

Call 0800 555 110  
to record our radio ad

“

To keep prices low, Skinny has printed this radio script on a wall near a law firm in the hope that a lawyer like me might call the number provided and record it on their mobile for free, thus saving Skinny thousands in recording costs.

They get this ad read for free, and in exchange I get a moment of fame, which now that I say it out loud seem like adequate compensation and unvetted proprietary rights to my voice. But who cares, 'cause I'm on the radio! Hi mum! Get the Skinny



WARC | Creative

Rankings 2024

Media 100

The world's most awarded campaigns and companies for media

# In this report

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**The WARC Media 100 is an annual ranking of the world's most awarded campaigns and companies for media. It forms part of the WARC Rankings, and sits alongside two further rankings, for creativity and effectiveness.**

Reflecting the work that was awarded in shows awarding excellence in media in 2023, this report summarises the key themes across the 100 most awarded campaigns, with summaries of the top five campaigns.

It also provides the top 10 most awarded campaigns, brands, advertisers, agencies, networks and holding companies, with insight into what led to their top ranks.

## Contents

The shows	<a href="#"><u>3</u></a>
Themes from the Media 100	<a href="#"><u>4</u></a>
Top campaigns for media	<a href="#"><u>5</u></a>
About the top campaigns	<a href="#"><u>6</u></a>
Top media agencies	<a href="#"><u>9</u></a>
Top agency networks for media	<a href="#"><u>11</u></a>
Top independent agency networks for media	<a href="#"><u>13</u></a>
Top agency holding companies	<a href="#"><u>14</u></a>
Top brands for media	<a href="#"><u>15</u></a>
Top advertisers for media	<a href="#"><u>17</u></a>
Top countries for media	<a href="#"><u>19</u></a>
Methodology	<a href="#"><u>20</u></a>
Contact WARC	<a href="#"><u>22</u></a>

## Award shows tracked for the WARC Media 100



**Each year, the rankings are based on the results of award shows that took place in the previous calendar year.**

Select award shows are tracked for each of our rankings. These shows are reviewed ahead of the rankings publication, through a global industry survey and consultation with our rankings advisory board.

Following the annual review, the list of shows remains the same for 2024.

You can read an outline of the methodology for the rankings on page 19, and an in-depth explanation of the Media 100

methodology is available here.

### Global:

- Cannes Lions\*
- Festival of Media
- Effies\*
- M&M Awards
- WARC Awards for Effectiveness\*
- Adweek Media Plan of the Year
- Internationalist Awards
- I-COM Data Creativity Awards
- MMA Smarties X
- World Media Awards
- D&AD\*
- Clio\*

### Regional:

- Campaign Media Awards
- Dubai Lynx\*
- Effies\* (APAC, Europe, MENA, LATAM, North America, plus local markets)
- El Ojo de Iberoamerica\*
- Eurobest\*
- IAB Mixx Awards Europe
- Festival of Media (APAC, LATAM, North America)
- Golden Drum\*
- Loeries\*
- MMA Smarties (APAC, EMEA, MENA, LATAM, North America)
- Spikes Asia\*

\*media categories only



# Themes from the Media 100

The world's most awarded campaigns for media

## 1 Success through partnerships

A number of this year's top campaigns leveraged partnerships to engage and amplify its impact with audiences. Second-place campaign, Pre-Loved Island, partnered with Love Island to bring second-hand clothes into the mainstream, while Alma worked with Leonardo Sigali to raise awareness for Alzheimer's disease. Dove's #TurnYourBack also partnered with 68 influencers, including Gabrielle Union, to drive its message of body positivity further.

## 2 Dove dominates the brand ranking

Dove topped the brand table for the first time, with three campaigns landing in the top 10: #TurnYourBack, Thumbstopping Beauty Biases and Toxic Influence. A further two campaigns ranked in the top 100, while four more contributed to its points total but did not rank.

Dove's focus on female empowerment and body positivity has been highly awarded in recent years, driven by the brand's clear understanding of what it stands for: real beauty.

## 3 PHD shines in agency and network rankings

PHD has had a very successful year in the 2024 rankings. The campaign Phone it In, in which PHD Auckland played a pivotal role, secured the top spot with a nearly 70-point lead. This success contributed to the agency ranking 2<sup>nd</sup> overall. The London and Toronto offices also achieved top-10 positions, with their respective campaigns 'Heart Stopping' and 'Toxic Influence' both placed in the top 10 of the campaign ranking. These achievements collectively propelled PHD to the top of the network ranking.

