

Warc rankings for Creative 100 released

The Warc rankings for Creative 100 2022 has been released - featuring the most awarded campaigns and companies in the world.



#wombstories won top campaign for 2022

Compiled by Warc, the international marketing insights company, the Creative 100 Ranking is produced by combining the results of the industry's most important global and regional creative award shows tracked throughout 2021. The awards tracked are determined by a worldwide industry survey and in consultation with the Warc Rankings Advisory Board.

Campaign: #wombstories

The most creatively celebrated campaign of 2021, #wombstories for feminine hygiene brand Bodyform/Libresse/Libra used the power of storytelling to embrace the complexity and reality of womanhood. Whilst heartbreaking, the campaign by AMV BBDO London is designed to tackle taboos and make women proud of their bodies.

Nicholas Hulley and Nadja Lossgott, chief creative officers, AMV BBDO, said, "Wombstories has been our most profound and complex undertaking – both emotionally and technically. Daring to listen and dive into the darker side of people's experiences with their wombs and wrestling an octopus of a campaign with so many arms that all had to live up to our ambition of creativity and empathy. But complexity is worth it, to leave millions of people feeling understood and, in many cases, reach out to each other to finally share their womb stories."

In second place is True Name for Mastercard by McCann New York. The campaign demonstrated its support for the LGBTQIA+ community in the USA by launching the first payment product where people could feature their chosen name on their card. Third, is Donation Dollar, a campaign for Royal Australian Mint by Saatchi & Saatchi Melbourne, whereby a donation coin was created to support charities.

Creative Agency: Publicis Milan

Up from third place last year, crowning agency Publicis Milan has four campaigns in the top 100: for Diesel (x2), Heineken and Barilla. AMV BBDO London follows closely behind with two campaigns, one for Macmillan Cancer support as well as the highest-ranked #wombstories. Africa São Paulo is in third place with four campaigns for House of Lapland, SporTV, Folha de SP and Associação Brasileira de Psiquiatria.

Bruno Bertelli, global chief creative officer, Publicis Worldwide, said, “Being ranked number 1 Agency of the Year in the Warc Creative 100 Ranking is testament to hard work, a proven model of data and creativity and the bravery of our people and clients. We continue to push each other to go further and be better and it is paying off. Congratulations to everyone at Publicis Italy.”

Creative Network: Ogilvy

Retaining its top spot for a second consecutive year is Ogilvy, with four agencies in the top 50 contributing points to its total, including David Miami and David Madrid both ranked in the top five. Publicis Worldwide and DDB Worldwide follow in second and third place respectively.

Liz Taylor, global chief creative officer, Ogilvy, said, "It's thrilling to be named the most creative network in the world by Warc. Earning this designation for the second consecutive year speaks to the hard work and dedication of our teams across the globe who continuously deliver unforgettable ideas that have an impact for our clients. This accomplishment is also a testament to the borderless creativity that unites our network across geographies, capabilities, and cultures. I want to thank everyone at Ogilvy for their contributions, and our brave and valued clients for their partnership, collaboration, and trust."

Holding Company: Omnicom Group

Omnicom Group moves up one place to take pole position. WPP drops to second place and Interpublic Group remains in third.

Brand: Burger King

Fast-food chain Burger King is the top creative brand for the fourth consecutive year, with six campaigns ranked in the top Creative 100 for four markets - Mexico, Spain, UK and USA. Bodyform/Libresse/Libra follows in second place, and Mastercard is in third, up from #25 last year.

Advertiser: AB InBev

Brewing giant AB InBev, which has steadily climbed the Creative 100 Rankings over the past few years, takes the top spot this year. Restaurant Brands International drops to second and Unilever climbs to third place up from seventh last year.

Pedro Earp, chief marketing officer, AB InBev, said, "We are humbled to be ranked number one in creativity. Our journey over the last five years has embedded creativity into our core resulting in significant business growth. This transformation has defined AB InBev by its creative excellence, strategic boldness and accelerated innovation. While our work is not over, today, we raise a glass to our people and our partners who have made it their mission to create a future of more cheers."

Country: USA

USA retains its place as the most creatively awarded market in the world by far. The UK remains second and France moves

up to claim third place.

