

Warc 2021 Rankings revealed

The Warc Creative 100, Effective 100 and Media 100 have been released - featuring the most awarded campaigns, agencies and brands in the world for 2020.



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Compiled by Warc, these annual league tables are produced by combining the winners' lists from the industry's most important global and regional awards shows - as determined by the Warc Rankings Advisory Board and a worldwide industry survey - and by applying a rigorous proprietary three-step methodology.

Following the disruption to the awards industry caused by Covid-19 with many shows paused in 2020 and resuming in 2021 to judge two years of work, the release of the full Warc Rankings 2021 were postponed from Q1 until now. The Warc Rankings 2022 (work tracked during 2021) will be released in Q1 next year.

Amy Rodgers, managing editor, research and rankings, Warc, said, "The results of the Warc Rankings 2021 bring together the most awarded campaigns and companies of 2020 and are a fantastic showcase of a combination of the best work the industry produced pre-pandemic as well as exceptional work notable for its response to the volatility caused by Covid-19. Not only do these rankings provide inspiration, but they bring recognition to outstanding campaigns and the talent of our industry."

The most highly ranked campaigns and companies of the Warc Rankings 2021 are as follows:

Creative 100 top 10

Rank	Campaign Title	Brand	Agency	Points
1	Moldy Whopper	Burger King	INGO Stockholm	800,9
2	Stevenage Challenge	Burger King	DAVID Madrid	483,5
3	The E.V.A. Initiative	Volvo	Forsman & Bodenfors Gothenburg	272,1
4	Enjoy Before Returning	Diesel	Publicis Milan	243,6
5	Good Morning World	Tourism New Zealand	Special Group Auckland	194,6
6	Hunger Insurance	Snickers	Impact BBDO Dubai	183,9
7	Crocodile Inside	Lacoste	BETC Paris	183,6
8	The Tampon Book: A Book Against Tax Discrimination	The Female Company	Scholz & Friends Berlin	180,3
9	The New National Anthem Edition	An-Nahar	Impact BBDO Dubai	180,1
10	Go Back to Africa	Black & Abroad	FCB/SIX Toronto	171

Effective 100 top 10

Rank	Campaign Title	Brand	Agency	Points
1	I'm Drinking It For You	DB Export	Colenso BBDO Auckland	51,7
2	Can't Touch This	Cheetos	Goodby Silverstein & Partners San Francisco	50,0
3	Michelin Impossible	KFC	Ogilvy Sydney	47,2
4	Made of More 2012-2019: Consistency x creativity	Guinness	AMV BBDO London	45,0
5	Apartmenteka	IKEA	Instinct Moscow	41,7
6	Loyalty Pointless Points	Aldi	BMF Sydney	41,0
7	Building a big brand from Little Adventures	Tourism Central Coast	AFFINITY Sydney	39,5
8	From running shops to serving customers: The Tesco turnaround story	Tesco	BBH London	38,3
9	100 Words Pain_ting	Save the Children	Overman Seoul	36,1
10	How Canadian Club became the boss of summer	Canadian Club	The Monkeys Sydney	35,4

Media 100 top 10

Rank	Campaign Title	Brand	Agency 1	Points
1	Rabbi Bot	Always	MediaCom Connections Tel Aviv	95,4
2	The Shape of History	Hulu	UMLos Angeles	81,1
3	Naming The Invisible By Digital Birth Registration	Telenor	Ogilvy Islamabad	70
4	We Do New	Canadian Tire	Touché! Toronto	58,5
5	Sons Share The Load	Ariel	MediaCom Mumbai	54,6
6	Cold Tracker	Castle Lite	Promise Johannesburg	54,5
7	BrAI.ds of Strength	Pantene	MediaCom Connections Tel Aviv	53
8	The Last Dance Deep Fake	ESPN / State Farm	OMD New York	52,7
9	I AM HOPE	Kiwibank	Fuse Auckland	51,9
10	Mind The Gap	Berliner Verkehrsbetriebe	Mediaplus Munich	51,2
10	How Canadian Club became the boss of summer	Canadian Club	The Monkeys Sydney	35,4

Full rankings can be found [here](#). Warc Rankings subscribers can also view all the ranked creative, credits and case study summaries, in addition to further data by category and region.

Following an upcoming review with the Advisory Board, the next Warc Rankings - a compilation of results of the award shows of 2021 - will be released in March 2022.