# Top campaigns for media excellence

Top 10 campaigns in the 2024 WARC Media 100

[VIEW THE FULL RANKINGS ON WARC](#)

Rank	Campaign title	Brand	Agencies	Product category	Location	Points
1	Phone It In	Skinny	PHD Auckland / Colenso BBDO Auckland	Telecoms & Utilities	New Zealand	180.3
2	Pre-Loved Island	eBay	EssenceMediacom London / McCann London	Retail	UK	111.9
3	#TurnYourBack	Dove	Ogilvy London / DAVID Madrid / Mindshare London	Toiletries & Cosmetics	UK / USA	110.8
4	I Don't Remember	Asociación Lucha contra el Mal de Alzheimer (A.L.M.A.)	HOY Buenos Aires	Non-profit, public sector & education	Argentina	104.7
5	Thumbstopping Beauty Biases	Dove	Mindshare Mumbai	Toiletries & Cosmetics	India	100.5
6	Toxic Influence	Dove	PHD Toronto / Mindshare New York	Toiletries & Cosmetics	USA	98.8
7	Adopt a Mod	La SPA	Havas Play Paris	Non-profit, public sector & education	France	97.4
8	The Missing Chapter	Whisper	EssenceMediacom Mumbai / Leo Burnett Gurgaon / Leo Burnett Mumbai	Toiletries & Cosmetics	India	94.9
9	Heart Stopping	British Heart Foundation	PHD London	Non-profit, public sector & education	UK	91.9
10	Lunchabuild This!	Lunchables	Goodby Silverstein & Partners San Francisco / Starcom Chicago	Food	USA	82.8

#1 campaign

★ Media 100

## Skinny: Phone It In

**Agency:**  
PHD Auckland  
Colenso BBDO  
Auckland

**Advertiser:**  
Spark

**Market:**  
New Zealand

**Skinny, a telecommunications provider in New Zealand, empowered its customers to serve as advocates for the brand, creating radio scripts and inviting individuals to read them into answering machines.**

With budget constraints and rising costs, Skinny successfully leveraged the use of user-generated content as a cost-effective yet impactful way of communicating their commitment to affordability and customer satisfaction.

The brand strategically placed audio-based ads across various media channels, ensuring that each placement resonated with the audience's mindset or situation.


[View the creative](#)

### Results

**2,500+** recordings made

**6%** increase in brand consideration

**34%** increase in customer acquisition

### Takeaways

- When faced with budget limitations, significant impact and engagement can still be achieved through strategic use of cost-effective tactics, such as user-generated content.
- When using multiple media channels, brands should ensure that their content is adapted to resonate with the unique audience of each platform.

#2

## eBay: Pre-Loved Island

eBay partnered with ITV's Love Island's to change perceptions of second-hand clothing, showcasing the trendiness of these clothes worn by the islanders and establishing eBay as a leader in sustainable fashion retail.

### Results

- 7,000% increase in pre-loved fashion searches
- 14bn impressions

### Takeaway

Authentic partnerships, aligned with the values of both brands, can have a significant impact on brand perception and consumer behaviour.



[View the creative](#)

### Agency:

EssenceMediacom London  
McCann London

### Advertiser:

eBay

### Market:

UK

#3

## Dove: #TurnYourBack

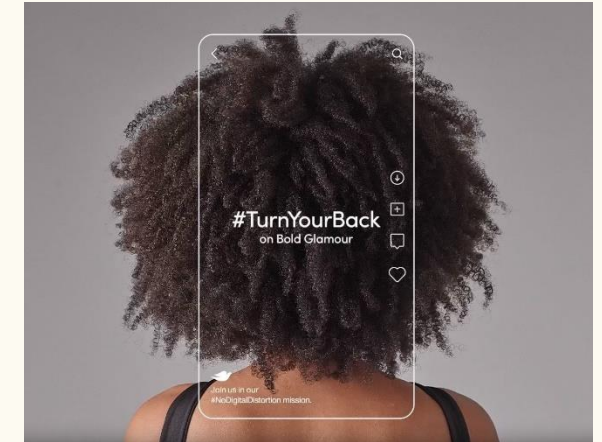
Dove responded to the harmful effects of generative AI face filters on young girls' mental health by empowering influencers and encouraging TikTok users to #TurnYourBack on unrealistic beauty standards.

### Results

- 1bn+ impressions
- 83% positive sentiment rate

### Takeaway

Brands can build trust with its target audience by continuously creating campaigns that align with its core values, reinforcing integrity and in turn boosts sales.



[View the creative](#)

### Agency:

Ogilvy London  
DAVID Madrid  
Mindshare London

### Advertiser:

Unilever

### Market:

USA



#4

## Asociación Lucha contra el Mal de Alzheimer: I Don't Remember

A.L.M.A, an Argentine NGO, raised awareness for Alzheimer's disease by having Racing Club captain, Leonardo Sigali, pretend not to remember anything from the match during a post-match interview.

### Results

- 270m impressions in 48 hours
- 8.6m earned media

### Takeaways

Using unconventional tactics, such as shock, that prompts a strong reaction from the audience can effectively be used to spark widespread conversation and media coverage, thereby impacting the brand's visibility.



