	336	3	44	157	238	442	2	34	118	179	333	1	26	74	123	224

* in 2011 covered in OOH

Year	Total entries	Winners	No. of agencies winning*
2015	2,823	344	106
2014	2,012	336	85
2013	4,376	442	73
2012	4,253	333	61
2011	3,600	224	46

*Included Publishers and Broadcasters