



most effective advertiser
in north america
2013

P&G

 **Kimberly-Clark**

1


MIZUNO

2

3

effie
index

May 22, 2013 United States

Most Effective Marketers in North America According to 2013 Effie Effectiveness Index

Activision Blizzard's *Call of Duty: Modern Warfare 3*, "The Vet and the n00b" from 72andSunny is the Grand Effie Winner

[Download 2013 North America Effie Winners List](#)

The 2013 North America Effie Effectiveness Index rankings were revealed tonight at the 45th annual Effie Awards Gala in New York. Since 1968, Effie Worldwide has honored marketing ideas that work and the Effie Index recognizes the architects of the most effective marketing communications ideas from around the world. For the gala finale, Activision Blizzard's *Call of Duty: Modern Warfare 3*, "The Vet and the n00b" led by 72andSunny was revealed as the North American Grand Effie winner (best in show) for the 2013 Effie Awards. OMD, SapientNitro and Edelman contributed to the win.

Based on the analysis of the North America Effie Awards finalist and winner data from the past year: Procter & Gamble is the most effective advertiser (for the third year in a row), Mizuno is the most effective brand and Omnicom is the most effective advertising holding company. For the second year, Ogilvy & Mather is the most effective advertising agency network and Ogilvy & Mather New York is the most effective individual agency office. Wieden+Kennedy is ranked as the most effective independently held advertising agency.

The North American Grand Effie Award winner was debated hours before the Effie Awards Ceremony by the [Grand Effie Jury](#). Finalists (the top-scoring Gold Effie winners) included the Grand Effie winner, along

with *BAND-AID Magic Vision Augmented Reality App* for Johnson & Johnson by JWT New York, *Cultivate a Better World* for Chipotle by Creative Artists Agency, *Costa Rica's Million Dollar Gift of Happiness* for The Costa Rica Tourism Board by 22squared (with PrizeLogic, Inc., Blind, Inc. and Think Conservatory), *In-Hotel Credit Card Acquisition* for Intercontinental Hotels Group by OgilvyOne Worldwide, *Proud Sponsor of Moms* for Procter & Gamble by Wieden+Kennedy (with Carat, GMR Marketing, Taylor Strategy and DeVries Global), *Small Business Saturday* for the American Express Company by Digitas and CP+B, *Stories to inspire change.* for PFLAG Canada by Drafftcb and *The Great Paper Airplane Project* for the Pima Air & Space Museum by BBDO San Francisco (with Hunter Public Relations).

With the launch of Call of Duty: Modern Warfare 3, the team set out to create the biggest entertainment launch of all time, for the third year in a row. With tapped outlets for growth, they ignited the brand's disparate audiences with one insight; the fun isn't in winning, it's in the progression. The game launch achieved cultural inevitability and went on to shatter entertainment records worldwide: as the biggest entertainment launch of all time: \$1B in sales in 16 days.

"The Grand Effie jury was unanimous in its selection of Call of Duty as this year's Grand Effie winner. Call of Duty broke all industry records with a program that had powerful audience understanding and insight at its core," Mark Baynes, Global CMO of Kellogg's and Chair of the 2013 Grand Effie Jury. "The big idea was brilliantly executed and distributed across the paid, owned, and earned media landscape. In keeping with the principles of the Effies, the jury ultimately felt that Call of Duty best captured the principles of marketing cause and effect within this year's finalists."

According to the 2013 [North America Effie Effectiveness Index](#), created in partnership with WARC, the top ranking most effective advertisers are Procter & Gamble, Kimberly-Clark and Mizuno, while the highest ranked effective brands are Mizuno, American Express and Depend. The most effective advertising holding companies in North America are: Omnicom, WPP Group and Publicis Groupe; effective agency networks are Ogilvy & Mather, BBDO Worldwide and Starcom MediaVest Group. The three most effective agency offices are Ogilvy & Mather (NY), BBDO New York and McKinney, while the most effective independent agencies are Wieden+Kennedy, Creative Artists Agency, and a three way tie for third place: 22squared, Cramer-Krasselt (Milwaukee) and Mother NY.

"Now in its third year, the Effie Index tracks the marketers and agencies that are really moving the effectiveness needle," said Carl Johnson, Effie Worldwide Chairman of the Board and Co-Founder of Anomaly. "The Effie Index is the one filter that should be on every marketer's radar screen to learn which agencies and brands are doing the most impactful work globally".

In order to be ranked, North America Effie finalists and winners supplied case studies with challenging goals and significant results that were rigorously evaluated by at least two rounds of industry-expert judges. The remaining international & regional Effie Effectiveness Index rankings will be announced in June in Cannes and will be featured on www.effieindex.com. A list of winners for North American Effie Awards can be found on www.effie.org.

About Effie Worldwide

Effie Worldwide stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. 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. **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. 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 Worldwide competitions.

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