[View the case study](#)

**Agency:**  
HOY Buenos Aires

**Advertiser:**  
Asociación Lucha contra el Mal de Alzheimer (A.L.M.A.)

**Market:**  
Argentina

#5

## Dove: Thumbstopping Beauty Biases

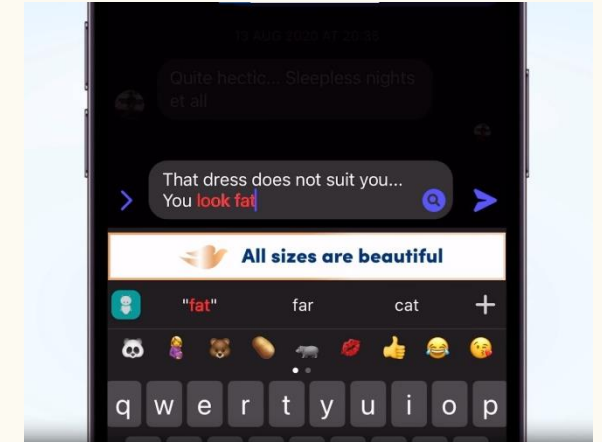
Dove tackled beauty standards negatively impacting adolescent girls, by using AI to encourage users to reconsider before sending body-shaming comments.

### Results

- 18% reduction in size-based comments
- 7.4% increase in brand awareness

### Takeaways

Brands can utilise AI technology to actively engage in online conversations, whereby customer interactions are more personalised, in turn building a stronger connection with the audience.



[View the case study](#)

**Agency:**  
Mindshare Mumbai

**Advertiser:**  
Unilever

**Market:**  
India



## Mindshare New York tops tight race

Mindshare New York rose 31 places to rank 1<sup>st</sup>. 11 campaigns contributed to its points total, 6 of which ranked in the top 100.

Narrowly missing out on the top spot was PHD Auckland in 2<sup>nd</sup> place, an achievement largely due to this year's #1 campaign, Phone it In. This marks its first appearance in the top 50 since 2019. Two other PHD offices made the top 10: London and Toronto.

Only three agencies maintained their top 10 ranking: Wavemaker Mumbai, Mindshare Mumbai and EssenceMediacom London.

## Top agencies for media

Top 10 agencies in the 2024 WARC Media 100

2024 Rank	2023 Rank (if in top 50)	Agency	Location	Points
1	32	Mindshare	New York, USA	295.3
2	*New	PHD	Auckland, New Zealand	289.4
3	14	Mediaplus	Munich, Germany	235
4	4	Wavemaker	Mumbai, India	227.4
5	8	Mindshare	Mumbai, India	191
6	7	EssenceMediacom	London, UK	188.2
7	11	Havas Play	Paris, France	184.5
8	15	PHD	London, UK	180.1
9	17	PHD	Toronto, Canada	179.1
10	*New	HOY	Buenos Aires, Argentina	169.1

[VIEW THE FULL RANKINGS ON WARC](#)

