



Jun 14, 2023 Global: Multi-Region

AB InBev, McDonald's, WPP, Ogilvy, Leo Burnett Middle East and Slap Global top the 2022 Global Effie Index

NEW YORK, June 14, 2023 — Effie Worldwide has announced the 2022 Effie Index (effieindex.com), the annual ranking of the companies behind the world's most effective marketing - with AB InBev, McDonald's, WPP, Ogilvy, Leo Burnett Middle East, and Slap Global named Most Effective Marketer, Brand, Agency Holding Group, Agency Network, Agency Office, and Independent Agency, respectively.

AB InBev and McDonald's topped their rankings for the second year running.

The 2022 Effie Index rankings reflect the performance of more than 4300 finalists and winning entries from eligible global, regional and national Effie Awards competitions held around the world from January 1, 2022 to December 31, 2022.

Most Effective Marketers

Top 5: AB InBev, McDonald's, Mondelez International, Unilever, Procter & Gamble

AB InBev is crowned Most Effective Marketer for the second year in a row, with Grand and Gold Effie winning work for 15 brands across eight markets, including three Grand winners Carling Black Label, Cerveza Nativa and Pilsen. Moving up from the fourth spot last year, McDonald's is No. 2 in the rankings, its highest ever Index result in the Marketer ranking.

CPGs and QSRs retained their grip on the top 10. Mondelez International ranked third, up four places from 2021, Unilever dropped to fourth from the second spot last year, and Procter & Gamble remained at No.5

for the second year running. The Coca-Cola Company re-entered the top 10 after dropping back last year, with PepsiCo, Nestlé, YUM!, The Coca-Cola Company, and Burger King taking spots 6-10 respectively.

Most Effective Brands

Top 5: McDonald's, KFC, Burger King, UAE Government Media Office, Chevrolet

Once again McDonald's, Burger King, and KFC took the top three positions for Most Effective Brands, as QSR brands continued to dominate the rankings. McDonald's is No. 1 for the second year running, while KFC moved up to No. 2 from third position last year, while Burger King took the third spot. In fourth place was the UAE Government Media Office, a new entrant to the top ten, while Chevrolet retained its spot at No.5 for the second year.

The Brands ranking saw new entrants in the top ten this year. Vodafone, Santander, and new entrants Banco Itaú and Cadbury Celebrations took the No. 6-9 spots, while new entrant Doritos moved up to tenth in the rankings from No. 23 last year.

Most Effective Agency Holding Groups

Top 5: WPP, Omnicom, Publicis Groupe, Interpublic (IPG), Dentsu

WPP jumped back into the top spot as Most Effective Agency Holding Group after getting unseated by Omnicom last year for the first time since 2012. WPP's dominance came from some of its major networks: Ogilvy (5 Grands), Grey (5 Grands), and EssenceMediacom (2 Grands), led the way for the holding company.

Omnicom took second place and Publicis regained third position for the first time since 2013, moving IPG into the fourth spot. Dentsu continued to hold its position in fifth place.

Most Effective Agency Network

Top 5: Ogilvy, McCann Worldgroup, Leo Burnett Worldwide, DDB Worldwide, BBDO Worldwide

Ogilvy has placed number one in the rankings as Most Effective Agency Network for the first time since the 2016 Index. The WPP agency network earned 5 Grand Effies in 2022, including Ogilvy South Africa and Carling Black Label (AB InBev) for "Bride Armour" and Ogilvy China and KFC (YUM!) for "GET CRAZY FOR CRAZY THURSDAYS."

IPG's McCann Worldgroup moved to second in the rankings, while Publicis Groupe's Leo Burnett Worldwide took third, up from ninth last year. Omnicom was represented twice in the top five with DDB Worldwide remaining in fourth for the third year, and BBDO Worldwide rounding out the top five.

Most Effective Agency Offices

Top 5: Leo Burnett Middle East, Ogilvy India, McCann Tel Aviv, Ogilvy Pakistan, Leo Burnett India

Leo Burnett Middle East (Dubai, UAE) came out on top as the Most Effective Agency Office, leading with impressive wins for brands including ABAAD, Emirates NBD, Home Box, IKEA, Lebanese Transparency Association, McDonald's, Project Chaiwala, Samsung, and UN Women. Ogilvy India got second place, up from the sixth spot last year, with McCann Tel Aviv in third position for the second year running.

Ogilvy Pakistan ranked fourth (up from the ninth spot last year), with Leo Burnett India in fifth. AlmapBBDO (Brazil), McCann India, Sancho BBDO (Colombia), MullenLowe SSP3 (Colombia) and Saatchi & Saatchi Middle East completed the top ten.

Most Effective Independent Agencies

Top 5: Slap Global, Dattis Comunicaciones, SUNO United Creators, Interaction, Jam Session Agency

Slap Global topped the rankings of Most Effective Independent Agencies, leading with Gold Effies for Dove and Doritos. The agency moved to the No. 1 slot from its debut in the 2021 rankings at 13th place.

Latin American independent agencies took 5 of the top ten slots, up from 4 last year. Dattis Comunicaciones (Colombia) moved to No. 2 from the sixth spot last year. SUNO United Creators (Brazil) was third, with Interaction (Costa Rica) retaining fourth position and Jam Session Agency (Romania) entering the rankings for the first time in fifth place.

GUT (Argentina), Noble Graphics (Bulgaria), Robert/Boisen & Like-minded (Denmark), Special (New Zealand), and Jung von Matt (Austria) complete the top 10 ranking.

“No company appears on the Effie Index by chance. To be ranked in the Index demonstrates a relentless commitment to delivering ideas that work, all underpinned by a culture of effectiveness,” said Traci Alford, Global CEO, Effie Worldwide. “On behalf of the entire Effie organization, congratulations to the top ranked teams on this well-earned recognition.”

Regional Rankings

Asia Pacific

Mondelēz International (marketer), KFC (brand), WPP (holding group), Ogilvy (agency network), Ogilvy India (agency office), Special NZ (independent agency)

Europe

Vodafone (marketer), McDonald’s (brand), WPP (holding group), McCann Worldgroup (agency network), McCann Tel Aviv (agency office), Jam Session Agency (independent agency)

Latin America

AB InBev (marketer), Burger King (brand), WPP (holding group), BBDO Worldwide (agency network), AlmapBBDO (agency office), Slap Global (independent agency)

Middle East & Africa

UAE Government Media Office (marketer & brand), Publicis Groupe (holding group), Leo Burnett Worldwide (agency network), Leo Burnett Middle East (agency office), Dejavu Dubai (independent agency)

North America

Molson Coors (marketer), McDonald’s (brand), IPG (holding group), DDB Worldwide (agency network), Alma DDB (agency office), Rethink (independent agency)

View the full rankings at effieindex.com

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

Contact:

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About Effie®

Effie is a global 501c3 non-profit whose mission is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the [Effie Index](#). Since 1968, Effie is known as a global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit effie.org.

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