



# Effective 100

**WARC**<sup>^</sup>  
RANKINGS

The world's most awarded campaigns and companies for effectiveness

MAKE  
IT  
**WARC**

# Welcome to the WARC Effective 100

The WARC Effective 100 is an annual ranking of the world's most awarded campaigns and companies for effectiveness. It forms part of the WARC Rankings, and sits alongside two further rankings, for creativity and media.

The rankings are a benchmark for excellence in effectiveness, allowing marketers to compare their performance with that of their peers.

## Which shows were tracked for the 2020 Effectiveness 100 rankings?

The **2019 results** of:

**Global:** Effies, Cannes Lions (creative effectiveness & creative strategy categories), IPA Effectiveness Awards, WARC Awards, Jay Chiat Awards, APG Creative Strategy Awards, AME Awards, ARF David Ogilvy Awards

**Regional:** Effies (APAC, EACA Euro, MENA, LATAM, North America, local markets), Loeries\*, Premios Eficacia (Portugal & Spain), Tangrams\*, WARC Prize for Asian Strategy, WARC Prize for MENA Strategy

*\*effectiveness categories only*

**You can read an outline of the methodology for the rankings on page 12, and an in-depth explanation of the Effective 100 methodology is available [here](#).**

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# Top campaigns for excellence in effectiveness

## Top 10 marketing campaigns in the WARC Effective 100

	Campaign title	Brand	Agencies	Product category	Location	Points
1	It's a Tide Ad	Tide	Saatchi & Saatchi New York / Hearts & Science New York / MKTG New York	Household & Domestic	USA	75
2	Oyster Kanji Dictation	Hiroshima Tourism	I&S BBDO Tokyo / BBDO J West Hiroshima	Transport & Tourism	Japan	69.1
3	Prescribed to Death	National Safety Council	Energy BBDO Chicago / PHD Chicago	Non-profit, public sector & education	USA	65.9
4	Vodafone Sakhi	Vodafone	Ogilvy Mumbai	Telecoms & Utilities	India	62.6
5	Unforgettable Bag	Tesco	Grey Kuala Lumpur	Retail	Malaysia	55.2
6	The Adaptive Data Lighthouse	Lifebuoy	Mindshare Mumbai	Toiletries & Cosmetics	India	52.8
7	Project 84	CALM	adam&eveDDB London	Non-profit, public sector & education	UK	51.1
8	Black Supermarket	Carrefour	Marcel Paris	Retail	France	50
9	Everyone is an Amazing Book	Amazon Prime	McCann Shanghai / MRM//McCann Shanghai	Retail	China	41.1
10	Faces of the City	Coca-Cola	McCann Shanghai	Soft Drinks	China	40.2

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# Top creative agencies

## Top 10 creative agencies in the WARC Effective 100

Rank	Last year	Agency	Location	Points
1	14	FP7 McCann	Dubai, UAE	138.7
2	11	AMV BBDO	London, UK	98.8
3	9	CHE Proximity	Melbourne, Australia	91.5
4	*New	DDB	Auckland, New Zealand	80.3
5	2	Ogilvy	Mumbai, India	80
6	5	adam&eveDDB	London, UK	78
7	*New	Saatchi & Saatchi	New York, USA	77.2
8	6	McCann	New York, USA	75.3
9	20	Energy BBDO	Chicago, USA	74.4
10	*New	I&S BBDO	Tokyo, Japan	69.1

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*\*New = outside the top 50 last year*

# Top media agencies

## Top 10 agencies in the WARC Effective 100

Rank	Last year	Agency	Location	Points
1	21	Hearts & Science	New York, USA	70.3
2	*New	Mindshare	Mumbai, India	70.1
3	*New	PHD	Chicago, USA	62.5
4	3	Mindshare	Istanbul, Turkey	62.3
5	15	OMD	New York, USA	47.7
6	5	Starcom	Chicago, USA	44.7
7	45	Starcom	Warsaw, Poland	40
8	*New	UM	Toronto, Canada	39.7
9	*New	Reprise	Petaling Jaya, Malaysia	39
10	17	Wavemaker	Warsaw, Poland	34.7

[View full rankings on WARC Rankings](#)

*\*New = outside the top 50 last year*

# Top digital/specialist agencies

## Top 10 agencies in the WARC Effective 100

Rank	Last year	Agency	Location	Points
1	*New	MKTG	New York, USA	57.8
2	*New	MRM//McCann	Shanghai, China	41.1
3	*New	Ayzenberg	Los Angeles, USA	40
4	*New	R/GA	New York, USA	25.9
5	*New	Arc Worldwide	Chicago, USA	25
6	*New	Fullsix	Lisbon, Portugal	24
7	30	Edelman	New York, USA	23.5
8	*New	Plan.Net	Munich, Germany	23.3
9	*New	Digitas	Chicago, USA	21.3
10	3	Ogilvy & SocialLab	Brussels, Belgium	21.2

[View full rankings on WARC Rankings](#)

