

Best of the Best Warc Rankings for 2019 revealed

Warc's first-ever 'Best of the Best' global index of excellence has been released, showcasing the best all-round agencies and brands by aggregating results from across all three recently released Warc Rankings - Creative 100, Effective 100 and Media 100.



Andrew Robertson, president and CEO BBDO Worldwide.

The Warc Rankings, successor to the Gunn Report and Warc 100, are annual rankings providing a global benchmark for campaign, agency, network, holding company, brand and advertisers' success.

Best of the Best 2019

The Best of the Best 2019 has been calculated by combining the 2018 results of the most prestigious and rigorous global and regional creative, effectiveness and media awards shows and competitions as determined by the industry following a worldwide survey and consultation.

David Tiltman, head of content, Warc, says:

“ The culmination of the Warc Rankings is the newly launched 'Best of the Best'. This identifies the best-performing companies across our three benchmarks of marketing excellence - creativity, effectiveness and media excellence. ”

BBDO New York and BBDO Worldwide are the best agency and network respectively across the Warc Rankings. BBDO New York performed strongly in both creativity and effectiveness, and its parent network, BBDO Worldwide, had a total of 59 offices contribute to its winning network total.

Commenting on their success, Andrew Robertson, president and CEO, BBDO Worldwide, says:

“ 'The 'Best of the Best.' It literally can't get better than that when it comes to public recognition of BBDO Worldwide. I am proud of and grateful to, our clients and all of the people in our agencies who made this happen. Having four agencies from four regions all ranked in the Top Ten, including BBDO New York at No.1, demonstrates the breadth of talent in the network. ”

Omnicom Group tops the Best of the Best holding company ranking. BBDO Worldwide's strong performance was supported by top 10 ranks for DDB Worldwide, PHD Worldwide and TBWA Worldwide.

"It's a proud moment to see Omnicom and its agencies topping the 'Best of the Best' list as the #1 network, #1 and #2 agency, and #1 holding company," said John Wren, chairman and CEO of Omnicom Group.

“ Employees across the globe come to work every day ready to deliver world-class services for our clients, and that shines through as they're recognised by Warc for their creativity, marketing effectiveness and media excellence. Congratulations to all our people who can take great pride in these accomplishments. ”

Burger King tops the Best of the Best brands, with placings in the top 50 in all three rankings, and in first place in the Creative 100. The retail brand had 23 award-winning campaigns across all three rankings.

Procter & Gamble topped the advertiser ranking by less than a point, as the two leading FMCG players continue to produce highly successful work, particularly in effectiveness and media. However, neither had a brand in the top 10. Instead, both had multiple successful brands throughout the depth of the rankings.

The top companies in Warc's Best of the Best 2019 are:

The world's top 10 agencies across the Warc Rankings

Rank	Agency	Location	Points
1	BBDO	New York, USA	489.8
2	adam&eveDDB	London, UK	466.7
3	McCann	New York, USA	413.1
4	AMV BBDO	London, UK	410.8
5	MediaCom	London, UK	390.8
6	Colenso BBDO	Auckland, New Zealand	351.8
7	LOLAMullenLowe	Madrid, Spain	343.1
8	McCann	London, UK	316.6
9	Host/Havas	Sydney, Australia	288.3
10	AlmapBBDO	São Paulo, Brazil	281.0

The world's top 10 agency networks across the Warc Rankings

Rank	Network	Points
1	BBDO Worldwide	3207.1
2	McCann Worldgroup	2912.0
3	Ogilvy	2006.7
4	DDB Worldwide	1746.7
5	MediaCom	1511.2
6	IPG Mediabrands	1430.9
7	PHD Worldwide	1395.2
8	TBWA Worldwide	1315.0
9	Dentsu Aegis Network	1298.2
10	Mindshare Worldwide	1174.2

The world's top 10 agency holding companies across the Warc Rankings

Rank	Network	Points
1	Omnicom Group	8926.6
2	WPP	8556.4
3	Interpublic Group	5772.1
4	Publicis Groupe	2714.6
5	Dentsu	1398.5
6	Havas Group	1151.5

7	Accenture	260.3
8	Hakuhodo DY Group	259.3
9	MDC Partners	189.8
10	BlueFocus	152.7

The world's top 10 brands across the Warc Rankings

Rank	Network	Points
1	Burger King	593.2
2	McDonald's	465.0
3	IKEA	339.0
4	Coca-Cola	327.9
5	Pedigree	321.0
6	KFC	299.6
7	Greenpeace	260.4
8	Skittles	260.3
9	Palau Legacy Project	258.0
10	Nike	257.8

The world's top 10 advertisers across the Warc Rankings

Rank	Network	Points
1	Procter & Gamble	969.8
2	Unilever	969.1
3	Mars	963.3
4	Restaurant Brands International	593.2
5	Anheuser-Busch InBev	567.6
6	Volkswagen Group	553.8
7	McDonald's	573.5
8	The Coca-Cola Company	469.5
9	Heineken	382.3
10	PepsiCo	347.3

The Best of the Best ranking aggregates points across the three rankings. To ensure performance in each ranking has equal weight in the Best of the Best tables, a weighting for the effectiveness and media rankings have been calculated that inflates their scores versus the creative rankings. For this reason, points in the Best of the Best are not simply the total of the three individual rankings.

An annual survey will be held to ensure that the Warc Rankings remain independent and the competitions tracked reflect the opinion of the industry.

Download Warc Rankings Best of the Best Report [here](#). View all the Warc Rankings [here](#).

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