



BBDO TOPS RANKING OF WORLD'S SMARTEST AGENCIES

- Colenso BBDO tops global agency ranking.
- BBDO Worldwide edges out Ogilvy & Mather as top network.
- Starcom MediaVest Group Chicago named as top media agency.
- Rankings reflect performance in effectiveness and strategy competitions.

London, 12 September 2014

Colenso BBDO has topped a new ranking of the world's smartest creative agencies, on the back of breakthrough work for clients such as Tip Top and Mountain Dew.

Warc, the global marketing intelligence service, has today revealed the top agencies, networks and holding companies from the **Warc 100** database, which tracks agency and brand performance in effectiveness and strategy competitions.

Colenso BBDO in New Zealand led the [list of top creative agencies](#), followed by AMV BBDO in the UK. The two agencies' parent network, **BBDO Worldwide** (part of Omnicom Group), topped the rankings as [the world's smartest network](#), edging out WPP's Ogilvy & Mather. At [holding group level](#), **Omnicom** finished narrowly ahead of WPP.

Warc also announced that **Starcom MediaVest Group Chicago** had topped the [ranking for media agencies](#), while **Colenso/Proximity New Zealand** took first place in [the list of digital agencies](#).

Andrew Robertson, President and CEO of BBDO Worldwide, said: "The best work works best – smart insights inspiring creative magic, in turn driving strong business results. I am very proud of the people in our agencies who work so hard to deliver against this, for every client, every day, and, as a result, have pushed us to the top of this chart."

Nick Garrett, Managing Director at Colenso BBDO, said: "This is an amazing accolade and one we are truly proud of. Warc is all about effectiveness based on great strategic thinking and powerful creative work which is why it is so important. It is a wonderful testament to our brave clients and brilliant staff pushing the thinking so hard. Great work that works isn't easy and we are immensely proud to sit amongst so many world class agencies on this list and to represent New Zealand."

"These rankings showcase the agencies that are really making a difference to their clients' businesses," said **David Tiltman**, Head of Content at Warc. "By focusing on effectiveness and strategic thinking, the Warc 100 offers a new benchmark for agency performance, based on real campaign results."

The Warc 100 is a benchmark for commercial creativity, allowing organisations to compare their performance with their peers. It is an annual list of the world's best campaigns, agencies and brands, based on their performance in effectiveness and strategy competitions.

To compile the rankings, Warc tracked **more than 1700 winners in 75 different competitions**. It assigned points based on the awards won (for example, Gold, Silver or Bronze), then weighted those points based on the competition's rigour and prestige in the global industry. Warc has developed a proprietary methodology to weight competitions in consultation with Professor Douglas West, Professor of Marketing at King's College London.

In July, Warc [announced the world's smartest 100 campaigns](#), based on their performance in 2013 competitions. Colenso BBDO had three campaigns within the top 100: 'Feel Tip Top', a social media-led campaign for Tip Top, a food brand; the 'V Motion Project' for drink V Energy; and the 'Beyond the Wall' for Mountain Dew, which invited graffiti artists to decorate spaces on Google Street View.



In the coming days Warc will be announcing further rankings from the Warc 100 database, including the world's top advertisers and top brands.

The Warc 100 has been developed to reflect the growing importance of strategic thinking and measurement rigour in marketing. It will showcase the best work, and will help raise awareness of the leading cases.

The top 5 creative agencies in the Warc 100 are:

	<u>Agency</u>	<u>Location</u>	<u>Points</u>
1.	Colenso BBDO	New Zealand	115.2
2.	AMV BBDO	UK	103.4
3.	JWT Cairo	Egypt	101.6
4.	Ogilvy & Mather New York	US	95.1
5.	Whybin\TBWA	Australia	91.9

The top 5 media agencies in the Warc 100 are:

	<u>Agency</u>	<u>Location</u>	<u>Points</u>
1.	Starcom MediaVest Group Chicago	US	118.7
2.	OMD UK	UK	71.5
3.	Starcom MediaVest Group New York	US	56.3
4.	OMD Hong Kong	Hong Kong	46.7
5.	OMD New York	US	46.1

The top 5 digital agencies in the Warc 100 are:

	<u>Agency</u>	<u>Location</u>	<u>Points</u>
1.	Colenso/Proximity New Zealand	New Zealand	96.3
2.	Digitas New York	US	86.7
3.	OgilvyOne London	UK	52.1
4.	Arc Chicago	US	47.8
5.	OgilvyOne Mumbai	India	40.0

The top 5 agency networks in the Warc 100 are:

	<u>Network (Holding company)</u>	<u>Points</u>
1.	BBDO Worldwide (Omnicom Group)	1232.9
2.	Ogilvy & Mather (WPP)	1164.1
3.	DDB Worldwide (Omnicom Group)	743.9
4.	TBWA Worldwide (Omnicom Group)	527.2
5.	McCann Erickson (Interpublic Group)	514.1

The top 5 agency holding companies in the Warc 100 are:

	<u>Holding company</u>	<u>Points</u>
1.	Omnicom Group	3520.4
2.	WPP	3480.9
3.	Publicis Groupe	1889.6
4.	Interpublic Group	1731.2
5.	Havas	401.0



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About the Warc 100:

The Warc 100 is a ranking of the world's top marketing campaigns and companies, based on their performance in effectiveness and strategy competitions.

Warc tracked more than 1700 winners in 75 different competitions to compile the rankings. It assigned points to each winner, based on the award it won (Grand Prix/Gold/Silver/Bronze, or equivalents). It then weighted the points, based on the rigour and prestige of the competition. Each competition has a weighting between 1 and 5 – Warc has assigned these weightings based on a number of factors, including a survey of senior planners around the world. The methodology was developed in consultation with Professor Douglas West, Professor of Marketing at King's College London.

More details of the methodology are available on the Prize website.

Warc will release further data from the Warc 100 in the coming months.

About Warc:

Warc.com is an online service offering advertising best practice, evidence and insights from the world's leading brands. Warc helps clients grow their businesses by using proven approaches to maximise advertising effectiveness.

Warc's clients include the world's largest advertising and media agencies, research companies, universities and advertisers.

Warc also publishes leading journals including Admap, Market Leader, the Journal of Advertising Research and the International Journal of the Market Research Society.

In addition to its own content, Warc features advertising case studies and best practices from more than 50 respected industry sources, including: ARF, Effies, Cannes Lions, ESOMAR and IPA. Warc hosts three annual case study competitions: [Warc Prize for Innovation](#), [Warc Prize for Social Strategy](#) and [Warc Prize for Asian Strategy](#).

Founded in 1985, Warc is privately owned and has offices in the UK, U.S. and Singapore.