

Warc Rankings announces Effective 100

The Warc Effective 100, an annual ranking of the world's most awarded campaigns and companies for marketing effectiveness, has been published. Providing an independent benchmark for excellence ineffectiveness, it is the last of the three Warc Rankings to be released, following the recently announced Creative 100 and Media 100.



Image from It's a Tide ad.

The Effective 100 Ranking is compiled by Warc, the international marketing information company, and is produced by combining the results of the industry's most important global and regional award shows for effectiveness throughout 2019. The awards tracked are determined by the Warc Rankings Advisory Board and a worldwide industry survey.



Warc Rankings announces Media 100 results

10 Mar 2020



The most effective campaign of 2019 is It's A Tide Ad, by Saatchi & Saatchi New York/Hearts & Science New York/MKTG New York for laundry detergent brand Tide. Tide became the most loved brand of the Super Bowl and grew consumer loyalty in the US by hijacking other popular ads with the message that if there are clean clothes, it's got to be a Tide ad. Within two weeks, sales of Tide products increased by 35% and within a year, sales increased to over \$75m.

Andrea Diquez - chief executive officer, Saatchi & Saatchi New York, comments:

"We're so incredibly proud that TideAd has ranked #1 for effectiveness. I can only attribute our success to an extraordinary partnership with a very brave client, an amazing and highly diverse agency team and a group of partners that helped us push boundaries and make this idea even bigger than we could have ever imagined."

"TideAd embodies everything we strive to achieve as an agency. It changed the way other brands behave in the Super Bowl, blurred the boundaries between media, entertainment and marketing and engaged the audience in a compelling and unprecedented way. In the end, this is just more great proof that powerful ideas drive business results."

In second place is Oyster Kanji Dictation for Hiroshima Tourism by I&S BBDO Tokyo/BBDO J West Hiroshima. The campaign increased oyster consumption by launching a workbook that educated citizens about the food. In third is National

Safety Council's Prescribed to Death, a campaign by Energy BBDO Chicago/PHD Chicago to raise awareness of prescription opioid overdose in the US.

There are three agency rankings in the Effective 100: creative, media and digital/specialist. Ranked #1 creative agency is FP7 McCann Dubai, which climbed 13 places to first place after working on six of the top 100 campaigns. AMV BBDO London is up from 11th place last year to second. CHE Proximity climbs from 9th to third.



Warc Rankings Creative 100 announced

3 Mar 2020



Last year's 21st placed media agency, Hearts & Science New York, leaped up to the top spot this year through work with Procter & Gamble and AT&T, also contributing to the #1 campaign, It's A Tide Ad. Two new entrants to the top 50 since last year take second and third place: Mindshare Mumbai and PHD Chicago.

In the top position of the digital/specialist agency ranking is Dentsu Aegis Network's MKTG New York, having worked on the top-placed campaign, It's A Tide Ad. MRM/McCann Shanghai takes second place and Ayzenberg Los Angeles third. All three agencies are in the rankings for the first time.

McCann Worldgroup holds its position at the top of the networks ranking for effectiveness for a second year in a row, significantly ahead on points of BBDO Worldwide in second place. Ogilvy is in third.

Suzanne Powers, global chief strategy officer, McCann Worldgroup, said:

“ Our mission of helping brands earn a meaningful role in people's lives is not just a mantra to us. It's a methodology and approach that helps our teams around the world create amazingly impactful work. This top-ranking recognises that focus, and, of course, the great clients with whom we have the honour of working with every day to drive those results. ”

The top nine places in the holding companies ranking remain unchanged from last year, with WPP remaining at the top for a second year. Omnicom Group follows in second place and Interpublic Group is in third.

Regularly top of the table, last year's top two brands for effectiveness switched places with McDonald's coming out on top, ahead of Coca-Cola. Ikea is in third. Despite McDonald's having one campaign in the top 100 - The McDelivery Pin - a further 30 other campaigns from around the world earned points for the fast-food retailer.

Colin Mitchell - senior vice president, Global Marketing, McDonald's, says:

“ We're honoured to be recognised for the effectiveness of our marketing in this prestigious ranking. Effectiveness is what we strive for day in and day out. In an industry often fixated by the short-term, this gives a sense of the long-term value of what our marketers do. ”

For a third consecutive year, Unilever is the top advertiser in the Effective 100 Rankings by a significant margin over The Coca-Cola Company in 2nd place. Unilever's Lifebuoy is ranked 11th in the brands' table and a further 32 brands collected points contributing to its first-place ranking.

