



THE EFFIE INDEX® GLOBAL RANKING

2017 Most Effective

 Unilever MARKETER	 vodafone BRAND	WPP HOLDING COMPANY
BBDO AGENCY NETWORK	SANCHO BBDO (Bogotá) INDIVIDUAL AGENCY	ACG Advanced Communication Group (Budapest) INDEPENDENT AGENCY

www.effieindex.com



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Unilever, Vodafone, BBDO Worldwide Rank at Top of 2017 Global Effie Effectiveness Index

New York (May 25, 2017) — Effie Worldwide named the most effective marketers in the world, based on the global results of the 2017 Effie Effectiveness Index. Unilever, Vodafone, WPP, BBDO Worldwide, Sancho BBDO and ACG Advertising Agency held the top rankings in the categories of Most Effective Marketer, Brand, Agency Holding Group, Agency Network, Agency Office and Independent Agency, respectively.

Now in its seventh year, the Effie Index recognizes the companies that create the most effective marketing communications ideas from around the world, determined by their cumulative success in more than forty national, regional and global Effie Awards competitions. The 2017 Effie Index is compiled from 3,601 finalists and winning entries from worldwide Effie Awards competitions held between January 1, 2016 and December 31, 2016.

“From an inspirational nonprofit campaign that achieved incredible success across India to a multinational telecommunications company that grew its market share throughout Europe, Effie continues to reward ideas that work across the globe,” said Neal Davies, President and CEO, Effie Worldwide. “The top ranked companies demonstrate a strategic commitment to marketing effectiveness.”

Most Effective Marketers

Global food and beverage companies continue to dominate the most effective marketer ranking.

Unilever jumped one spot to regain the title of Most Effective Marketer, globally, in this year’s rankings. It previously held the top spot from 2012-2014. Nestlé moved up two spots as the second most effective marketer, while Procter & Gamble retained its third place ranking. The Coca-Cola Company slid down three spots to fourth and PepsiCo retained its fifth place ranking. Along with mobile phone leader Vodafone, Mondelēz International, McDonald’s, Mars and global furniture retail giant IKEA round out the top 10.

Most Effective Brands

Vodafone moved up one spot to replace Coca-Cola as the most effective global brand in 2017. After dominating the top spot for the past four years Coca-Cola moved to second, followed by McDonald’s. Pepsi moved to number four, while IKEA broke into the top five for the first time ever, ranking fifth. Global brands Heineken, Burger King and MasterCard, along with Spanish mobile phone operator Movistar and Malaysian communications service provider, Maxis are included in the top 10.

Most Effective Agency Holding Groups

The top five most effective holding groups remain unchanged from 2016. WPP Group remains the most effective holding company for the sixth consecutive year, followed by Omnicom, IPG, Publicis Groupe and Dentsu.

Most Effective Agency Networks

BBDO Worldwide unseated Ogilvy & Mather as the most effective agency network globally. BBDO was previously ranked number one in 2015, 2014 and 2011. Ogilvy dropped to second with McCann Worldgroup retaining its third place ranking. Young & Rubicam jumped up three spots to number four, and J. Walter Thompson moved up an impressive four spots (from number nine in 2016) to round out the top five.

Most Effective Agency Offices

Sancho BBDO (Bogotá) regained its title as the Most Effective Individual Agency Office in 2017, behind its success for brands Fundación Éxito, HUAWEI and Visa, among other regional and global brands. MullenLowe Lintas (Mumbai) moved up three spots to number two, followed by McCann’s FP7/DXB (Dubai) at number three. Ogilvy & Mather (Mumbai) dropped two spots to number four and Colenso BBDO (Auckland) was included in the top five for the first time since 2013. The top 20 most effective agencies are a globally diverse mix of agencies from Argentina, Colombia, Hungary, India, New Zealand, Peru, Romania, Taiwan, Turkey, UAE, and the United States.

Most Effective Independent Agencies

Budapest-based ACG Advertising Agency retained its title as the Most Effective Independent Agency for the second year in a row. Istanbul-based agencies Alametifarika, Blab and Güzel Sanatlar ranked second, third and fourth respectively, while Madre Buenos Aires rounded out the top five.

The Index is constructed by converting every Effie Award and Finalist into points – 12 for a Grand Effie, eight for Gold, six for Silver, four for Bronze and two for a Finalist (with contributing agencies receiving half these points). Throughout the Index, ‘Country’ and ‘Region’ refer to where a campaign ran, not the location of the agency or marketer responsible for it. Additional information about how the rankings are compiled can be found [here](#). Every brand and company ranked in the Effie Index has undergone rigorous evaluations of their case studies and work by expert industry judges to prove that their marketing achieved compelling

results.

For the full rankings, visit www.effieindex.com.

About Effie Worldwide

Effie Worldwide is a 501 (c)(3) nonprofit organization that 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, Positive Change Effie, regional Asia Pacific, Euro, Latin American, North American and Middle East / North Africa Effie programs and more than 40 national Effie programs. For more details, visit www.effie.org. Follow [@effieawards](https://twitter.com/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, marketers, and brands by analyzing finalist and winner data from Effie Worldwide competitions.

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