

Warc Media 100 rankings announced

Warc Media 100, has announced the most awarded campaigns and companies in the world.



Adidas' *Beyond the surface* campaign.

Compiled by Warc, the international marketing insights company, the annual Media 100 Ranking is produced by combining the results of the industry's most important global and regional media award shows of 2022. The awards tracked are determined by a global industry panel survey and consultation with the Warc Rankings Advisory Board.

Amy Rodgers, head of Warc Creative, said: "This year, the top campaigns aimed to inform and educate through strong media strategies. The number one campaign, *Break of Silence*, used TV to educate the audience on the experiences of deaf people. *Liquid Billboard* for adidas ranked number two used out-of-home innovatively and creatively to help the brand stand out from the crowd; and the number nine campaign, *Fintropolis* for Ally turned to gaming to teach young people about financial management."

Number one campaign for media: *Break of Silence* for INLesco by PHD San José

The most celebrated campaign for media of 2022 is *Break of Silence* for INLesco, a sign-language school in Costa Rica. The country's first silent TV commercial break, interpreted in sign language, was aired to raise awareness of the challenges facing the deaf community and drive change across the country.

In second place is *Beyond the Surface - Liquid Billboard*, the world's first swimmable billboard created by Havas Dubai for Adidas to encourage women in Dubai to feel comfortable swimming in public. Ranked third is *Versus* for skincare brand SK-II for which EssenceMediacom Singapore / Grey Tokyo created an animated series with each episode addressing social issues such as cyber trolling and beauty rules.

Number one agency for media: EssenceMediacom, New York

Taking the top spot, EssenceMediacom New York has three campaigns ranked in the top 100, including campaigns for Ally Bank and Walgreens, which took 4th and 7th place respectively.

Joining the global Media 100 for the first time, Havas Dubai's highly successful *Liquid Billboard* campaign for adidas pushed the agency straight into second place. PHD San José climbs to third, up from 25th last year.

Number one network for media: EssenceMediacom

Following a highly successful year, the newly-merged network tops the network table with six agencies ranked in the top 50, four of which are in the top ten, including EssenceMediacom New York in the top spot. Overall, the network has 14 campaigns in the top 100.

PHD Worldwide moves up one place to claim second position with six agencies in the top 50 and nine campaigns in the top 100. IPG Mediabrands is in third, up from fourth last year also with six agencies and ten campaigns ranked.

Number one holding company for media: WPP

The top seven holding companies are the same as last year, with the top three remaining unchanged for the sixth year in a row. WPP sits comfortably at the top of the ranking, with four networks ranked in the top ten. Omnicom Group is in second place and Interpublic Group in third.

Number one brand for media: Cadbury

Cadbury, ranked 45th last year, takes top place for media excellence. The chocolate brand has four campaigns in the top 100 for Indian and UK markets.

New to the global Media 100 ranking, SK-II comes in second with two campaigns listed, including its multi-award winning Versus campaign ranked third. Sportswear brand adidas has moved up to third place, from sixth last year.

Number one advertiser for media: Unilever

Unilever tops the advertisers table for the fourth year in a row. Fifteen brands contributed to its overall tally, two of which - Dove and Lifebuoy - were in the top 50. There are five campaigns ranked in the top 100 for the multinational consumer goods company - its best performing campaign is *#StopTheBeautyTest* for Dove in India, ranked 11th.

In second place, Mondelez International has achieved its highest ever ranking in the Media 100, up from 20th last year. In third place is Anheuser-Busch InBev with four brands earning points: Corona, Vickys, Brahma and Carling Black Label.

Number one country for creativity: US

The US remains in 1st place for the sixth year in a row with 14 campaigns in the top 100 having run in the USA, two of which made the top 10 – *Fintropolis* by Ally and *Vaccine Readiness Model* by Walgreens.

The UK sits in second place for a third year. India moves up from fifth place to claim third. Germany has achieved its highest ever ranking rising from 11th to fifth and the United Arab Emirates is the most improved country, rising from 16th to sixth achieving its highest ranking in five years.