*\*New = outside the top 50 last year*

# Top networks for effectiveness

## Top 10 agency networks in the WARC Effective 100

Rank	Last year	Network	Holding company	Points
1	1	McCann Worldgroup	Interpublic Group	1188.6
2	2	BBDO Worldwide	Omnicom Group	886.6
3	3	Ogilvy	WPP	759.5
4	9	DDB Worldwide	Omnicom Group	531.6
5	5	Dentsu Aegis Network	Dentsu	482.3
6	7	IPG Mediabrands	Interpublic Group	479
7	13	Mindshare Worldwide	WPP	433.8
8	6	TBWA Worldwide	Omnicom Group	425.9
9	8	OMD Worldwide	Omnicom Group	410.9
10	4	Wunderman Thompson	WPP	380.5

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# Top holding companies

## Top 10 holding companies in the WARC Effective 100

Rank	Last year	Holding company	Points
1	1	WPP	2496.7
2	2	Omnicom Group	2230.4
3	3	Interpublic Group	1980.8
4	4	Publicis Group	1169
5	5	Dentsu	505.3
6	6	Havas Group	307.1
7	7	Accenture	144.2
8	8	MDC Partners	119.9
9	9	BlueFocus	38.4
10	12	Hakuhodo DY Group	18

[View full rankings on WARC Rankings](#)



# Top brands for effectiveness

## Top 10 brands in the WARC Effective 100

Rank	Last year	Brand	Sector	Points
1	2	McDonald's	Retail	174.9
2	1	Coca-Cola	Soft drinks	169.9
3	4	IKEA	Retail	145.5
4	41	KFC	Retail	144.2
5	10	Vodafone	Telecoms & utilities	118.6
6	3	Burger King	Retail	87.3
7	*New	Tide	Household & domestic	75
8	*New	Xbox	Tech & electronics	74.7
9	*New	Hiroshima Tourism	Transport & tourism	69.1
10	*New	National Safety Council	Non-profit & education	65.9

[View full rankings on WARC Rankings](#)

\*New = outside the top 50 last year

# Top advertisers for effectiveness

## Top 10 advertisers in the WARC Effective 100

Rank	Last year	Advertiser	Location	Points
1	1	Unilever	Netherlands/UK	325.2
2	3	The Coca-Cola Company	USA	241.6
3	5	Nestlé	Switzerland	219.4
4	13	Anheuser-Busch InBev	Belgium	207.9
5	6	Procter & Gamble	USA	191.2
6	9	McDonald's	USA	174.9
7	28	Yum! Brands	USA	165.5
8	21	Vodafone	UK	146.2
9	17	IKEA	Sweden	145.5
10	11	PepsiCo	USA	123.4

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# Top countries for effectiveness

## Top 10 countries in the WARC Effective 100

Rank	Last year	Country	Points
1	1	USA	1185.3
2	3	India	691
3	2	UK	521.8
4	15	China	446.4
5	29	United Arab Emirates	407.7
6	6	Argentina	371
7	9	Russia	361.3
8	4	Australia	351.1
9	11	Peru	298.3
10	16	France	289.2

[View full rankings on WARC Rankings](#)

# The methodology

WARC Rankings are the ultimate benchmark for marketing. They celebrate excellence in creativity, media and effectiveness.

They compile the results of **award shows that ran the year prior to its publication** (e.g. the 2020 rankings reflect the results of award shows that ran in 2019).

In an industry that sometimes struggles to defend its place in the C-suite, the Rankings offer an opportunity for marketers to reflect on the best campaigns in the business and to review the impact their own work has on their brands.

The benchmarks and insights garnered from the WARC Rankings are at the core of our brand promise: to bring confidence to marketing decisions through evidence-based insight and inspiration.

[Learn more at the WARC Rankings website](#)

## Methodology: outlined

The three-step methodology we use to compile the WARC Rankings for creativity, media and effectiveness is:

### 1. Select the right shows and weight them

To determine the most prestigious and rigorous shows, we annually survey industry executives and consult with the C-suite across advertising and media agencies, and brands.

Shows are then weighted between 1 and 5 based on a number of factors, including:

- a) The relative standing of the show from the results of our research.
- b) The level of competition. For example, a global show will tend to be weighted higher than a regional show, and an 'integrated' category will be weighted higher than a niche category.

### 2. Assign the points

Points are assigned to the campaigns and companies behind them, determined by level of the award: Grand Prix (10), Gold (6), Silver (4), Bronze (2).

### 3. Calculate the scores

Campaigns, agencies and brands which are credited in the published winners lists, accumulate points using: award points x weighting. E.g. a Grand Prix winner in an integrated category at a show rated 5 will score 50 points.

Caps apply to the accumulation of these points in order to level the playing field across the different sized shows. Please see the individual ranking methodologies for detail of these caps.

**Please see the individual ranking methodology for the Effective 100 for more detail.**

# More from WARC Rankings

We combine the winners' lists from the industry's most important global and regional awards shows to establish the annual worldwide league tables for the advertising industry. We offer the following rankings:

**WARC Creative 100** The world's most awarded campaigns and companies for creativity based on performance in creative awards.

**WARC Media 100** The world's best media ideas, based on their performance in media awards shows.

**WARC Effective 100** The world's most awarded campaigns and companies for effectiveness based on performance in strategy and effectiveness awards.

As well as the full rankings, subscription to the WARC Rankings site includes access to a searchable library of more than 5,000 creative campaigns (both from WARC Rankings and its predecessor, Gunn Report).

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