



## The world's best ad campaigns prove that digital builds business – and social activism sells

- Campaigns with a cause fill rankings of the world's most effective campaigns
- Unilever loses its crown as world's top advertiser to rival Procter & Gamble
- IKEA and Heineken break through to appear in the top 10 brands list
- India's Tata Group is ninth global advertiser in 2015, up from 32 in 2014.

**London, 1<sup>st</sup> March 2016:** Warc today announces the [2016 results of the Warc 100](#), an annual ranking of the world's best marketing campaigns and companies according to their business impact. The Warc 100 rankings are based on performance in effectiveness and strategy awards around the world, and are built on [a rigorous methodology](#) developed in consultation with King's College London.

Ranked number one, '*Penny the Pirate*' developed by Saatchi & Saatchi and OMD for Australian optical chain OPSM innovatively combined traditional and digital media, producing an engaging printed book and app to highlight vision problems in children. More than 126,000 parents bought the reading book, the number of eye tests conducted by OPSM increased by 22.6% year-on-year, and its sales also grew by more than one fifth (22.4%).

Looking at this year's [top 100 campaigns](#), there are a number of themes that emerge:

### 1. Digital-led campaigns, particularly social media and online video, are delivering business results

Many of the winning campaigns use digital elements to deliver scale: in all, 11 of the 20 top-ranked campaigns (55%) led with digital channels. Notable uses of digital include the '*Live Test Series*' (ranked fifth) by Volvo Trucks – its YouTube video views of over 100m reached far beyond the brand's niche target audience of truck drivers and resulted in a 23% growth in sales in the fourth quarter of 2013 – and '*If We Made It*' (ranked sixth) by Newcastle Brown Ale, which used online video to parody the advertising hype around the Super Bowl, increasing volume sales by over 20%.

### 2. More brands are using social activism extremely effectively to drive business

Pioneered by Unilever-owned brand Dove over the past decade (and sometimes dubbed "The Dove effect"), marketers around the world have learnt that taking a strong, socially progressive stance can help drive business impact. This need for brands to be seen as good corporate citizens has informed many top-performing marketing strategies, as is reflected in several top 20-ranked campaigns including '*#LikeAGirl*' (second), '*Inglorious Fruits and Vegetables*' (fourth), '*I Will What I Want*' (10<sup>th</sup>), '*Touch the Pickle*' (12<sup>th</sup>) and '*This Girl Can*' (20<sup>th</sup>). Most brands choose relatively uncontentious causes, from encouraging female empowerment to cutting food waste, though with its '*This is Wholesome*' campaign (seventh), US brand Honey Maid took a braver stand and selected a potentially divisive topic: celebrating alternative family structures.

### 3. Procter & Gamble moves to No 1 advertiser globally

Procter & Gamble has improved its points total and ranking for each of the last three years and had nine campaigns in this year's top 100, versus Unilever's three. Last year, the FMCG giants' positions were reversed: Unilever claimed first place overall, with six campaigns in the top 100, while P&G, in second, had three. Both companies have initiated an efficiency drive over the past few years, cutting spend on 'non-working media', a strategic change that has sparked debate about whether this limits the creation of impactful breakthrough advertising. Procter & Gamble's strong performance in the current Warc 100 reflects the company's continuing ability to develop powerful advertising that gets people talking. While Unilever remains a very effective advertiser, the latest results raise questions about the potential impact of cost cuts on the development of breakthrough marketing ideas.

#### 4. Breakthrough brands: IKEA, Heineken premier in top 10, and Tata rises to ninth global advertiser

- **IKEA:** The Swedish retail brand's global scale and consistent success across markets were key to its strong performance. Campaigns developed by agencies in 11 nations contributed to its overall total – and its fourth place [in the brand ranking this year](#), up from 22 in 2015.
- **Heineken:** Its broad portfolio of brands built its score: the core Heineken brand came 6<sup>th</sup>, while the Heineken company came 4th on the advertiser/brand owner rankings – both are record highs for the company. Heineken's brand strategy of high-impact sponsorship of sporting events – from the UEFA Champions League to the Rugby World Cup – was the driver behind several campaigns that contributed to its points total.
- **Tata Group:** A broad variety of categories contributed to the Indian conglomerate ranking ninth on the [global advertiser rankings](#), up from 32<sup>nd</sup> place last year: Tata-owned auto, soft drinks, clothing and accessories, media and publishing, business and industrial and retail brands all played their part. More than half of the advertiser's score came from campaigns running outside of its home market of India. Tata's most successful campaign was 'British Villains', which was developed by Spark44 and ran in the US for Jaguar, the Group's marquee automotive brand. This humorous integrated campaign came 14<sup>th</sup> in the [top 100 campaigns ranking](#).