## A steady rise to the top

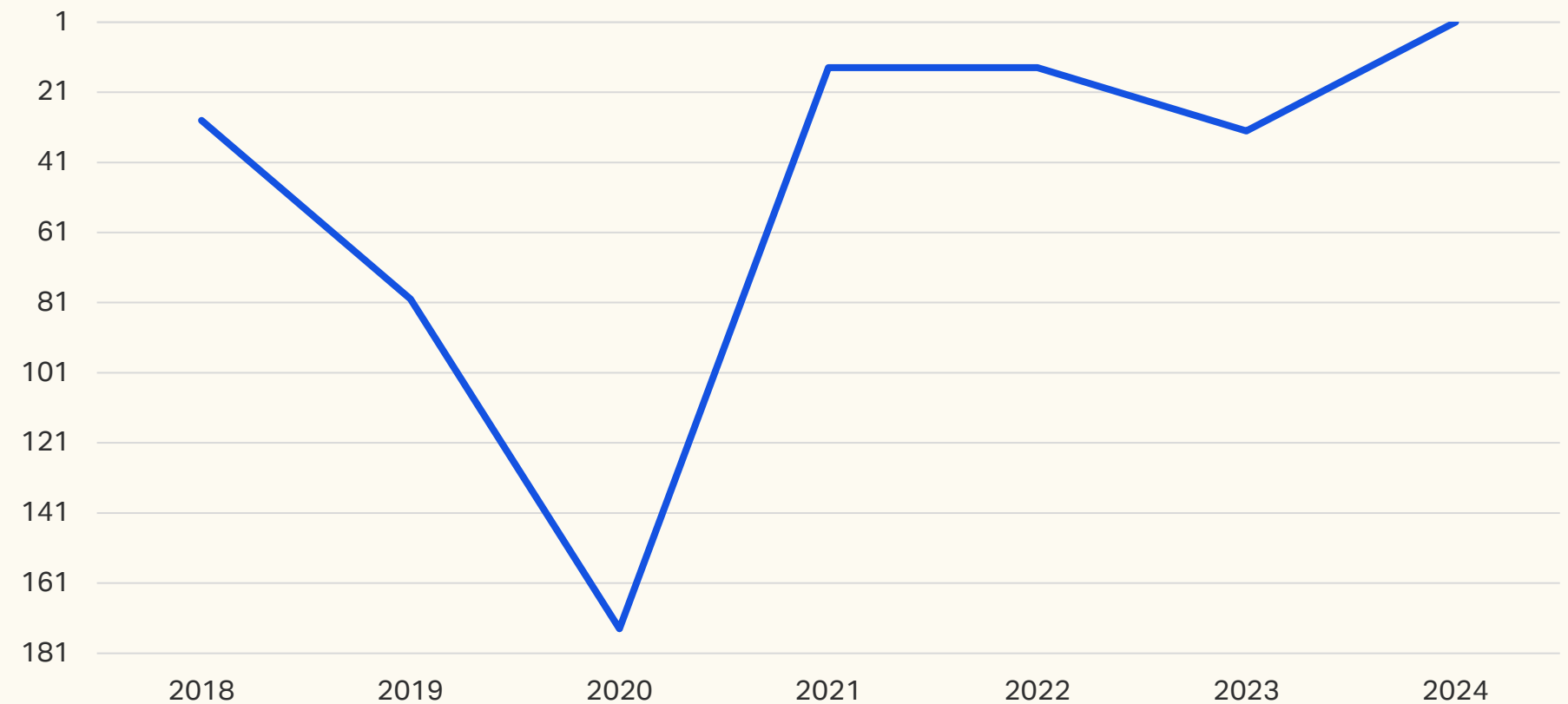
This chart shows the rank of Mindshare New York in the Media 100 over time from 2018 – 2024.

After a low of 174 in 2020, the agency has since risen the media ranking, securing 14<sup>th</sup> position in both 2021 and 2022, before claiming the top spot this year.

WARC Creative subscribers can view and download charts for agencies, networks, brands and advertisers via our [Interactive Rankings dashboard here](#).

## Mindshare New York, ranking over time

2018 - 2024



Source: WARC Interactive Rankings, WARC Creative

## First-time win for PHD

After many years of top-five rankings, PHD Worldwide has risen one place to become the highest ranked network for the first time. The network had 20 agencies contribute to its points total, with seven of these ranking in the top 50.

While most of the top 10 maintained similar positions to last year, the most improved network was Havas Media Group, moving up five places to 7<sup>th</sup>. Notably, DDB Worldwide has entered the top 10 for the first time.

WPP and Omnicom Group both have three networks in the top 10.

## Top networks for media

### Top 10 networks in the 2024 WARC Media 100

2024 Rank	2023 Rank (if in top 50)	Network	Holdco	Points
1	2	PHD Worldwide	Omnicom Group	1192.8
2	4	Mindshare Worldwide	WPP	961.2
3	1	EssenceMediacom	WPP	779.4
4	3	IPG Mediabrands	Interpublic Group	764.8
5	7	Wavemaker	WPP	525.8
6	5	OMD Worldwide	Omnicom Group	402.2
7	12	Havas Media Group	Havas Group	400.9
8	6	Havas Creative Group	Havas Group	365
9	10	Starcom	Publicis Groupe	328.5
10	11	DDB Worldwide	Omnicom Group	324.2

[VIEW THE FULL RANKINGS ON WARC](#)

