

WARC

Press Release

For immediate release

WARC 100 reveals the world's most effective campaigns, brands and agencies

- **Top campaigns feature mix of TV-led work, stunts and data-driven creative**
- **Ariel's 'Share The Load' is world's top ranked ad**
- **Procter & Gamble retains its lead as no.1 advertiser**
- **Vodafone wins top brand as Coca-Cola and McDonald's drop from 1st and 2nd place for the first time**
- **BBDO Worldwide, adam&eveDDB, Starcom New York lead network and agency rankings**

Global, 04 April 2017 – WARC today announces the 2017 results of the WARC 100, an annual ranking of the world's best marketing campaigns and companies according to their business impact. Procter & Gamble, Vodafone, BBDO Worldwide, adam&eveDDB and WPP are among the organisations at the top of this year's rankings, which are based on performance in effectiveness and strategy competitions around the world.

The top-ranked campaign was the highly awarded 'Share the Load', developed by BBDO Mumbai and Mediacom Mumbai for Procter & Gamble's Ariel detergent brand in India. The campaign film, in which men were encouraged to share the weight of household chores, was supported by campaign-specific packaging, and was spread across online, cinema and TVCs. As 1.57 million men pledged to 'share the load', Ariel more than doubled value and volume sales, which grew 106% and 105% respectively.

Now in its fourth year, the WARC 100 is built on a rigorous methodology, developed in consultation with Douglas West, Professor of Marketing at Kings College, London.

Looking at this year's top 100 campaigns, key findings include:

1. Data-driven creative hits the top 10

Two of the top ten campaigns this year are those that have seen success from the smart use of data to drive creative and media strategy. The Economist used a targeted programmatic display campaign to reach new prospects with humorous and accessible tagline ads. The campaign hit 50% of target in 9 days, with a return on investment of over 25:1. In sixth place, a big data campaign for Australian swimming pool builder Narellan Pools took a 'moment marketing' approach. Customers were targeted at the precise times they were most likely to buy a pool, with focused creative motivating purchase decisions. The campaign increased direct leads by 11% and sales by 23% year on year. At a time when the ad tech industry is under attack in some

quarters, these campaigns show how, when used smartly, programmatic techniques can open up new creative and media opportunities.

2. There was a strong showing for stunt or event-based campaigns, as well as big-budget TV

Campaigns built around an event or stunt also ranked highly this year. 'Rabbit Race', a seasonal live event and stream involving rabbits racing for customers of Media Markt in Germany to win in-store prizes, was the fourth-ranked campaign of 2017. More than 21 million people watched the races, prompting the electronics retailer to make the stunt an annual event, with consumers spending on average €8.60 more than the previous Easter. The number-three campaign in the 2017 rankings was 'Lucy the Robot', a news-grabbing stunt in which Double Robotics, an American technology company, created a telepresence robot called Lucy to be first in line to buy a new iPhone 6s outside a Sydney Apple store. The stunt aimed to launch the company into the Australian market, and was covered in 4,000 news stories globally, resulting in more than 12,000 sales enquiries worth more than \$44 million.

However, beating these two campaigns into the top two positions were Share the Load and John Lewis' Christmas campaigns – both big-budget, big-idea, TV-led campaigns. There were plenty of other examples in the top 20 showing the power of TV-led work, including campaigns for Old Spice, Snickers, IKEA and Sainsbury's.

3. Procter & Gamble retains its lead as No. 1 advertiser over Unilever

Procter & Gamble is for the second year in a row the top advertiser for 2017, though its lead over Unilever has decreased since last year. With five campaigns in the top 100 versus Unilever's three, the success of campaigns for its Ariel, Always and Old Spice brands have cemented P&G's position as No.1.

4. Vodafone wins top brand as Coca-Cola and McDonalds drop from 1st and 2nd place for the first time

Vodafone has had an extremely consistent year in terms of award wins across campaigns and regions. With only two campaigns in the top 100, but multiple wins at fifteen separate awards competitions, the brand accrued enough points to take it into the lead.

