



Jul 10, 2013 APAC

Coca-Cola, WPP and Ogilvy & Mather Most Effective Marketers in Asia-Pacific Region

Ogilvy & Mather (Mumbai) and Barnes, Catmur & Friends (Auckland) top the individual rankings

NEW YORK, NY (June 26, 2013) – Effie Worldwide announced today that Coca-Cola is the most effective marketer, as well as brand, in the Asia-Pacific region, according to the 2013 Global Effie Effectiveness Index. WPP is the most effective holding company, while Ogilvy & Mather is the most effective agency network in Asia-Pacific. Mumbai-based Ogilvy & Mather Pvt. Ltd is the most effective individual agency office and Barnes, Catmur & Friends (Auckland) is the number one ranked independent agency in the region. Coca-Cola, WPP, the Ogilvy & Mather network and Ogilvy & Mather Mumbai also rank highest in the global rankings of the Effie Index.

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.

With 72 points, Coca-Cola is the most effective marketer in the Asia-Pacific region, followed closely by Unilever, McDonald's, Cadbury and Star India. Coca-Cola also tops the most effective individual brand ranking, followed by McDonald's and St Vincent de Paul Society.

The top three most effective holding companies in Asia-Pacific are WPP, Omnicom and Interpublic (IPG), while Ogilvy & Mather, BBDO Worldwide, DDB Worldwide, Lowe & Partners and McCann Worldgroup are the five most effective agency networks in the region.

Ogilvy & Mather Pvt. Ltd. (Mumbai), Colenso BBDO (Auckland), Ogilvy & Mather (Beijing) and Ogilvy & Mather (Shanghai) are the top individual agency offices in Asia-Pacific, while Barnes, Catmur & Friends (Auckland) is the most effective independent agency in the region with forty-six points, followed by Opentide (Beijing), Response Marketing (Colombo, Sri Lanka) and Taproot India (Mumbai) all tied for second with twenty-eight points.

"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.

"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."