## PHD's journey through the rankings

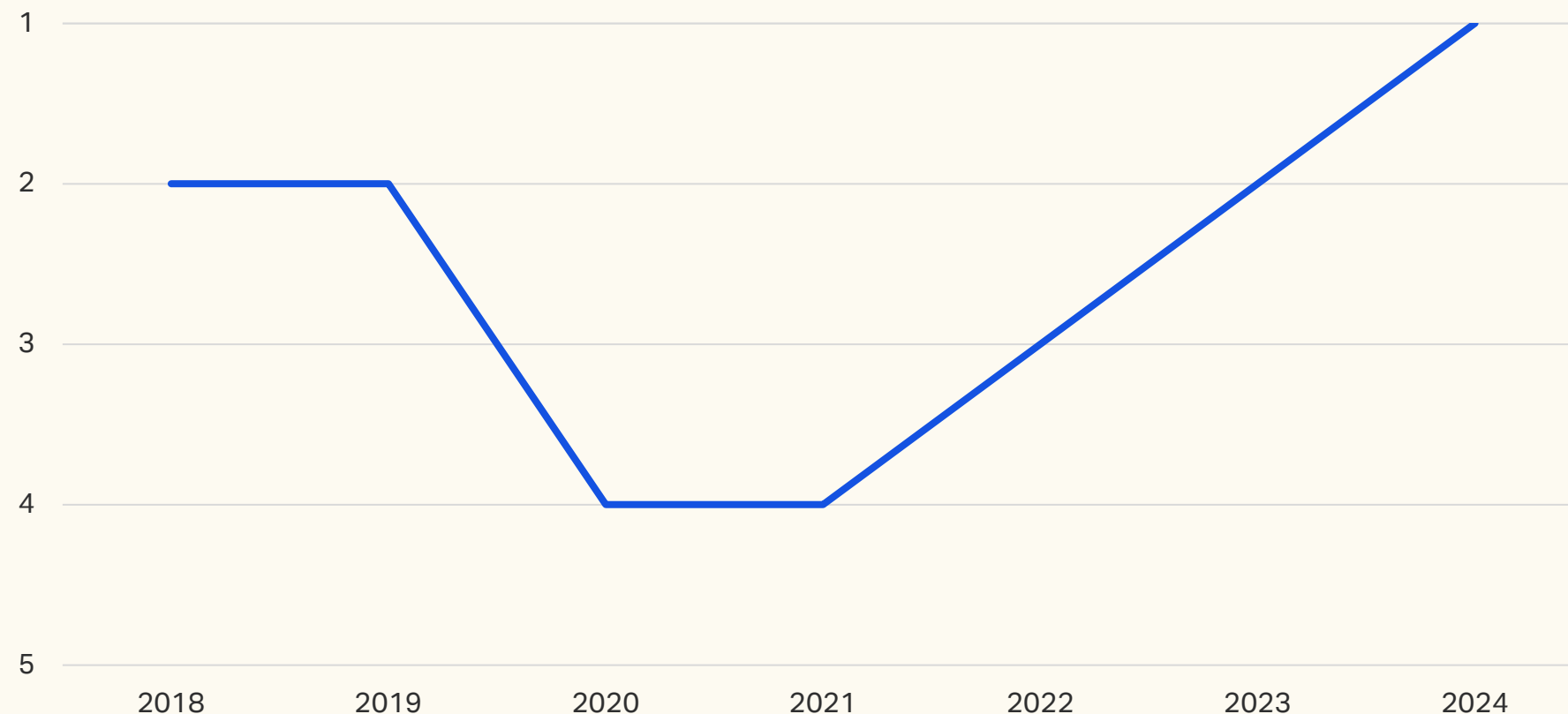
This chart shows the rank of the PHD Worldwide network in the Media 100 over time from 2018 – 2024.

After a slight fall to 4<sup>th</sup> in 2020 from 2<sup>nd</sup>, the network has steadily climbed the ranking since 2021 and has now secured the top spot for the first time.

WARC Creative subscribers can view and download charts for agencies, networks, brands and advertisers via our [Interactive Rankings dashboard here](#).

## PHD Worldwide, network ranking over time

2018 - 2024



Source: WARC Interactive Rankings, WARC Creative



## Serviceplan dominant 1<sup>st</sup> indie

For the first time in 2024, we have introduced an independent networks filter, to compare networks that are independent of a holding company. Serviceplan tops the list for media, having held the top spot since 2021. Mediaplus Munich contributed the vast majority of its points, with work on 14 different brands including Hornbach, DOT and Hinz&Kunzt.

Half of the top 10 did not rank in the independent ranking in 2023, with No Fixed Address the highest ranking of these, entering in 3<sup>rd</sup> place. Its points came from agency Mischief @ No Fixed Address, with work on Tubi and Dame.

## Top independent networks for media

Top 10 independent networks in the 2024 WARC Media 100

2024 Rank	2023 Rank (if in top 50)	Network	Points
1	1	Serviceplan	245.6
2	2	Special	82.4
3	New	No Fixed Address	56.2
4	3	Cheil Worldwide	52.7
5	5	fischerAppelt	40
6	New	Grupo Artplan	32.1
7	8	Horizon Media	30.2
8	New	Enero Group	20.4
9	New	Wieden+Kennedy	19.2
10	New	S4 Capital	16.1

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## Holdcos stay steady

The top six holding companies remain the same as last year, with the top three remaining unchanged for the seventh year in a row. However, the points gap between WPP and Omnicom Group has narrowed.

WPP had seven agencies and Omnicom had five agencies credited in the top 10 campaigns. Meanwhile, Publicis Groupe and Havas Group each had three and two agencies, respectively.

Two holdcos are new entrants to the ranking – Deloitte and Hakuhodo DY Group. For Deloitte, this is its first ever ranking in the Media 100.