**Warc 100: Top 10 global advertising campaigns 2016**

Rank	Campaign	Location	Brand	Primary Agency	Points
1	Penny the Pirate	Australia	OPSM	Saatchi & Saatchi/OMD	138.6
2	#LikeAGirl	Global	Always	Leo Burnett/Starcom MediaVest	126.3
3	Project Architeuthis	USA	America's Navy	Campbell Ewald	81.2
4	Inglorious Fruits and Vegetables	France	Intermarché	Marcel	69.9
5	Live Test Series	Sweden	Volvo	Forsman & Bodenfors	68.3
6	If We Made It	USA	Newcastle Brown Ale	Droga5	66.4
7	This is Wholesome	USA	Honey Maid	Droga5	59.9
8	Share a Coke	Global	Coca-Cola	Various	59.5
9	Kan Khajura Tesan	India	Hindustan Unilever	MullenLowe Lintas Group/PHD	58.2
10	I Will What I Want	USA	Under Armour	Droga5	53.5

**David Tiltman, Head of Content at Warc says:** "The Warc 100 represents the best work in marketing - breakthrough campaigns that have delivered tangible results for their clients. The rankings are a benchmark of excellence in the industry. The clients and agencies that feature in them are some of the best in the business."

#### What the winners say

**Michael Rebelo, CEO Saatchi & Saatchi Australia, says:** "To be recognised for creating the most effective marketing campaign in the world by Warc is a magnificent honour. It's only surpassed by the knowledge that our idea has helped young children in Australia take the first step in achieving better eye health."

**Sir Martin Sorrell, CEO of WPP, said:** "Creative effectiveness for clients is what we are in business to provide, so this award is a really welcome endorsement of our companies' success in that regard. With Cannes, the Effies and now Warc, we hold a trio of our industry's top awards, which is a great tribute to the talent of our people around the world and across all the various disciplines of advertising and marketing services."

**Andrew Robertson, President and CEO, BBDO Worldwide says:** "BBDO is all about "The Work The Work The Work". Great work that works great for our clients. Great thinking inspires great work that delivers great results. Being ranked number one in the world for the third consecutive year underscores just how deeply engrained this is across our network."

**Jonny Bauer, Global Chief Strategy Officer at Droga5 says:** "We are very happy to be recognized in this year's Warc 100. We are doing our best to create the most influential work that's deeply rooted in future facing strategy. This acknowledgement really makes us feel like we're onto something."

**Alex Leikikh, Global CEO, MullenLowe Group says:** "Through our challenger thinking, we have delivered some of the most effective, high profile communications ideas in the global marketplace, and the Warc 100 ranking is recognition of this work for a broad range of our clients in the top international markets we serve. To be named the Top Creative Agency for the second year in a row is a tremendous honour for the MullenLowe Group and demonstrates our focus on delivering an unfair share of attention for our clients' brands."

**Tobias Nordstrom, Head of Planning, Forsman & Bodenfors says:** "It is an honour to be a part of these incredible agencies and campaigns. It's also a confirmation that working differently sometimes pays off, even in a global arena."

**David Lette, Heineken Brand Director says:** "Heineken is the world's most international beer, and has been in double digit growth in the UK since 2012. It's now a significant player in the premium/world lager category. We want people to enjoy Heineken at every touchpoint. This might be buying a limited edition bottle at their local supermarket or enjoying a cold pint, served Extra Cold in their favourite pub, or perhaps engaging with the brand by tweeting with a Heineken football legend, whilst watching a gripping Champions League match. 2015 was a great year for the brand, with our sponsorship of the Rugby World Cup as a centre piece of the activities. We were also able to activate our long term partnership with the Bond franchise, with the release of Spectre providing a successful close to the year."

