

WARC100

The world's best marketing campaigns and companies 2016



Each year, we track effectiveness and strategy competitions from around the world to rank the 100 best marketing campaigns and companies.

We also use our database of awards wins to rank the world's leading marketing organisations – both on the agency and client side.

This document is a summary of the top-ranked campaigns and companies from the 2016 rankings. To learn more, visit the [site for this year's rankings](#).

HOW WE BUILT THE RANKINGS

The Warc 100 rankings are built on [a rigorous methodology](#), developed in consultation with Douglas West, Professor of Marketing at King's College London. The methodology is applied consistently across all competitions we track.

First, a list of relevant competitions was compiled. Campaigns that won awards in those competitions were awarded points based on the level of award they won (Gold, Silver, Bronze, etc). Those points are then weighted according to the standing of each competition in the global marketing industry. The calculation includes data from:

- **Planner Poll:** Warc has conducted a survey of over 100 senior agency planners and strategists to gauge which of the competitions we track

are viewed as most prestigious or rigorous. Winners at the most-cited awards schemes are given extra weighting in the final rankings.

- **Size of market:** Warc takes into account how much of the global advertising market the eligibility for each competition represents. It is able to do this using [Warc's comprehensive adspend data resources](#), which includes analysis by channel and by geography.

A campaign's 'score' reflects the sum of all the weighted points attributed to it from different competitions. We have also collated information on the agencies behind the campaigns (including, where they have been listed, contributing agencies), and, where possible, the authors of the campaign case studies.

1

BUILDING PRODUCTS

A focus on useful products and services was a shared component of many top-ranked Warc 100 campaigns. For example, 'Penny the Pirate', a campaign for opticians OPSM, was based around a book and app that allowed parents to test their children's eyesight in a new way.

2

SOCIAL ISSUES

This year's results indicate a trend towards brands directly addressing social issues in their communications. Campaigns built around female empowerment, food waste, and the need to recognise and value non-traditional families were all ranked in the top 10.

3

DIVERSITY OF FORMATS

There was a striking range of lead media used among the top campaigns. Innovative use of point-of-sale ads, personalised packaging, online video, mobile apps and traditional TV are all represented in the top 10 campaigns. This suggests that there is now no single media model for campaign success.

The world's best marketing campaigns 2016

WARC100

Campaign title	Brand	Primary agency	Product category	Location	Points
1 Penny the Pirate	OPSM	Saatchi & Saatchi / OMD	Retail	Australia	138.6
2 #LikeAGirl	Always	Leo Burnett / Starcom MV Group	Toiletries & cosmetics	Global	126.3
3 Project Architeuthis	America's Navy	Campbell Ewald	Government & non-profit	US	81.2
4 Inglorious Fruits and Vegetables	Intermarché	Marcel	Retail	France	69.9
5 Live Test Series	Volvo	Forsman & Bodenfors	Automotive	Sweden	68.3
6 If We Made It	Newcastle Brown Ale	Droga5	Alcoholic drinks	US	66.4
7 This is Wholesome	Honey Maid	Droga5	Food	US	59.9
8 Share a Coke	Coca-Cola	Various	Soft drinks	Global	59.5
9 Kan Khajura Tesan	Hindustan Unilever	MullenLowe Lintas Group / PHD	Household & domestic	India	58.2
10 I Will What I Want	Under Armour	Droga5	Clothing & accessories	US	53.5

[View full rankings on Warc](#)

1. PENNY THE PIRATE

Brand: OPSM
Agencies: Saatchi & Saatchi / OMD
Country: Australia



OPSM, an Australian optometrist, used a story book to promote children's eye tests.

A cheaper competitor meant OPSM needed to persuade people that its better-quality services were worth a higher price.

It decided to target children, as they should have regular eye tests but many do not – and many parents are not aware of the need.

OPSM created a children's story book incorporating vision testing methods to allow parents to screen their children's sight and determine whether they needed an eye test.

An above-the-line campaign was aimed at key influencers to drive word of mouth, and TV ads featured a celebrity ambassador.

The approach was a success. Over 120,000 copies of *Penny the Pirate* were distributed and, in turn, OPSM increased volume sales of children's eye tests and eyewear.