## Top holding companies for media

Top 10 holding companies in the 2024 WARC Media 100

2024 Rank	2023 Rank	Holdco	Points
1	1	WPP	2698.9
2	2	Omnicom Group	2245
3	3	Interpublic Group	1251.1
4	4	Publicis Groupe	943.5
5	5	Havas Group	769.4
6	6	Dentsu	248.8
7	8	Accenture	85.3
8	7	Stagwell	35
9	*New	Deloitte	11.1
10	*New	Hakuhodo DY Group	3.4

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## Dove dominates brand ranking

The best performing brand for media this year is Dove, which triumphed with more than twice the points of last year's winner, Cadbury. Continuing to create campaigns focused on challenging traditional beauty standards, three of its campaigns ranked in the top 10 and a further two in the top 100.

The top 10 mostly consists of brands that did not rank last year. Besides Dove, the most improved brand is McDonald's which moved up from 10<sup>th</sup> to 3<sup>rd</sup>.

Six sectors were represented in the top 10 with food, retail and media & publishing having two brands each.

## Top brands for media

### Top 10 brands in the 2024 WARC Media 100

2024 Rank	2023 Rank (if in top 50)	Brand	Advertiser	Points
1	8	Dove	Unilever	561.6
2	1	Cadbury	Mondelēz International	255.8
3	10	McDonald's	McDonald's	232.9
4	*New	Skinny	Spark	180.3
5	*New	Oreo	Mondelēz International	135.2
6	*New	eBay	eBay	131
7	*New	Asociación Lucha contra el Mal de Alzheimer (A.L.M.A.)	Asociación Lucha contra el Mal de Alzheimer (A.L.M.A.)	119.2
8	*New	Netflix	Netflix	113.5
9	*New	Hinz&Kunzt	Diakonie Deutschland	109.5
10	3	adidas	adidas	103.8

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## Steady rise to the top

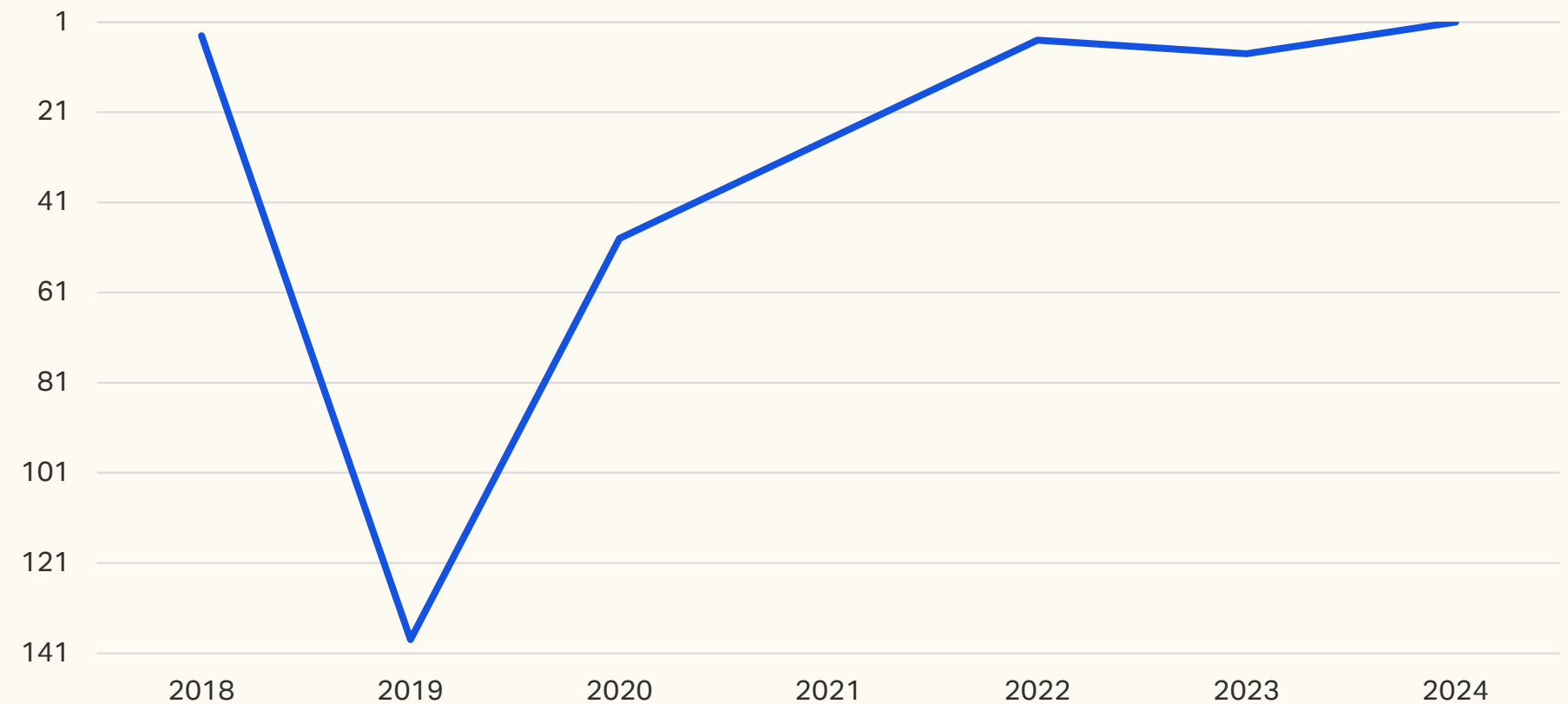
This chart shows the rank of Dove in the Media 100 over time from 2018 – 2024.

