



LOWE, PHD, WPP AND UNILEVER AMONG WARC 100 WINNERS

- Warc 100 – an annual list of the world’s best marketing campaigns and companies, based on performance in effectiveness and strategy competitions – announced
- ‘Kan Khajura Tesan’, developed by Lowe Lintas and PHD for Hindustan Unilever, named top campaign; Lowe Lintas also number one creative agency in the world with AMV BBDO in 2nd
- US and UK lead the field in country rankings
- WPP beats Omnicom Group in holding company rankings; BBDO Worldwide named the number one agency network ahead of Ogilvy & Mather
- Unilever the top advertiser in the world, Coca-Cola top brand

London, 25 February 2015

A mobile-led initiative for Unilever has been named the world’s best marketing campaign, according to new data from Warc, the global marketing intelligence service.

Warc today announces the 2015 results of the Warc 100, an annual ranking of the world’s best marketing campaigns and companies.

On the [list of the year's top 100 campaigns](#), this year’s number one was ‘**Kan Khajura Tesan**’, a campaign for Hindustan Unilever developed by Lowe Lintas and PHD in India. The campaign reached ‘media dark’ rural Indian populations with an always-on mobile media channel offering music, jokes and Bollywood content, interspersed with ads. The channel gained 12 million subscribers in less than 10 months from launch, including one million unique callers per month. In second place on the rankings was ‘Real Beauty Sketches’, developed by Ogilvy & Mather São Paulo and PHD International for Dove, while third was ‘Travel Yourself Interesting’, from Ogilvy & Mather London for Expedia.

Lowe Lintas India was named the [top creative agency](#), with AMV BBDO in London in second place and Colenso BBDO in New Zealand in third.

Across the database for 2015, the **US** was the [top-ranked nation](#), with scores based on performance across all awards wins for the year. In total, 23 of the top 100 campaigns originated from the US, more than any other single market. The UK, in second place, accounted for a further 15, while Australia, in third, had 17.

WPP narrowly beat out Omnicom Group on [the holding companies rankings](#). Meanwhile, **BBDO Worldwide** was named the [number one agency network](#), ahead of Ogilvy & Mather Advertising in second place.

Coca-Cola was the [top brand in the ranking](#), beating McDonald’s (2nd) and Mercedes-Benz (3rd). Meanwhile, **Unilever** was ranked the [top advertiser](#), ahead of Procter & Gamble.

The Warc 100 is an annual list of the world’s best campaigns, agencies and brands, based on their performance in effectiveness and strategy competitions. It is a benchmark for commercial creativity, allowing organisations to compare their performance with their peers.

Elsewhere, **Starcom MediaVest Group Chicago** was named top [media](#) agency, with PHD Mumbai in second place. **360i New York** was top [digital](#) agency, with R/GA New York in second.

Mike Cooper, CEO of PHD Worldwide, said: "It's an honour to see that the top two most effective campaigns in the world over the past 12 months are both for work that PHD has carried out for Unilever. Both 'Kan Khajura Tesan' for Hindustan Unilever from PHD in India and 'Real Beauty Sketches' for Dove from PHD International are examples of how creativity and innovation are at the heart of effective and strategic communications planning. The results are a testament to the talent at PHD and to our approach of being focused on communications planning."

Michael Wall, Global CEO, Lowe and Partners said: "At Lowe and Partners we focus on creating powerful ideas to drive value for our clients' businesses. It's especially rewarding that our creative effectiveness recognition for our key client Unilever is for work where we have used the power of our creativity to effect positive change and solve real problems for real people."

Priya Nair, Executive Director, Homecare, at Hindustan Unilever, said: "Kan Khajura Tesan is a great example of creating branded content using an unconventional medium. It has allowed us to build a platform that creates a two way connection between brands and consumers. We are only at the beginning of our journey with building mobile as a marketing medium."

Andrew Robertson, President and CEO of BBDO Worldwide, said: "We believe the best work works best. Our goal is to be, and to be seen to be, the network that produces the most creative work that works best for its clients. The best proxy we have for measuring our performance against other agencies in effectiveness and the quality of our thinking is award schemes like those that are tracked by Warc. For us, it's very very important. We aim to win it every year."

Louise Ainsworth, CEO of Warc, said: "These rankings reflect an incredible body of work from across the globe - congratulations to the clients and the agencies who made it happen. Together these campaigns form an inspirational set of case studies, from which brands and agencies everywhere can learn."

To compile this year's rankings, Warc tracked more than 2,200 winning campaigns from 87 different competitions. It assigned points based on the awards won (for example, Gold, Silver or Bronze), then weighted those points based on the competition's rigor and prestige in the global industry. Warc has developed a proprietary methodology to weight competitions, based on its own adspend data and a global poll of senior planners and strategists.

More details of all the rankings released today can be found below.

