



Effie President Neal Davies celebrates Unilever's #1 marketer ranking with Effie board member Carolyn Everson, Unilever CMO Keith Weed, and Unilever Marketing SVP Marc Mathieu.

Jun 19, 2014 Global: Multi-Region

## 2014 Global Effie Effectiveness Index® Rankings Revealed: Unilever, Coca-Cola, WPP and BBDO Worldwide Are Most Effective Marketers In The World

Sancho BBDO (Bogota) and ACG Advertising Agency (Budapest) top individual agency rankings

Effie Worldwide announced that for the third consecutive year, the Global Effie Effectiveness Index reveals Unilever is the most effective marketer and WPP is the most effective holding company in the world. Coca-Cola is the most effective brand for the second year in a row. BBDO Worldwide is the most effective agency network and Sancho BBDO (Bogota) is the most effective individual agency office. Budapest-based ACG Advertising Agency was named the number one ranked independent agency, globally.

Now in its fourth year, the Effie Index recognizes the architects of the most effective marketing communications ideas from around the world, determined by their success in more than forty national &

regional Effie Award competitions.

The Coca-Cola Company is ranked as the second most effective marketer in the world, followed by Procter & Gamble, PepsiCo (which returns to the top five after a one year absence) and Nestlé. McDonald's is the second most effective brand, followed by Vodafone, Pepsi, and Dove.

Following WPP, Omnicom maintains its spot as the second most effective holding company globally. IPG regained its third place ranking (which it held in 2011 and 2012), followed by Publicis Groupe (4<sup>th</sup>) and Havas (5<sup>th</sup>).

BBDO Worldwide claimed the top ranking for the most effective agency network, followed by Ogilvy & Mather, McCann Worldgroup, DDB Worldwide and Leo Burnett Worldwide.

Sancho BBDO is the top ranked individual agency office, followed by Lowe Lintas (Mumbai), Ogilvy & Mather (Mumbai), FP7/DXB (Dubai), and Starcom MediaVest Group (Chicago).

ACG Advertising Agency (Budapest) was ranked first in the independent agency ranking, followed by Kinograf (Kiev) and Barnes, Catmur & Friends (Auckland). Banda Agency (Kiev), ranked the 4<sup>th</sup> and Madre Buenos Aires, Beat (Bogota) and Alametifarika (Istanbul) all tied for 5<sup>th</sup> most effective independent agency globally.

"Since the Effie Effectiveness Index was launched four years ago, the bar has been raised for companies with the most effective marketing communications strategies, ideas and results," said Neal Davies, President and CEO of Effie Worldwide. "Marketers who have held the top slot or climbed another level in the Global Effie Index, continue to show the worldwide business community how to create ideas that work."

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 more information on the most effective agencies, marketers and brands - both globally and regionally visit [www.effieindex.com](http://www.effieindex.com).

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About Effie Worldwide Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant 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 over 40 global, regional and national [programs](#) across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).