



# THE WORLD'S MOST EFFECTIVE MARKETER



Unilever

CLEANING UP AGAIN



EFFIE EFFECTIVENESS INDEX 2013



Jun 20, 2013 Global: Multi-Region

## 2013 Effie Effectiveness Index

Unilever, Coca-Cola, WPP, Ogilvy & Mather are Most Effective Marketers in the World

**CANNES, FRANCE (June 20, 2013)** – Effie Worldwide announced today that Unilever is the most effective marketer according to the 2013 Global Effie Effectiveness Index. Coca-Cola is the most effective brand in the world. For the second year in a row, WPP is the most effective holding company, Ogilvy & Mather is the most effective agency network and Mumbai-based Ogilvy & Mather Pvt. Ltd is the most effective individual agency office. Ukraine-based Banda debuted on the Effie Index as the number one ranked independent agency.

Now in its third year, the Effie Index recognizes the architects of the most effective marketing communications ideas from around the world, determined by their success in the Effie Awards 40+ national and regional programs. It is produced in partnership with the global marketing intelligence service, Warc.

Procter & Gamble held steady at second place as the most effective marketer in the world and Coca-Cola, as a company, rose up through the Index as the 3rd most effective marketer. Rounding out the top five most effective marketers are Nestlé (4<sup>th</sup>) and McDonald's (5<sup>th</sup>).

Coca-Cola emerged as the most effective brand in the world (last year it was ranked 2<sup>nd</sup>). McDonald's is the second most effective brand, while Pepsi rose two levels in the Index, to number three. Vodafone and Volkswagen jumped to 4<sup>th</sup> and 5<sup>th</sup> most effective brands (respectively).

Omnicom held onto its 2012 ranking of 2<sup>nd</sup> place and Publicis Groupe moved up a spot to the third most effective advertising holding company globally. BBDO Worldwide retained its 2<sup>nd</sup> place ranking and McCann Worldgroup moved into the number three slot for the most effective agency networks. Sancho BBDO (Bogota, Colombia) is once again ranked 2<sup>nd</sup> and Circus Comunicacion Integrada S.A.C. (Peru) rose 13 points to join the top 3 honor of the most effective individual agency offices. Turkish agencies Alemetifarika and Rabarba round out the top three spots respectively in the independent agency ranking.

“Now that the Global Effie Index is in its third year, shifts and trends can be studied and leveraged on a global and regional basis for maximum impact and learning,” said Carl Johnson, Chairman of the Board of Directors, Effie Worldwide and Co-Founder of Anomaly. “With over 40 programs focused on effectiveness worldwide, the Effie Awards add a healthy element of competition amongst the industry's top performers.”

Each ranked company in the Effie Index has undergone rigorous evaluations of their case studies and work by industry-expert judges to prove that their marketing achieved compelling results. For more information on the most effective agencies, marketers and brands globally, regionally, in specific countries, and different product categories visit [www.effieindex.com](http://www.effieindex.com).

“The Effie Index benchmarks the brands, marketers and agencies that are consistently delivering ideas that work and identifies the companies that are changing the game, said Louise Ainsworth, CEO of Warc. “It is a resource and an inspiration for marketers from various business categories and areas of the world.”

#### 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](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 Worldwide competitions.