



2020 MOST EFFECTIVE: CANADA



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2020 EFFIE INDEX NAMES WORLD'S MOST EFFECTIVE MARKETERS

- CANADA'S AGENCIES AND BRANDS DELIVERING TOP SCORES.

Effie Worldwide has today announced the 2020 Effie Index (effieindex.com), the 10th annual ranking of the companies behind the world's most effective marketing efforts.

- Ogilvy ranked number one Agency Network for North America, with almost half of their points coming from Canada.
- Ogilvy Toronto ranked fourth in North America following their tremendous Effie Canada success.
- McCann Worldgroup were named most effective agency network worldwide.
- WPP ranked as the most effective holding group in North America with almost a third of their points coming from Canada.
- SickKids and A&W rank Top 10 in North America based solely on Canadian work.
- McDonalds and American Express ranked first and sixth respectively, with points contributed from Canada.
- Rethink tied for first place with New York based agency Terri & Sandy as the top-ranking Independent Agencies in North America.

"Bringing the Effie Awards to Canada was always about showcasing Canada's excellence in marketing effectiveness. Scores from our inaugural awards, presented in 2019, have made a monumental impact on North American and Global placement," said Scott Knox, President and CEO of the ICA. "Through Effie Canada we will continue to see work that works done here stands shoulder to shoulder with the best the world has to offer."

View the full rankings at effieindex.com

Information about how the rankings are compiled can be found [here](#).

FOR FURTHER INFORMATION:

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