After a low position of 141 in 2019, the brand has bounced back, rising to the top 10 in 2022 and 2023, and now topping the ranking.

WARC Creative subscribers can view and download charts for agencies, networks, brands and advertisers via our [Interactive Rankings dashboard here](#).

## Dove, brand ranking over time

2018 - 2024



Source: WARC Interactive Rankings, WARC Creative



## Unilever comfortably leads

Unilever remains in 1<sup>st</sup> place for the fifth year in a row, widening the gap between it and the other advertisers. Overall, 28 brands contributed to its points total, three of which were in the top 50.

Mondelēz International and Anheuser-Busch InBev have also maintained their positions.

Meanwhile, the most improved advertiser was Amazon, which rose from 39<sup>th</sup> to 6<sup>th</sup>. It had one campaign rank in the top 100 – One Take from Amazon Music, in addition to 15 other campaigns that contributed to its points total.

## Top advertisers for media

Top 10 advertisers in the 2024 WARC Media 100

2024 Rank	2023 Rank (if in top 50)	Advertiser	Points
1	1	Unilever	987.3
2	2	Mondelēz International	405.9
3	3	Anheuser-Busch InBev	273.5
4	12	McDonald's	232.9
5	*New	Spark	182.3
6	39	Amazon	179.7
7	7	Volkswagen Group	178.2
8	4	Procter & Gamble	167.2
9	22	PepsiCo	159.3
10	*New	eBay	131

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## Five years at the top

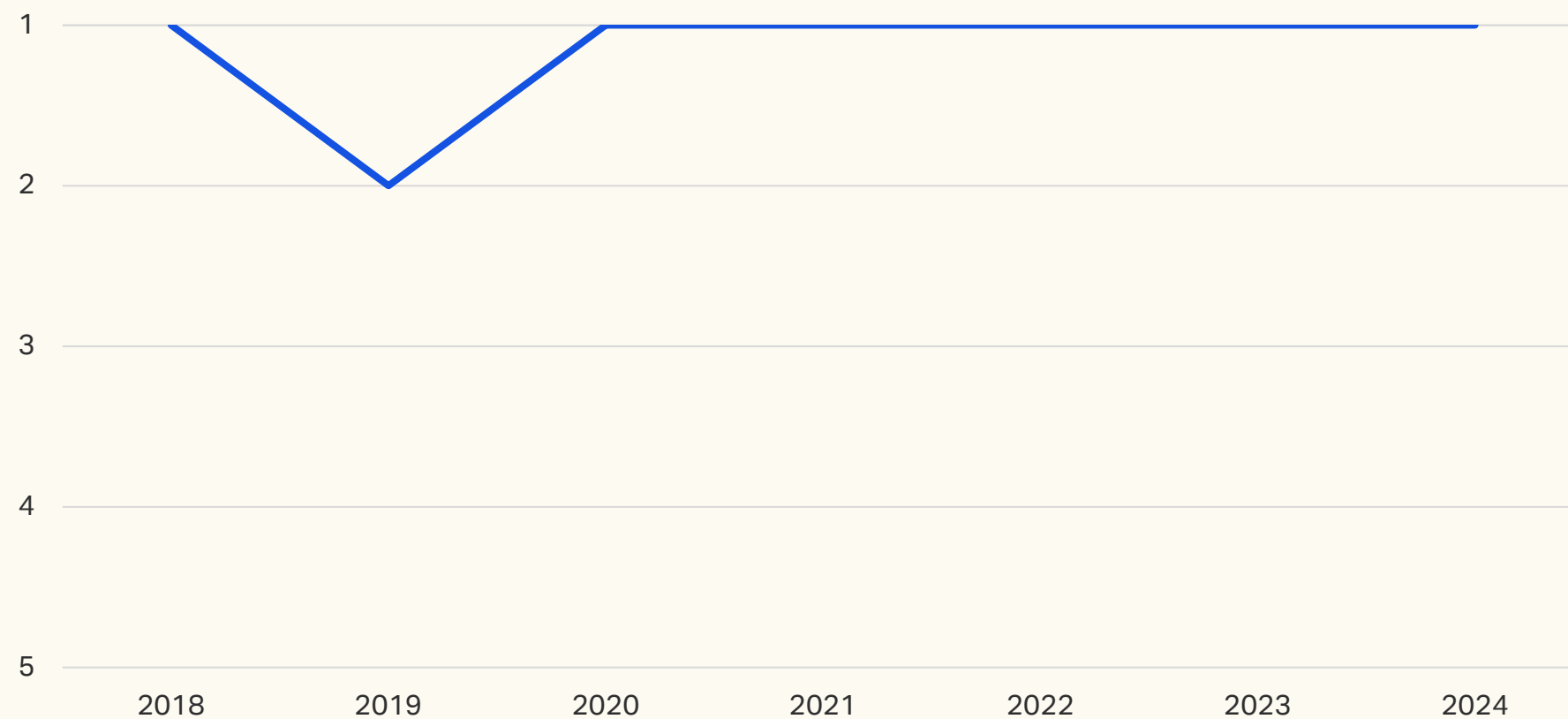
This chart shows the rank of Unilever in the Media 100 over time from 2018 – 2024.

