

3 key trends from Warc's 2019 Effective 100

Warc has published its 2019 Effective 100 Lessons from the global effectiveness rankings. This report contains an analysis of the world's top effectiveness campaigns to uncover shared creative, media and measurement strategies and brings together insights and opinion from industry experts.

The three key trends from this year's Warc Effective 100 are:

1. Effectiveness in a low-attention economy
2. Distinctive assets and the importance of being recognised
3. Balancing brand building and performance

A summary of Warc's Lessons from the global effectiveness rankings may be downloaded [here](#).

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