

The most shared ads of 2015

Author : Gurjit Degun

Date : November 26, 2015



Android's cute animals ad by Droga5 is most shared ad of 2015

The ad featuring animals playing together for the **Android** operating system is the most-shared ad of 2015, according to Unruly.

1. Android "friends furever" by Droga5

The ad features different animals playing together, such as a money and a horse, a dog and a whale, and a sheep and an elephant. It ends with the line, "Be together. Not the same." The film has been shared 6.4 million times.

2. Disney "oh boy!" by Grand Visual

The characters hide behind a white screen surprising people at a shopping centre by imitating their moves. The ad has been shared 3.9 million times.

3. Purina "puppyhood" by BuzzFeed

The ad tells the story of the relationship between a man and his dog. It has been shared three million times this year.

4. Roc by Ronaldo "Cristiano Ronaldo in disguise"

https://youtu.be/8H_DSErYUZk

The sportsman dresses in disguise to play football on the streets and then surprises passersby when he reveals who he is. It was shared just under three million times.

5. Budweiser "lost dog" by Anomaly

https://youtu.be/xAsjRRMMg_Q

The Superbowl ad documents the relationship between a dog and a horse. It was shared 2.8 million times this year.

6. Ad Council "love has no labels" by R/GA

<https://youtu.be/PnDgZuGIhHs>

The ad aimed to challenge gender bias. It showed a range of couples and families behind a screen that shows just their skeletons.

They interact with each other, for example two people kiss or two little girls hug.

The people then come out to show who they are. And a sign behind them says, "Love has no disability." Another says, "love has no race." It has been shared 2.7 million times.

7. Zorba "maya"

<https://youtu.be/2UqBbdA1z0w>

The ad for the company that encourages people to love one another shows different people helping each other such as offering clothing or money to the less privileged. It has been shared 2.6 million times.

8. Fanpage.it "slap her" by Fanpage.it

https://youtu.be/b2OckQ_mbiQ

Boys are asked to slap a girl and refuse. The ad was created by an Italian newspaper and was shared 2.4 million times.

9. Limbitless "the collective project" by Limbitless

<https://youtu.be/oEx5lmbCKtY>

Robert Downey Jr delivers a free 3D-printed bionic arm to a young boy. It is part of the Microsoft Collective Project, which supports students such as Albert Manero who created the more affordable bionic arm. The ad has been shared 2.1 million times this year.

10. Kleenex "unlikely best friends" by VSA Partners USA

https://youtu.be/juc2C5v6Z_8

The film tells the story of a man in a wheelchair and his bond with a dog that needs assistance

walking. The ad was shared two million times this year.

Oliver Smith, the managing director for EMEA at Unruly said: "By placing the focus on friendship and shared experiences, advertisers in 2015 have successfully used dogs, cats and other furry friends to provoke strong feelings of warmth and well-being."

The John Lewis and Sainsbury's Christmas ads feature in 17th and 19th position, respectively.

This article was first published on
campaignlive.co.uk

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