Warc 100: 2015 results

The top 10 campaigns in the Warc 100 are:

Rank	Campaign	Location	Brand	Primary Agencies	Points
1	Kan Khajura Tesan	India	Hindustan Unilever	Lowe Lintas/PHD	120.7
2	Real Beauty Sketches	Global	Dove	Ogilvy & Mather Sao Paulo/PHD	88.6
3	Travel Yourself Interesting	UK	Expedia	Ogilvy & Mather London	78.1
4	Help A Child Reach 5	India	Lifebuoy	Lowe Lintas	74.2
5	Beautiful Hair, Whatever the Weather	US	Pantene	Leo Burnett/Arc, Starcom MediaVest Group	71.5
6	Bentley Burial	Brazil	Brazilian Association of Organ Transplants	Leo Burnett Tailor Made	66.4
7	SMART TXTBKS	Philippines	SMART Communications	DDB DM9 JaymeSyfu	63.0
8	#YouDrive	UK	Mercedes-Benz	AMV BBDO	62.5
9	The Hornbach Hammer	Germany	Hornbach	HEIMAT Berlin	58.9
10	Fair Go Bro	Australia	Virgin Mobile	Havas Worldwide Sydney/One Green Bean	57.3

The top 5 countries in the Warc 100 are:

Rank	Country	Points
1	US	3076.0
2	UK	1646.4
3	Australia	1200.5
4	India	791.2
5	China	778.1

The top 5 creative agencies in the Warc 100 are:

Rank	Agency	Location	Points
1	Lowe Lintas Mumbai	India	212.9
2	AMV BBDO	UK	191.0
3	Colenso BBDO	New Zealand	147.6
4	Ogilvy & Mather New York	US	136.1
5	Grey London	UK	131.0

The top 5 media agencies in the Warc 100 are:

Rank	Agency	Location	Points
1	Starcom MediaVest Group Chicago	US	202.7
2	PHD Mumbai	India	105.7
3	Manning Gottlieb OMD	UK	92.0
4	OMD UK	UK	83.0
5	UM Sydney	Australia	80.1

The top 5 digital agencies in the Warc 100 are:

Rank	Agency	Location	Points
1	360i New York	US	69.8
2	R/GA New York	US	58.4
3	Proximity Toronto	Canada	55.7
4	FRED & FARID Paris	France	47.7
5	Razorfish New York	US	45.2

The top 5 agency networks in the Warc 100 are:

Rank	Agency Network	Points
1	BBDO Worldwide	1236.3
2	Ogilvy & Mather Advertising	1027.2
3	DDB Worldwide	749.9
4	Lowe & Partners	645.4
5	McCann Erickson	628.9

The top 5 agency holding companies in the Warc 100 are:

Rank	Holding Company	Points
1	WPP	4008.2
2	Omnicom Group	3942.5
3	Publicis Groupe	2552.4
4	Interpublic Group	2532.3
5	Havas	585.2

The top 5 brands in the Warc 100 are:

Rank	Brand	Product Category	Points
1	Coca-Cola	Soft Drinks	387.0
2	McDonald's	Retail	190.1
3	Mercedes-Benz	Automotive	172.5
4	Toyota	Automotive	137.8
5	Audi	Automotive	131.4

The top 5 advertisers in the Warc 100 are:

Rank	Advertiser Name	Location	Points
------	-----------------	----------	--------

1	Unilever	Netherlands/UK	785.1
2	Procter & Gamble	US	576.1
3	Coca-Cola Company, The	US	454.6
4	PepsiCo	US	384.0
5	Mondelēz International	US	258.3

[Full results can be found on the Warc 100 website](#)

For Media Enquiries, contact:

David Tiltman

Head of Content, Warc

e david.tiltman@warc.com

t +44 (0) 754 0000 373

Imaad Ahmed

Marketing Director, Warc

e imaad.ahmed@warc.com

t +44 (0) 207 4678138

About the Warc 100:

The Warc 100 is a ranking of the world's best marketing campaigns and companies, based on their performance in effectiveness and strategy competitions.

Warc tracked more than 2,200 winners in 87 different competitions to compile the rankings. It assigned points to each winner, based on the award it won (Grand Prix/Gold/Silver/Bronze, or equivalents). It then weighted the points, based on the rigour and prestige of the competition. Each competition has a weighting between 1 and 5 – Warc has assigned these weightings based on a number of factors, including a survey of senior planners around the world. The methodology was developed in consultation with Professor Douglas West, Professor of Marketing at King's College London.

More details of the methodology are available on the Prize website.

Warc will release further data from the Warc 100 in the coming months.

About Warc:

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.

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. Warc hosts three annual case study competitions: [Warc Prize for Innovation](#), [Warc Prize for Social Strategy](#) and [Warc Prize for Asian Strategy](#).

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