



Sep 28, 2022 Global: Multi-Region

AB InBev, Omnicom, Special Group Top the Rankings of the 2021 Global Effie Effectiveness Index

NEW YORK, September 28, 2022 — Effie Worldwide has announced the 2021 Effie Effectiveness Index (effieindex.com), the annual ranking of the companies behind the world's most effective marketing efforts. AB InBev, McDonald's, Omnicom, McCann Worldgroup, FP7 McCann Dubai and Special Group were named Most Effective Marketer, Brand, Agency Holding Group, Agency Network, Agency Office and Independent Agency, respectively.

"The 2021 Effie Index reflects work achieved during one of the most challenging periods in recent history. The brands and agencies included in these rankings have shown a relentless commitment to marketing effectiveness, and represent the tenacity, agility and creativity across our global industry," said Traci Alford, Global CEO, Effie Worldwide. "Congratulations to all of the top ranked companies for continuing to deliver ideas that work and grow your businesses."

Earlier this year, Effie Worldwide announced that it had evolved the Effie Index calculation method from a linear to exponential scale in order to further recognize the most effective marketers each year. More information about how the Index rankings are calculated can be found [here](#). The update follows a one year pause of the Effie Index, as a result of many Effie Awards programs going on hold in 2020 due to the impact of Covid-19.

The 2021 Effie Index rankings reflect the performance of more than 4,500 finalists and winning entries in one global, four regional and 47 national Effie Awards competitions held around the world from January 1, 2021 to December 31, 2021.

Most Effective Marketers

Top 5: AB InBev, Unilever, PepsiCo, McDonald's, Procter & Gamble

AB InBev takes the number one spot as Most Effective Marketer for the first time, after entering the top 5 in 2020, with work for brands including Cerveza Nuestra Siembra, Quilmes, Victoria, Andes, Brahma, Poker, and Michelob ULTRA, among others. After four years in the top spot, Unilever moves to No. 2, with work for brands including Lipton, Good Humor, Dove, Lifebuoy, Rexona, Knorr, Omo, and Surf Excel.

PepsiCo ranked in third place, up two spots from 2020. McDonald's and Procter & Gamble returned to the top 5. The Coca-Cola Company dropped out of the top 10 for the first time, with Nestlé, Mondelez International, Reckitt Benckiser, Burger King, and the New Zealand Government taking spots 6-10, respectively,

Most Effective Brands

Top 5: McDonald's, Burger King, KFC, Entel, Chevrolet

It was a big year for QSR, with McDonald's, Burger King, and KFC taking the top three positions in the rankings for Most Effective Brand. McDonald's moved up one spot from 2020 to take the number one position, while Burger King jumped five spots to claim the second position in the rankings. KFC retained its ranking at number three. Entel and Chevrolet took the fourth and fifth spots, respectively.

IKEA, Mastercard, Pepsi, Every Kiwi Vote Counts take the No. 6-9 spots, and Unilever's LifeBuoy, AB InBev's Poker, and Santander have a three-way tie for tenth.

Most Effective Agency Holding Groups

Top 5: Omnicom, WPP, IPG, Publicis Groupe, Dentsu

The Most Effective Agency Holding Group ranking saw a shake up, with Omnicom unseating WPP in the top spot for the first time since 2012. Impressive wins from BBDO Worldwide, DDB Worldwide, and TBWA\Worldwide were key in Omnicom's success. Omnicom last held the top spot in 2011, when the Effie Index launched. The remainder of the top 5 has remained unchanged since 2016, with IPG, Publicis Groupe and Dentsu holding their positions.

