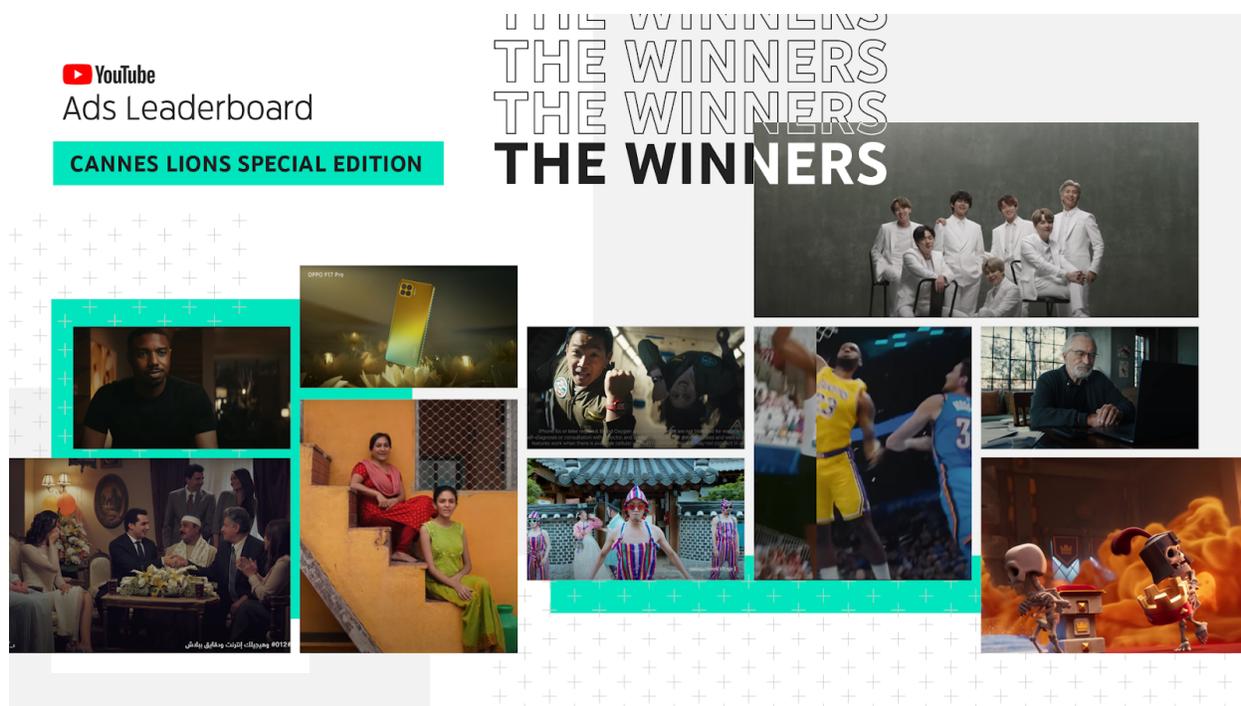


Cannes YouTube Global Ads Leaderboard 2021

YouTube has today released the **YouTube Ads Leaderboard - 2021 Global Cannes Edition** celebrating the most popular global video ads for the period of June 1st, 2020 till May 30th, 2021. The top 10 ads give us a glimpse into what mattered most to consumers around the world during this challenging time period. These ads represent **+635M global views** across the whole leaderboard:

- **Global success:** The top five spots belong to ads from Korea, Egypt, India and the US with Switzerland following, showing that successful ads are gaining views from all across the globe.
- **Celebrity charm:** This year's list has some star power with Michael B. Jordan in Amazon's Alexa hit, Robert DeNiro seeking drama in My Switzerland with Roger Federer, BTS loving Mother Earth with Hyundai Motor Company, and Nike showing off the athletic superpowers of Serena Williams, LeBron James, and Cristiano Ronaldo.
- **Travel is back:** As consumers look ahead towards the post-pandemic world, travel is top of mind with Imagine Your Korea and My Switzerland.
- **Techie tech:** Amazon, Oppo, and Apple put their products front and center and consumers sought these brands out during times of uncertainty.



Cannes YouTube Ads Leaderboard list from June 1st, 2020 until May 30th, 2021:

1. [Hyundai x BTS | For the Earth 60 sec](#)
Brand: Hyundai Motor Company
Media Agency: Innocean Worldwide
Creative Agency: Innocean Worldwide

2. [Orange - Ramadan 2020](#)
Brand: Orange Egypt
Media Agency: UM - IPG
Creative Agency: Leo Burnett
3. [Amazon's Big Game Commercial: Alexa's Body](#)
Brand: Amazon
Media Agency: Rufus Global
Creative Agency: Lucky Generals
4. [OPPO F17 Pro - Diwali Edition | #BeTheLight To Spread The Light](#)
Brand: OPPO India
Media Agency: HYHK
Creative Agency: CCLAB
5. [You Can't Stop Us | Nike](#)
Brand: Nike
Media Agency: Within
Creative Agency: Wieden + Kennedy
6. [LOST & CROWNED | A Clash Short Film](#)
Media Agency: In-house
Creative Agency: Psyop (Animation Partner)
7. [No Drama.](#)
Brand: My Switzerland
Media Agency: SirMary
Creative Agency: Wirz
8. [Feel the Rhythm of KOREA: JEONJU](#)
Brand: Imagine Your Korea
Media Agency: Incross
Creative Agency: Korea Press Foundation; HS Ad
9. [Introducing Apple Watch Series 6 – It Already Does That](#)
Brand: Apple India
Media Agency: --
Creative Agency: --
10. [#VilsHere -- Launch Ad](#)
Brand: Vodafone Idea (Vi)
Media Agency: Wavemaker India
Creative Agency: Ogilvy India

Note to editors:

The YouTube Ads Leaderboard showcases the most creative ads that people choose to watch. Ads are determined by an algorithm that factors in organic and paid views, watch time and audience retention (*how much of a video people watched*).