[View full case study](#)

2. #LIKEAGIRL

Brand: Always
Agencies: Leo Burnett / Starcom MV Group
Country: Global



Always, the feminine hygiene brand, changed a negative stereotype with this campaign.

With a trusted, yet functional image, Always was losing relevance with young women. Its response was to champion self-confidence, a core brand value.

It filmed a social experiment that asked people to do things 'like a girl', and found that adults took this to mean 'silly' or 'not good enough', while prepubescent girls did them the best they could.

The video was distributed online – supported by an influencer network, social media and website hub – before airing as a 60-second ad during the 2015 Super Bowl.

Within the first month the video had been shared 1 million times and purchase intent also increased.

[View full case study](#)

3. PROJECT ARCHITEUTHIS

Brand: America's Navy
Agencies: Campbell Ewald
Country: US



The US Navy recruited cryptologists via an alternate-reality puzzle-solving game on social media.

The Navy needed to maintain its goal for recruiting cryptologists with a decreased budget and more challenging market circumstances.

Exploration of the extremely small and elusive target audience revealed an intriguing insight – that the brightest cryptology minds cannot resist a nearly impossible puzzle.

This led to 'Project Architeuthis', an alternate-reality game where characters, cryptologic clues, tips and updates were revealed via Facebook, Twitter, Instagram and Tumblr.

With no paid media, this game was an incredible engagement success, and analysis showed that participation increased the likelihood of enlistment.

[View full case study](#)

4. INGLORIOUS FRUIT & VEGETABLES

Brand: Intermarché
Agencies: Marcel
Country: France



French food retailer Intermarché set out to combat food waste.

Prior research showed that 40% of food was being thrown away by retailers because it looked less than perfect, so Intermarché instigated a campaign to show that this food did not need to be wasted.

Starting locally, an aisle was dedicated to 'ugly' fruit and vegetables sold at a 30% discount. The reaction was measured by KPIs of store traffic and consumer feedback, which proved positive.

Following press and TV ads the trial was rolled out to all its 1,800 stores and had a marked effect on consumer behaviour. It garnered 740 articles in the media, a significant Facebook response and a knock-on effect with other French and international stores copying the tactic.

[View full case study](#)

5. LIVE TEST SERIES

Brand: Volvo
Agencies: Forsman & Bodenfors
Country: Sweden



Volvo, the automotive group, maximised awareness of its new range of trucks with a global, YouTube-led campaign.

Wanting to attract a wider audience than just the purchaser of the trucks, Volvo targeted those who may be consulted about the purchase, such as drivers, colleagues and former customers.

So Volvo devised and filmed a series of stunts to illustrate aspects of the vehicles and emphasised safety and environmental concerns. The videos were aired solely on Volvo Trucks' YouTube channel and followed up through social channels and extensive PR.

With over 100 million YouTube views, the campaign delivered a significant increase in brand recall and awareness and, ultimately, a growth in sales that made it Volvo Trucks' best year ever.

[View full case study](#)

6. [If We Made It](#)

Newcastle Brown Ale | Droga5 | US
A blatantly honest, no-frills beer brand in the US got attention by parodying Super Bowl ads.

7. [This is Wholesome](#)

Honey Maid | Droga5 | US
A snack brand recognised changing family structures with an inclusive ad campaign.

8. [Share a Coke](#)

Coca-Cola | Various | Global
Coca-Cola's campaign of personalising cans and bottles expanded to new territories.

9. [Kan Khajura Tesan](#)

Hindustan Unilever | MullenLowe Lintas | India
The FMCG company reached media-dark areas of India with an all-new mobile entertainment channel.

10. [I Will What I Want](#)

Under Armour | Droga5 | US
A sportswear brand turned around its masculine perception to become a symbol of female athletic aspiration.