Most Effective Agency Network

Top 5: McCann Worldgroup, BBDO Worldwide, Ogilvy, DDB Worldwide, OMD

McCann Worldgroup is number one for the fourth year in a row, retaining its position as Most Effective Agency Network. The IPG agency network earned 4 Grand Effies in 2021, including McCann Manchester's "Aldi 2010-2020: How taking an alternative path took Aldi from Shame to Pride" campaign for Aldi in the Sustained Success category (Effie United Kingdom), McCann Panama's "Creadores del Momento Ideal" for Nestlé's Leche Evaporada Idea in the Corporate Reputation category (Effie Panama), McCann Tel Aviv's "From a vegan niche product to a mass lifestyle brand: Tnuva launches Tnuva Alternative and grows by 43% in less than a year" for TNUVA in the Food category (Effie Israel), and FP7 McCann Dubai and McCann Paris' "The Bread Exam" for the Lebanese Breast Cancer Foundation in the Positive Change Category (MENA Effies).

Omnicom's BBDO Worldwide moves to second, WPP's Ogilvy takes third, and Omnicom's DDB Worldwide and OMD took the fourth and fifth spots.

Most Effective Agency Offices

Top 5: FP7 McCann Dubai, DDB Colombia, McCann Tel Aviv, Sancho BBDO, McCann Worldgroup India

McCann Worldgroup's agencies took 3 of the top 5 spots in the Most Effective Agency Office ranking. FP7 McCann Dubai, retains its number one position, following success with regional and global brands, including Mastercard, Dettol, Unilever's OMO, AstraZeneca, and their Grand Effie-winning work for the Lebanese Breast Cancer Foundation (LBCF). McCann Tel Aviv entered the top 5 for the first time, in third, taking McCann Worldgroup India's spot from 2020. McCann India moves to fifth.

DDB Colombia entered the top 5 for the first time at number two, thanks to successful work for a variety of brands, including Gold Effies for AB InBev, Corona Vajillas, América Móvil, and Protección. Colombian-based Sancho BBDO has held its position in the fourth spot, following much success in the Effie Awards Colombia and LATAM Effie Awards with companies, including PepsiCo, Arturo Calle, Alcaldía Municipal de Soacha, and Terpel, among others.

Most Effective Independent Agencies

Top 5: Special Group, GUT Buenos Aires, Gres Todorchuk, Interaction, Suno United Creators

New Zealand agency Special Group (Auckland) returns to the top 10 and claims the No.1 spot for the first time, leading with Gold Effies for the Every Kiwi Vote Counts work, “Meddle in the NZ Election.”

GUT Buenos Aires (Argentina) debuts in the top 10 in the No 2 spot, notably taking home the 2021 Grand Effie in the Effie Argentina competition with “Pymes” for Mercado Libre Argentina. Kyiv-based agency Gres Todorchuk (Ukraine) entered the top 10 for the first time in the No.3 spot, with Interaction (Costa Rica) and Suno United Creators (Brazil) rounding out the fourth and fifth spots, respectively.

Dattis (Colombia), The Womb Communications (India), ACG Budapest (Hungary), AIDA Pioneer Group (Belarus) and Dejavu (UAE) complete the top 10 ranking.

Regional Rankings

Asia-Pacific

Unilever (marketer), McDonald’s (brand), WPP (agency holding group), Ogilvy (agency network), McCann Worldgroup India (agency office), and Special Group (independent agency).

Europe

PepsiCo (marketer), IKEA (brand), Omnicom (agency holding group), McCann Worldgroup (agency network), McCann Tel Aviv (agency office), and Gres Todorchuk (independent agency).

Latin America

AB InBev (marketer), Entel (brand), Omnicom (agency holding group), BBDO Worldwide (agency network), DDB Colombia (agency office) and GUT Buenos Aires (independent agency).

Middle East & Africa

Unilever (marketer), Burger King (brand), IPG (agency holding group), McCann Worldgroup (agency network), FP7 McCann Dubai (agency office) and Dejavu – Dubai (independent agency).

North America

Restaurant Brands International (marketer), Burger King (brand), Omnicom (agency holding group), BBDO Worldwide (agency network), BBDO New York (agency office) and Alison Brod Marketing + Communications (independent agency).

View the full rankings at [effieindex.com](https://www.affieindex.com).

Information about how the rankings are compiled can be found [here](#).

About Effie

Effie is a global 501c3 non-profit whose mission is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the [Effie Index](#). Since 1968, Effie is known as a global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit [effie.org](https://www.affie.org).