For the first year since 2014, Coca-Cola and McDonalds do not occupy positions one and two in the brands ranking. Both have dropped down the rankings in a year when neither had a campaign in the top 100.

New entries to the top 10 include UK department store John Lewis at No. 3, as a result of its series of highly effective Christmas campaigns; Dove, with its continued socially progressive stance; and Snickers, through campaigns including their big-budget TV campaign 'You're not you when you're hungry'.

David Tiltman, Head of Content at WARC, says: "This year's WARC 100 reflects an industry in flux. It's clear from the rankings that TV-led, 'big idea' advertising, when executed well, is still highly effective. But we're seeing a range of alternative approaches also capable of generating business results – from data-driven 'moment marketing' to stunts or events designed to focus consumer attention. One of the big questions in the industry at the moment is whether these alternative approaches build brands and deliver results in the long term as well as at the time of the campaign."

WARC 100: Top 10 global advertising campaigns 2017

Rank	Campaign	Brand	Primary Agency	Brand Location	Points
1	Share The Load	Ariel	BBDO Mumbai / MediaCom Mumbai	India	164.2
2	John Lewis Christmas advertising, 2012-2015	John Lewis	adam&eveDDB / Manning Gottlieb OMD	UK	142.2
3	Lucy the Robot	Double Robotics	Atomic 212° Group	Australia	95.0
4	Rabbit Race	Media Markt	Ogilvy & Mather Frankfurt / UM Frankfurt	Germany	84.2
5	Raising Eyebrows and Subscriptions	Economist, The	Proximity London	UK	68.3
6	Diving into Data for Narellan	Narellan Pools	Affinity	Australia	64.5
7	World Gallery	Apple	TBWA\Media Arts Lab Los Angeles / OMD Los Angeles	USA	64.2
8	#LikeAGirl	Always	Leo Burnett Toronto / Leo Burnett London	Global	52.2
9	#MyFamilyCan	SPC	Leo Burnett Melbourne	Australia	51.7
10	Infrequent Flyers	Tigerair	McCann Melbourne	Australia	49.6

Rank 2017	Rank 2016	Top 5 countries 2017	Points
1	1	USA	3558.9
2	2	UK	2091.5
3	3	India	977.7
4	4	Australia	877.7
5	5	China	666.2

Rank 2017	Rank 2016	Top 5 creative agencies 2017	Location	Points
1	41	adam&eveDDB	UK	219.7
2	5	AMV BBDO	UK	152.4
3	47	BBDO Mumbai	India	142.2
4	31	Grey London	UK	140.1
5	new	MullenLowe Lintas Group Mumbai	India	123.3

Rank 2017	Rank 2016	Top 5 media agencies 2017	Location	Points
1	2	Starcom New York	USA	147.3
2	16	Mindshare New York	USA	100.6
3	new	Atomic 212 Group	Australia	95
4	14	Mindshare Istanbul	Turkey	71.8
5	new	OMD Los Angeles	USA	61.0

Rank 2017	Rank 2016	Top 5 digital specialist 2017	Location	Points
1	36	Proximity London	UK	81
2	new	Affinity	Australia	70.9
3	new	Ketchum New York	USA	64.1

4	new	Trisect	USA	56.7
5	13	R/GA New York	USA	51.6

Rank 2017	Rank 2016	Top 5 agency networks 2017	Points
1	1	BBDO Worldwide	1412.4
2	2	Ogilvy & Mather Advertising	978.9
3	9	McCann Erickson	702.9
4	7	Starcom	573.9
5	5	Leo Burnett	572.8

Rank 2017	Rank 2016	Top 5 agency holding companies 2017	Points
1	1	WPP	4079.4
2	2	Omnicom Group	3598.4
3	4	Interpublic Group	2237.7
4	3	Publicis Groupe	2174.6
5	6	Dentsu	549

