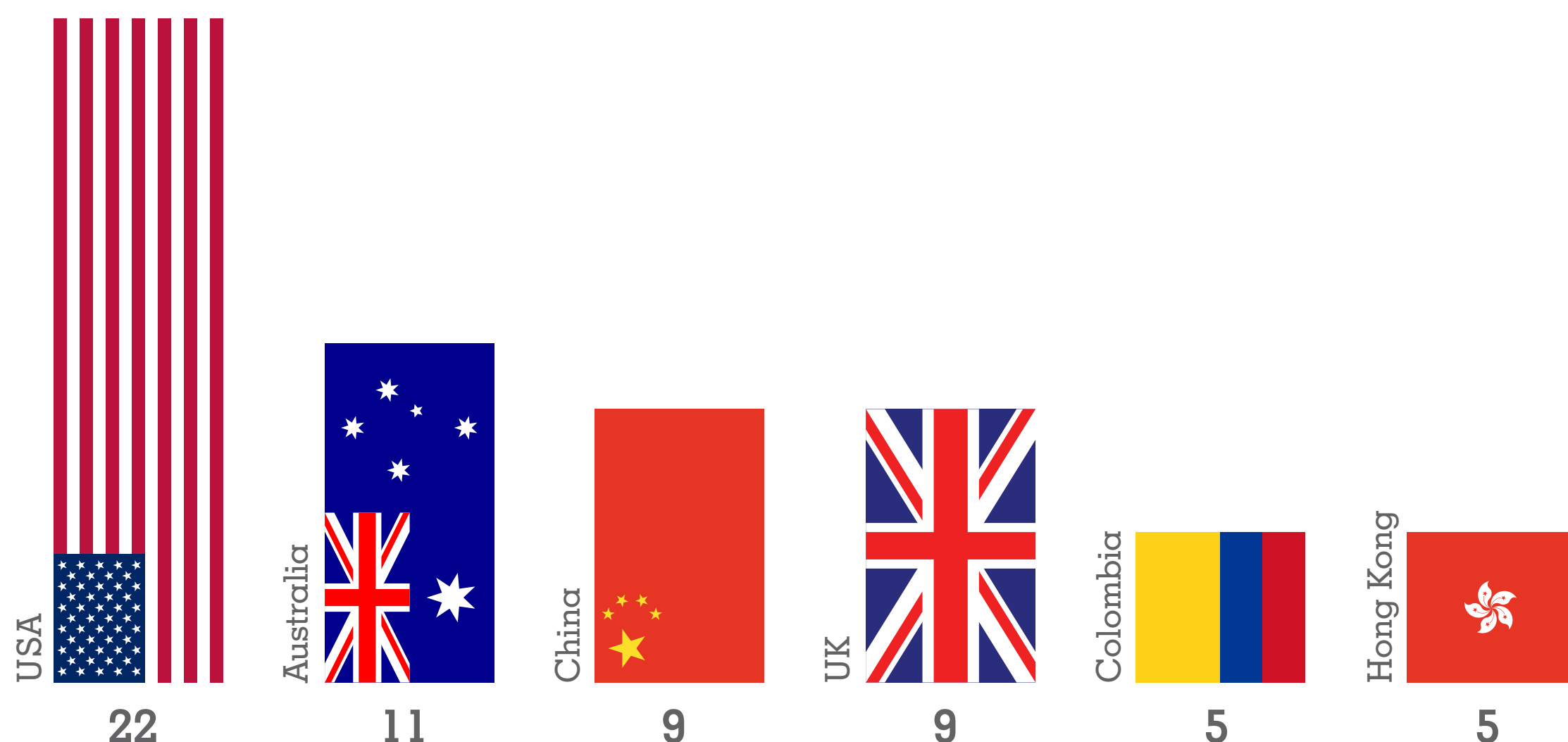


The 100 smartest marketing campaigns in the world

warc.com/warc100



Most-represented nations



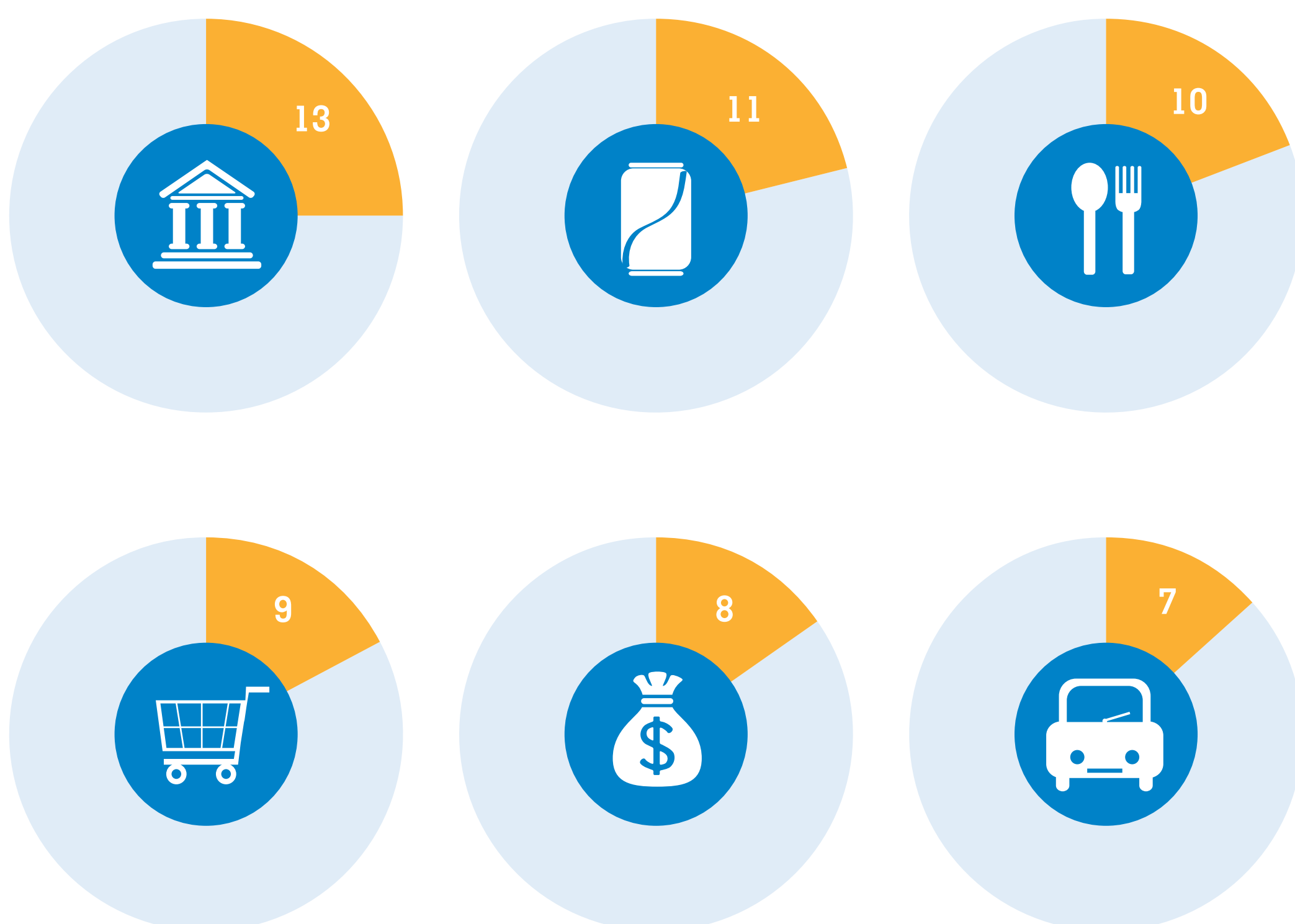
The Warc 100 tracked:

75 competitions
1773 effectiveness and strategy competition winners

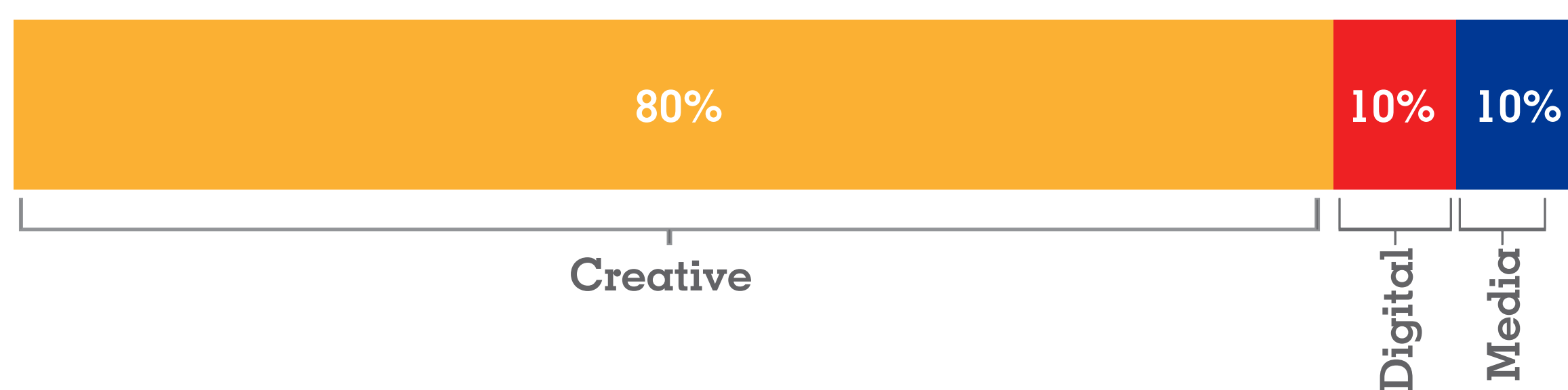
The result?

100 smartest advertising campaigns

Most-represented categories



Most-represented agency types



Of this 100, **Vodafone Fakka**, from **JWT Cairo** in Egypt, was the #1 campaign.

The campaign uncovered a new way to cut through in Egypt's retail space, via branded mobile charge cards being given by shopkeepers in lieu of change.



Find out more at warc.com/warc100