**ENDS**

**Warc 100 winners 2016** [Full results can be found on the Warc 100 website](#)

Rank 2016	Rank 2015	Top 5 countries 2016	Points
1	1	USA	3077.8
2	2	UK	1669.5
3	4	India	1013.4
4	5	China	888.7
5	3	Australia	771.3

Rank 2016	Rank 2015	Top 5 creative agencies 2016	Location	Points
1	1	MullenLowe Lintas Group Mumbai	India	194.5
2	36	Droga5 New York	USA	178.8
3	4	Ogilvy & Mather New York	USA	131.0
4	new	Leo Burnett Chicago	USA	116.0
5	2	AMV BBDO	UK	114.8

Rank 2016	Rank 2015	Top 5 media agencies 2016	Location	Points
1	1	Starcom MediaVest Group Chicago	USA	200.8
2	7	Starcom MediaVest Group New York	USA	128.1
3	new	OMD Sydney	Australia	64.3
4	6	PHD London	UK	56.3
5	8	OMD New York	USA	55.1

Rank 2016	Rank 2015	Top 5 digital agencies 2016	Location	Points
1	1	Arc Chicago	USA	74.5
2	new	The Marketing Store	USA	49.7
3	new	Critical Mass	Canada	47.5
4	5	Marketing Arm	USA	46.4
5	new	Geometry Global Bogotá	Colombia	40.1

Rank 2016	Rank 2015	Top 5 agency networks 2016	Points
1	1	BBDO Worldwide	1145.5
2	2	Ogilvy & Mather Advertising	809.2
3	3	DDB Worldwide	674.5
4	4	MullenLowe Group	654.4
5	9	Leo Burnett	598.9

Rank 2016	Rank 2015	Top 5 agency Holding Companies 2016	Points
1	1	WPP	3404.8
2	2	Omnicom Group	3303.6
3	3	Publicis Groupe	2371.6
4	4	Interpublic Group	2039.9
5	6	Dentsu	319.7

Rank 2016	Rank 2015	Top 5 Brands 2016	Product Category	Points
1	1	Coca-Cola	Soft Drinks	310.2
2	2	McDonald's	Retail	207.7
3	new	OPSM	Retail	138.6
4	22	IKEA	Retail	138.0
5	new	Always	Toiletries & Cosmetics	133.6

Rank 2016	Rank 2015	Top 5 Advertisers 2016	Location	Points
1	2	Procter & Gamble	US	594.3
2	1	Unilever	Netherlands/UK	477.5
3	3	Coca-Cola Company, The	US	454.9
4	9	Heineken	Netherlands	293.7
5	4	PepsiCo	US	231.1

**For Media Enquiries, contact:**

Kevin Maxwell covering APAC [kevin@greenfieldscommunications.com](mailto:kevin@greenfieldscommunications.com)/Tel +44 7985 351797

Wes Rogers covering Americas [wes@greenfieldscommunications.com](mailto:wes@greenfieldscommunications.com)/Tel +1 912 506 0869/+44 203 287 3262

Lucy Green covering EMEA [lgreen@greenfieldscommunications.com](mailto:lgreen@greenfieldscommunications.com)/Tel +44 7817 698366

David Tiltman, Head of Content, Warc [david.tiltman@warc.com](mailto:david.tiltman@warc.com)/Tel: +44 (0) 754 0000 373

Imaad Ahmed, Marketing Director, Warc [imaad.ahmed@warc.com](mailto:imaad.ahmed@warc.com)/Tel: +44 (0) 207 4678138

**Methodology**

The Warc 100 is a ranking of advertising and marketing campaigns that have worked. Warc tracks advertising competitions around the world – all of which require entrants to show the business impact of a campaign, rather than solely recognizing the campaign’s creativity.

Warc tracked more than 2,000 winners in 79 different effectiveness and strategy competitions to compile the rankings. Warc assigns points to these campaigns (and the brands and agencies behind them) based on the prizes they win in those competitions. Each competition is weighted based on how rigorous and prestigious it is – Warc determines this via results from a poll of more than 100 senior strategists in markets around the world.

The [rigorous methodology](#) was developed in consultation with Professor Douglas West, Professor of Marketing at King’s College London. The methodology is applied consistently across all competitions tracked.

**About Warc:**

[Warc.com](http://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.