Rank 2017	Rank 2016	Top 5 brands 2017	Product category	Points
1	7	Vodafone	Telecoms	195.8
2	44	Ariel	Household & Domestic	164.2
3	new	John Lewis	Retail	163.4
4	4	IKEA	Retail	151.8
5	new	Dove	Toiletries & Cosmetics	145.8

Rank 2017	Rank 2016	Top 5 Advertisers 2017	Location	Points
1	1	Procter & Gamble	USA	503.3
2	2	Unilever	Netherlands/UK	478.2
3	14	Nestlé	Switzerland	308.3
4	5	PepsiCo	USA	268.4
5	4	Heineken	Netherlands	248.9

WARC 100 winners 2017 Full results can be found on the WARC 100 website

What the winners say:

Marc Pritchard, Global Brand Officer, Procter & Gamble, says: "We believe that advertising is a powerful force for growth and good, and we want to be the very best at it. We've had a focused effort to raise the bar on our creative quality and work with the best agency partners to deliver growth for our brands. It's great to see the positive results of our efforts in rankings such as the WARC 100."

Sir Martin Sorrell, CEO of WPP, says: "At a time when questions are being raised about the effectiveness of certain marketing channels, it is more important than ever that we focus on the power of creativity and ideas to deliver tangible business results for our clients. The WARC 100 ranking shows we are doing exactly that. My thanks and congratulations to everyone in the Group who contributed to this success."

Andrew Robertson, President and CEO, BBDO Worldwide, says: "BBDO is all about The Work, The Work, The Work. Great work that works great. The best results come from smart thinking that drives brilliant creativity. That's why this ranking matters to us. This year we had the top ranked campaign in the world, four of the top ten individually ranked agencies, and were the number one network in the world – for the fourth consecutive year – all of which demonstrates the strength and depth of the network."

Josy Paul, Chairman and Chief Creative Officer, BBDO India, says: "We are thrilled that our #ShareTheLoad campaign for P&G Ariel is ranked the #1 campaign in the world. Ouch! That's us pinching ourselves! To be recognised as creating the most effective campaign in the world, the campaign that impacted business results better than any other campaign – that's monumental! We're going to celebrate with our amazing P&G clients. Because we did this all together. We share the load. We share the win."

Kathy Ring, CEO, Starcom USA, says: "Starcom's recognition in this year's WARC 100 is truly a testament to our client-first approach. Our interdependent team of over 1300 people from across the U.S. have demonstrated our commitment, passion and dedication to our clients' brands and business success and it is sincerely an honor to have this work recognised industrywide."

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About WARC – Advertising evidence, insights and best practice

WARC.com is an online service offering advertising best practice, evidence and insights from the world's leading brands. WARC helps clients grow their businesses by using proven approaches to maximise advertising effectiveness. WARC's clients include the world's largest advertising and media agencies, research companies, universities and advertisers.

In addition to The WARC Innovation Awards, WARC runs three other case study competitions: The WARC Prize for Asian Strategy, The WARC Media Awards and The WARC Awards.

WARC also publishes leading journals including Admap, Market Leader, the Journal of Advertising Research and the International Journal of the Market Research Society. In addition to its own content, WARC features advertising case studies and best practices from more than 50 respected industry sources, including: ARF, Effies, Cannes Lions, ESOMAR and IPA.

Founded in 1985, WARC is privately owned and has offices in the UK, U.S. and Singapore.

Methodology WARC 100

The WARC 100 is a ranking of advertising and marketing campaigns that have worked. WARC tracks advertising competitions around the world – all of which require entrants to show the business impact of a campaign, rather than solely recognizing the campaign's creativity.

WARC tracked more than 2,000 winners in more than 80 different effectiveness and strategy competitions to compile the rankings. WARC assigns points to these campaigns (and the brands and agencies behind them) based on the prizes they win in those competitions. Each competition is weighted based on how rigorous and prestigious it is – WARC determines this via results from a poll of more than 100 senior strategists in markets around the world.

The rigorous methodology was developed in consultation with Professor Douglas West, Professor of Marketing at King's College London. The methodology is applied consistently across all competitions tracked.