Top campaigns for media excellence

RANK	CAMPAIGN	BRAND	AGENCY	LOCATION	POINTS
1	Break of Silence	INLesco	PHD San José / OMD San José	Costa Rica	122.1
2	Beyond The Surface - Liquid Billboard	adidas	Havas Dubai	United Arab Emirates	121.6
3	Versus	SK-II	EssenceMediacom Singapore / Grey Tokyo	Japan	108.4
4	Fintropolis	Ally	EssenceMediacom New York	USA	100.3
5	#catsinboxes	Whiskas	EssenceMediacom Sydney	Australia	85.8
6	Discover the Originals	Visit Sweden	Mindshare Stockholm	Sweden	84.3
7	Vaccine Readiness Model	Walgreens	EssenceMediacom New York	USA	70.4
8	The Ad Break Championship - GTI Hijack	Volkswagen	DDB Sydney / PHD Sydney	Australia	68.7
9	The ad break we never expected to be in	British Heart Foundation	PHD London	UK	67.8
10	Not Just a Cadbury Ad	Cadbury	Wavemaker Mumbai	India	65.9

Top agencies for media

RANK	AGENCY	AGENCY NETWORK	LOCATION	REGION	POINTS
1	EssenceMediacom	EssenceMediacom	New York, USA	NORTH AMERICA	238
2	Havas	Havas Creative Group	Dubai, United Arab Emirates	MIDDLE EAST	210.7
3	PHD	PHD Worldwide	San José, Costa Rica	LATIN AMERICA	206.2
4	Wavemaker	Wavemaker	Mumbai, India	ASIA-PACIFIC	192.5
5	EssenceMediacom	EssenceMediacom	Singapore, Singapore	ASIA-PACIFIC	164.3
6	EssenceMediacom	EssenceMediacom	Sydney, Australia	ASIA-PACIFIC	152.9
7	EssenceMediacom	EssenceMediacom	London, UK	EUROPE	139.8
8	Mindshare	Mindshare Worldwide	Mumbai, India	ASIA-PACIFIC	132.2
9	Mindshare	Mindshare Worldwide	Shanghai, China (Mainland)	ASIA-PACIFIC	118.6
10	Mindshare	Mindshare Worldwide	Stockholm, Sweden	EUROPE	116.3

Top networks for media

RANK	AGENCY NETWORK	HOLDING COMPANY	POINTS
1	EssenceMediacom	WPP	1015
2	PHD Worldwide	Omnicom Group	771.8
3	IPG Mediabrands	Interpublic Group	639.9
4	Mindshare Worldwide	WPP	585
5	OMD Worldwide	Omnicom Group	386.3
6	Havas Creative Group	Havas Group	363.9

7	Wavemaker	WPP	358.2
8	Dentsu International	Dentsu	324.5
9	Ogilvy	WPP	293.4
10	Starcom	Publicis Groupe	248.2

Top holding companies for media

RANK	HOLDING COMPANY	POINTS
1	WPP	2475.8
2	Omnicom Group	1623.7
3	Interpublic Group	949.2
4	Publicis Groupe	754.8
5	Havas Group	563.5
6	Dentsu	324.5
7	Stagwell	44.6
8	Accenture	43
9	The Freethinking Group	7.2

Top brands for media

RANK	BRAND	ADVERTISER	CATEGORY	POINTS
1	Cadbury	Mondelēz International	Food	223
2	SK-II	Procter & Gamble	Toiletries & Cosmetics	151.4
3	adidas	adidas	Clothing & Accessories	142.3
4	INLesco	INLesco	Non-profit, public sector & education	122.1
5	IKEA	IKEA	Retail	113.2
6	Ally	Ally	Financial services	111.4
7	Volkswagen	Volkswagen Group	Automotive	108.6
8	Dove	Unilever	Toiletries & Cosmetics	103.9
9	Samsung	Samsung	Technology & Electronics	98.9
10	McDonald's	McDonald's	Retail	96.2

Top advertisers for media

RANK	ADVERTISER	PRODUCT CATEGORIES	LOCATION	POINTS
1	Unilever	Food, Household & Domestic, Soft Drinks, Toiletries & Cosmetics	UK	326.4
2	Mondelēz International	Food	USA	237.6
3	Anheuser-Busch InBev	Alcoholic Drinks, Retail, Technology & Electronics	Belgium	233.2
4	Procter & Gamble	Household & Domestic, Toiletries & Cosmetics	USA	231.7
5	Mars	Food, Household & Domestic	USA	167
6	adidas	Clothing & Accessories	Germany	142.3
7	Volkswagen Group	Automotive	Germany	138
8	INLesco	Non-profit, public sector & education	Costa Rica	122.1
9	Samsung	Technology & Electronics	South Korea	114.3
10	IKEA	Retail	Sweden	113.2

Top countries for media

RANK	COUNTRY	POINTS
1	USA	1065.5
2	UK	752.5
3	India	491.8
4	Australia	465.1
5	Germany	428.7
6	United Arab Emirates	326.7
7	Canada	314.2
8	China (Mainland)	298.2

9	Brazil	264
10	Turkey	241

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