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## Procter & Gamble, McDonald's, Omnicom and BBDO Worldwide are the Most Effective Marketers in the World according to Effie Effectiveness Index

### *Effie Worldwide and Warc reveal first Global Effectiveness Rankings: the Most Effective Agencies, Advertisers and Brands*

CANNES, FRANCE  
June 23, 2011

Effie Worldwide and Warc, the global marketing intelligence service, revealed the results of the inaugural Effie Effectiveness Index today. After analyzing finalist & winner data from 40 worldwide Effie competitions, Procter & Gamble is the most effective advertiser, McDonald's is the most effective brand, Omnicom is the most effective advertising holding company and BBDO Worldwide is the most effective advertising agency network. Sancho BBDO of Bogota, Colombia is the most effective individual agency office. Wieden+Kennedy, based in Portland, Oregon, USA is the most effective independently held advertising agency.

"The Effie Index is the best source for who's doing the best marketing around the world," said Matt Seiler, Effie Worldwide Chairman of the Board and Global CEO of Mediabrands. "As part of the overall Effie offer, it should be an invaluable source to help marketers and their agencies."

The Effie Index ranking system rewards not only Effie winners but Effie finalists. In the inaugural Effie Index, Effie finalists and winners announced between June 10, 2010 and June 13, 2011 qualified for the Index. The comprehensive rankings, which can be filtered by region, country and product category (along with detailed information surrounding the point system) can be found on the new site [www.affieindex.com](http://www.affieindex.com).

The top five most effective advertisers around the globe include: Procter & Gamble, Unilever, Kraft, Nestlé and Coca-Cola. The top five most effective brands are McDonald's, Pepsi, Coca-Cola, Chevrolet and Vodafone.

The top five most effective agency holding groups in the world are led by Omnicom, followed by WPP Group, Interpublic (IPG), Publicis Groupe and Havas Advertising. The top five most effective agency networks are BBDO Worldwide, McCann Worldgroup, Ogilvy & Mather, DDB Worldwide, and JWT. The top five most effective agency offices are Sancho BBDO (Bogota, Colombia), Ogilvy & Mather (Mumbai, India), OMD (Bogota, Colombia), BBDO (Santiago, Chile) and Lowe Lintas (Mumbai, India). The top five independent advertising agencies include: Wieden+Kennedy, (Portland, Oregon, USA), Kinograf (Kiev, Ukraine), Rabarba (Istanbul, Turkey), BBH Singapore and a fifth place tie between BMF (Sydney, Australia) and Propaganda House (Kiev, Ukraine)

Rufus Olins, chief executive of Warc, said, "The Effie Effectiveness Index will become the industry standard. It is the world's most comprehensive ranking of agency and advertiser performance and a valuable resource for anyone interested in marketing effectiveness."

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**About Effie Worldwide**

Effie Worldwide stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the ever-changing marketing industry. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. This has taken shape in webinars, white papers, global conferences, winner showcases and more.

The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs. For more details, visit [www.effie.org](http://www.effie.org). Follow @effieawards on Twitter for updates on Effie information, programs and news.

The Effie Effectiveness Index identifies and ranks the marketing communications industry's most effective agencies, advertisers, and brands by analyzing finalist and winner data from Effie competitions worldwide.

**About Warc**

Warc is the global provider of ideas and evidence to marketing people. Warc's premium online service, [warc.com](http://warc.com), is the largest single source of intelligence for the marketing, advertising and media communities worldwide. Information on [warc.com](http://warc.com) is drawn from more than 50 international sources. With subscribers in over 100 countries, it is a unique resource relied upon by major creative and media agency networks, market research companies, media owners, multinational advertisers and business schools, to help tackle any marketing challenge. In addition to the online service, Warc publishes five magazines, provides industry data and runs events. Follow @warceditors on Twitter for the latest news updates.

[www.warc.com](http://www.warc.com)