After falling out of the top spot in 2019, the advertiser climbed back to 1<sup>st</sup> in 2020 and has maintained that rank ever since.

WARC Creative subscribers can view and download charts for agencies, networks, brands and advertisers via our [Interactive Rankings dashboard here](#).

## Unilever, advertiser ranking over time

2018 - 2024



Source: WARC Interactive Rankings, WARC Creative

## USA continues its winning streak

The USA remains in 1<sup>st</sup> place for the seventh year in a row as the most awarded country for media. More than a quarter of the campaigns in the top 100 ran in the US, three of which made the top 10 - #TurnYourBack and Toxic Influence by Dove, as well as Lunchabuild This by Lunchables.

The UK and India also maintained 2<sup>nd</sup> and 3<sup>rd</sup> place positions, although the gap between the two has shrunk significantly.

Argentina ranked in the top 10 for the first time, rising eleven places to 7<sup>th</sup>. Meanwhile, Germany and France also achieved new peak positions.

## Top countries for media

Top 10 countries in the 2024 WARC Media 100

2024 Rank	2023 Rank (if in top 50)	Country	Points
1	1	USA	1871.2
2	2	UK	910.2
3	3	India	879.9
4	5	Germany	650.1
5	7	Canada	524.9
6	4	Australia	491.8
7	18	Argentina	422.3
8	11	France	403.7
9	19	New Zealand	349.1
10	9	Brazil	332.2

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# Methodology: Outlined

WARC Rankings are the ultimate benchmark for marketing. They celebrate excellence in creativity, media and effectiveness.

In an industry that sometimes struggles to defend its place in the C-suite, the rankings offer an opportunity for marketers to reflect on the best campaigns in the business and to review the impact their own work has on their brands.

The benchmarks and insights garnered from the WARC Rankings are at the core of our brand promise: to bring confidence to marketing decisions through evidence-based insight and inspiration.

The three-step methodology we use to compile the WARC Rankings for creativity, media and effectiveness is:

## 1. Select the right shows and weight them

To determine the most prestigious and rigorous shows, we annually survey industry executives and consult with the C-suite across advertising and media agencies, and brands.

Shows are then weighted between 1 and 5 based on a number of factors, including:

- a) The relative standing of the show from the results of our research.
- b) The level of competition. For example, a global show will tend to be weighted higher than a regional show, and an 'integrated' category will be weighted higher than a niche category.

## 2. Assign the points

Points are assigned to the campaigns and companies behind them, determined by level of the award: Grand Prix (10), Gold (6), Silver (4), Bronze (2).

## 3. Calculate the scores

Campaigns, agencies and brands, which are credited in the published winners lists, accumulate points using: award points x weighting. For example, a Grand Prix winner in an integrated category at a show rated 5 will score 50 points.

Caps apply to the accumulation of these points in order to level the playing field across the different sized shows. Please see the individual ranking methodologies for details of these caps.



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- [Creativity with impact: Harnessing the scope of emotion](#)
- [Creativity with impact: Combining creativity and media](#)

## WARC Creative research

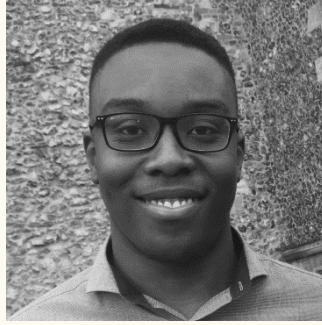
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- [Creative 100: Summary of results 2023](#)
- [Media 100: Summary of results 2023](#)
- [Effective 100: Summary of results 2023](#)



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