The world's best creative agencies 2016

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Rank	LY	Agency	Location	Points
1	1	MullenLowe Lintas Group	India	194.5
2	36	Droga5 New York	US	178.8
3	4	Ogilvy & Mather New York	US	131.0
4	new	Leo Burnett Chicago	US	116.0
5	2	AMV BBDO	UK	114.8
6	new	Leo Burnett Toronto	Canada	103.1
7	38	Saatchi & Saatchi Sydney	Australia	101.7
8	44	Leo Burnett Melbourne	Australia	99.2
9	32	Clemenger BBDO Melbourne	Australia	97.1
10	new	Wieden + Kennedy Portland	US	93.4

*new = outside the top 50

[View full rankings on Warc](#)

COMMENTARY

- MullenLowe Lintas Group retained its position on top of the creative agencies rankings, buoyed by five separate campaigns being ranked on the top 100 – more than any other agency.
- Droga5 was the top independent shop on the list, finishing 2nd. Wieden + Kennedy Portland, in 9th, was the only other independent on the top 10
- Three Leo Burnett agencies made the top 10, all of which worked on '#LikeAGirl', this year's 2nd-placed campaign. Leo Burnett Chicago, having finished out of the top 50 last year, was also the biggest climber.
- As in 2015, AMV BBDO in London was the top-placed European agency.

The world's best media agencies 2016

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Rank	LY	Agency	Location	Points
1	1	Starcom Mediavest Group Chicago	US	200.8
2	7	Starcom Mediavest Group New York	US	128.1
3	new	OMD Sydney	Australia	64.3
4	6	PHD London	UK	56.3
5	8	OMD New York	US	55.1
6	12	Starcom Mediavest Group Warsaw	Poland	53.5
7	4	OMD UK	UK	53.1
8	32	MediaCom Mumbai	India	48.1
9	48	MediaCom Düsseldorf	Germany	47.8
10	new	UM London	UK	47.1

*new = outside the top 50

[View full rankings on Warc](#)

COMMENTARY

- Starcom Mediavest agencies in the US dominated the rankings, taking the top two spots. Starcom Mediavest Chicago has led the media agencies ranking every year since the Warc 100 was launched, winning a broad range of North American awards, and contributing to several highly-ranked campaigns.
- OMD Sydney, which was a lead agency on 'Penny the Pirate', came third, its best-ever ranking and the highest an Australian media shop has ever finished.
- Two MediaCom agencies also improved their rankings markedly this year and entered the top 10 for the first time: Mumbai in 8th (from 32nd), and Düsseldorf in 9th (from 48th).

The world's best digital/specialist agencies 2016

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Rank	LY	Agency	Location	Points
1	1	Arc Chicago	US	74.5
2	new	The Marketing Store	US	49.7
3	new	Critical Mass Calgary	Canada	47.5
4	5	Marketing Arm	US	46.4
5	new	Geometry Global Bogotá	Colombia	40.1
6	10	OgilvyOne London	UK	39.7
7	12	FCB/RED Chicago	US	37.9
8	26	OgilvyOne Mumbai	India	37.3
9	new	Geometry Global San Francisco	US	36.1
10	new	Geometry Global Dubai	UAE	35.9

*new = outside the top 50

[View full rankings on Warc](#)

COMMENTARY

- The Digital/Specialist Agency category as a whole ranges from pure-play digital shops, to PR, direct and shopper marketing agencies.
- With its points total boosted by participation in campaigns for Procter & Gamble, Arc Worldwide is a clear winner on this ranking; the network's London office also finished 20th.
- The top 10 also saw five new entries from agencies that finished outside the top 50 last year.
- Geometry Global was the best-performing network with three agencies in the top 10 – and six in the top 50.

The world's best agency networks 2016

WARC100

Rank	LY	Agency network	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
6	7	OMD Worldwide	591.8
7	6	Starcom Mediavest Group	568.6
8	10	Grey	442.7
9	5	McCann Erickson	425.8
10	12	Saatchi & Saatchi	386.1

[View full rankings on Warc](#)

COMMENTARY

- BBDO Worldwide maintained top spot for 2016, though the gap between 1st place and Ogilvy & Mather in 2nd narrowed slightly this year.
- MullenLowe held its impressive fourth place from last year, with the bulk of its points coming from its Unilever client.
- In the battle of the media agency networks, OMD edged out Starcom Mediavest in 2016, swapping places from last year.
- Geometry Worldwide was the top-ranked digital/specialist network in 19th, while Wieden + Kennedy was the top independent in 21st.