USA retains the top spot in the country table, but for the first time since the Effective 100 ranking began in 2014, the UK has dropped from second into third place, with India moving up to take its place. The UAE is the biggest mover in the top 10, rising from 29th last year to 5th this year. 71 different countries registered points.

The most highly ranked campaigns and companies in the 2020 Warc Effective 100 are:

Top 10 world's most awarded campaigns for effectiveness

Rank	Campaign title	Brand	Agency	Points
1	It's a Tide Ad	Tide	Saatchi & Saatchi New York / Hearts & Science New York / MKTG New York	75
2	Oyster Kanji Dictation	Hiroshima Tourism	I&S BBDO Tokyo / BBDO J West Hiroshima	69.1
3	Prescribed to Death	National Safety Council	Energy BBDO Chicago / PHD Chicago	65.9
4	Vodafone Sakhi	Vodafone	Ogilvy Mumbai	62.6
5	Unforgettable Bag	Tesco	Grey Kuala Lumpur	55.2
6	The Adaptive Data Lighthouse	Lifebuoy	Mindshare Mumbai	52.8
7	Project 84	CALM	adam&eveDDB London	51.1
8	Black Supermarket	Carrefour	Marcel Paris	50
9	Everyone is an Amazing Book	Amazon Prime	McCann Shanghai / MRM/McCann Shanghai	41.1
10	Faces of the City	Coca-Cola	McCann Shanghai	40.2

Top 10 world's most awarded creative agencies for effectiveness

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

Top 10 world's most awarded media agencies for effectiveness

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

Top 10 world's most awarded digital/specialist agencies for effectiveness

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

Top 10 world's most awarded networks for effectiveness

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

Top 10 world's most awarded holding companies for effectiveness

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

Top 10 world's most awarded brands for effectiveness

Rank	Brand	Product Category	Points
1	McDonald's	Retail	174.9
2	Coca-Cola	Soft Drinks	169.9
3	IKEA	Retail	145.5
4	KFC	Retail	144.2
5	Vodafone	Telecoms & Utilities	118.6
6	Burger King	Retail	87.3
7	Tide	Household & Domestic	75
8	Xbox	Technology & Electronics	74.7
9	Hiroshima Tourism	Transport & Tourism	69.1
10	National Safety Council	Non-profit, public sector & education	65.9

Top 10 world's most awarded advertisers for effectiveness

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

Top 10 world's most awarded countries for effectiveness

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

Amy Rodgers - managing editor, Research & Rankings, Warc, says:

“ In this year's Effective 100 we see that there is no single route to effectiveness. While the top campaign, Procter & Gamble's It's a Tide Ad was a big TV idea during Super Bowl, CALM's Project 84, ranked #7, was a real-world stunt to generate earned media; and Lifebuoy, ranked #6, used data-driven services to save lives in rural India. ”

"Other approaches in the top 10 include behavioural change ideas, new product development, and corporate repositioning." The Warc Effective 100 has been compiled by applying a rigorous, unbiased and transparent methodology to the analysis of the results of the most important global and regional creative awards shows, as determined by the industry following consultation with the newly introduced Warc Rankings Advisory Board and a worldwide survey. This consultation and survey will be carried out each year to ensure that the Rankings continue to reflect the opinion and meet the needs of the industry.

The award shows tracked for the Warc Effective 100 are:

- 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:

- APAC: Effie APAC (plus local market Effies), Tangrams (effectiveness categories), Warc Prize for Asian Strategy
- Europe: EACA Euro Effies (plus local market Effies), Premios Eficacia (Portugal & Spain)
- Middle East & Africa: Effie MENA (plus local market Effies), Warc Prize for MENA Strategy, Loeries (effectiveness categories)
- Latam: Effie LATAM (plus local market Effies)
- North America: Effie North America (plus local market Effies)

For more information and to see the Warc Effective 100 Rankings in full - which include the world's top 100 awarded campaigns for effectiveness, top 50 creative, media, digital/specialist agencies, as well as agency networks, brands, advertisers, countries and top holding companies - view [here](#). The campaigns, case studies, credits and subsequent analysis reports are available to Warc subscribers.

An analysis of the Warc Rankings and brand stories report will be released on 31 March. The Warc Creative 100 and Media 100 are already announced.

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