Summing up, David Tiltman, SVP, content, Warc, said, “The top campaigns from the Creative 100 Ranking show how marketers are increasingly trying to highlight untold stories. Many give a voice to sections of society that may not have been properly represented in the past - for example, #wombstories and The Bread Exam focus on women's health and the conversations around it. We've also seen campaigns addressing the LGBTQIA+ community's need for individual recognition, amplifying the voices of Black youth, and showing the danger that Mexican journalists face daily. All explored important issues that have historically been ignored.”

Most awarded campaigns for creativity

Rank	Campaign Title	Brand	Agencies	Points
#1	#wombstories	Bodyform/Libresse/Libra	AMV BBDO London	194.9
#2	True Name	Mastercard	McCann New York	147.1
#3	Donation Dollar	Royal Australian Mint	Saatchi & Saatchi Melbourne	130.7
#4	Courtside	Michelob Ultra	FCB New York	115.1
#5	#StillSpeakingUp Deep Truth	Propuesta Cívica	Publicis Riga / Publicis Mexico City	110.7
#6	You Love Me	Beats by Dr Dre	Translation New York	101.9
#7	Shutter Ads	Heineken	Publicis Milan	99.3
#8	Stay Home Miles Exchange	Thai Airways	Wunderman Thompson Bangkok	98.7
#9	Moldy Whopper	Burger King	INGO Stockholm / DAMD Mami / Publicis Bucharest	93.2
#10	The Bread Exam	Spinneys/Lebanese Breast Cancer Foundation/American University of Beirut Medical Center	McCann Paris / FP7 McCann Dubai / McCann Health London / FP7 McCann Beirut / McCann Frankfurt	89.6

Most awarded agencies for creativity

Rank	Agency	Points
#1	Publicis Milan	261.5
#2	AMV BBDO London	252.2
#3	Africa São Paulo	207.8
#4	DAMD Mami	168.7
#5	DAMD Madrid	160.5
#6	FCB New York	156.9
#7	McCann New York	147.1
#8	FCB Chicago	143.9
#9	R/GA San Francisco	136.4
#10	Saatchi & Saatchi Melbourne	133.6

Most awarded networks for creativity

Rank	Network	Points
#1	Ogilvy	745.2
#2	Publicis Worldwide	657
#3	DDB Worldwide	630.1
#4	BBDO Worldwide	585
#5	McCann Worldgroup	564
#6	FCB	484.2
#7	TBWA Worldwide	342.4
#8	Havas Creative Group	330.8
#9	Wunderman Thompson	315
#10	Saatchi & Saatchi	296.9

Most awarded holding companies for creativity

Rank	Holding company	Points
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#1	Omnicom Group	1625.6
#2	WPP	1462
#3	Interpublic Group	1418.8
#4	Publicis Group	1342.2
#5	Havas Group	357.5
#6	Accenture	241
#7	Dentsu	198.1
#8	Hakuhodo DY Group	130.9
#9	Stagwell	73.7
#10	Blue Focus	21.6

Most awarded brands for creativity

Rank	Brand	Points
#1	Burger King	408
#2	Bodyform/Libresse/Libra	194.9
#3	Mastercard	180
#4	Michelob Ultra	156.9
#5	Reddit	136.4
#6	Heineken	135.8
#7	Royal Australian Mint	130.7
#8	McDonald's	124.4
#9	Nike	116.6
#10	Propuesta Cívica	110.7

Most awarded advertisers for creativity

Rank	Advertiser	Points
#1	AB InBev	555
#2	Restaurant Brands International	434.2
#3	Unilever	253.2
#4	Essity	198.5
#5	Mastercard	180
#6	Apple	178.2
#7	Government of Australia	154.3
#8	Heineken	140
#9	Reddit	136.4
#10	Nike	131.5

Most awarded countries for creativity

Rank	Country	Points
#1	USA	2451.1
#2	United Kingdom	812.2
#3	France	413.3
#4	Brazil	410.4
#5	Australia	370.4
#6	Spain	354.6
#7	Italy	301.5
#8	United Arab Emirates	285.9
#9	Mexico	264.7
#10	South Africa	253.5