The world's best holding companies 2016

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Rank	LY	Holding company	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
6	5	Havas	311.1
7	9	MDC Partners	88.6
8	new	BlueFocus	84.3
9	8	Hakuhodo	69.3

[View full rankings on Warc](#)

COMMENTARY

- WPP retains top spot for the second year in a row, with all of the 'big four' maintaining their respective positions from 2014.
- While Omnicom Group trailed WPP on the overall rankings, tracking all awards wins for the year, it nevertheless performed strongly on top-ranking campaigns, contributing to 30 of the Warc 100, compared to WPP's 20.
- Further down the list Japanese-owned holding company Dentsu reached 5th, its best-ever ranking, overtaking Havas.
- After a series of acquisitions, Chinese holding company BlueFocus joins the rankings in 8th.

The world's best brands 2016

WARC100

Rank	LY	Brand	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
6	41	Heineken	Alcoholic drinks	131.9
7	10	Vodafone	Telecoms	120.1
8	new	Volvo	Automotive	103.9
9	17	Volkswagen	Automotive	100.0
10	12	Pantene	Toiletries & cosmetics	87.3

*new = outside the top 50

[View full rankings on Warc](#)

COMMENTARY

- Coca-Cola retained its position on top of the brand rankings, having finished first every year since 2014.
- Procter & Gamble is the only company to own more than one of the top 10: Always (5th) and Pantene (10th).
- OPSM, in third, was boosted by the performance of 'Penny the Pirate', the top-ranked campaign of the year.
- By contrast, McDonald's, in second on the brand rankings, did not rank a single campaign in the top 40, but instead showed a consistent performance across the database.
- The top 10 is dominated by brands from 'traditional' marketing categories such as soft drinks, FMCG and retail.

The world's best advertisers 2016

WARC100

Rank	LY	Advertiser	Points
1	2	Procter & Gamble	594.3
2	1	Unilever	477.5
3	3	The Coca-Cola Company	454.9
4	9	Heineken	293.7
5	4	PepsiCo	231.1
6	6	McDonald's	207.7
7	19	Volkswagen Group	207.2
8	5	Mondelez Group	193.5
9	32	Tata Group	177.5
10	new	Luxottica	151.0

*new = outside the top 50

[View full rankings on Warc](#)

COMMENTARY

- Procter & Gamble beat its FMCG rival Unilever for the first time in the 2016 rankings, having placed nine campaigns on the top 100 ranking. Unilever had been the clear winner in 2014 and 2015, but dropped to second this year.
- Further down on the rankings, The Coca-Cola Company held steady in third place, while PepsiCo, its main rival, dropped one place from 2015 to fifth.
- Heineken improved its overall ranking to fourth (from ninth) and was the top alcoholic drinks company.
- Tata Group, headquartered in India, made the top 10 for the first time, and was the top Asian advertiser.

Country rankings 2016

WARC100

Rank	LY	Country	Points
1	1	US	3077.8
2	2	UK	1669.5
3	4	India	1013.4
4	5	China	888.6
5	3	Australia	771.3

[View full rankings on Warc](#)

COMMENTARY

- The US and UK retained their positions as the top two advertising nations this year. The US also had more campaigns ranked on the Warc 100 than any other country.
- Australia, despite its 1st place campaign ('Penny the Pirate'), dropped down the rankings, from third to fifth, due to the greater consistency across competitions shown by China and India.
- By contrast, the UK, which had only two campaigns in the top 20, retained 2nd spot due to its consistency over all awards wins.

About the Warc 100

warc100

The Warc 100 is an annual ranking of the world's best marketing campaigns and companies, based on their performance in effectiveness and strategy competitions:

- It focuses on marketing that makes a difference, driving business performance or changing consumer behaviour.
- It is a benchmark for commercial creativity, allowing brands and agencies to compare their performance with their peers.
- It is a showcase for the world's smartest strategies, and the people and organisations behind them.

Find out more by visiting warc.com/warc100

More from Warc



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.

CASE FINDER

You can find all Warc case studies, including those cited in this report, by searching our unrivalled database, which is organised by campaign objective, country, industry sector, audience, media channels, budget and campaign duration. [Find a case.](#)

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