

**2013 EFFIE EFFECTIVENESS INDEX:  
UNILEVER, VODAFONE, WPP, BBDO WORLDWIDE  
ARE MOST EFFECTIVE MARKETERS IN EUROPE**

*Ogilvy Group Russia, Banda (Ukraine) top individual agency rankings*

*Effie Worldwide reveals the companies that created ideas that worked globally*

**NEW YORK, NY (June 26, 2013)** – Effie Worldwide announced today that, for the third straight year, Unilever is the most effective marketer in Europe, according to the 2013 Global Effie Effectiveness Index. Vodafone jumped ten spots from its 2012 standing to become the most effective brand. WPP is the most effective holding group, BBDO Worldwide is the most effective agency network, Ogilvy Group Russia is the most effective individual agency office and Ukraine-based Banda Agency is the most effective independent agency in Europe. Unilever, WPP and Banda Agency also ranked the highest in the overall global rankings for the Effie Index.

Now in its third year, the Effie Index recognizes the architects of the most effective marketing communications ideas from around the world, determined by their success in the Effie Awards 40+ national and regional programs. It is produced in partnership with the global marketing intelligence service, Warc.

Following Unilever, Procter & Gamble, Vodafone, Nestlé and McDonald's top the most effective marketer ranking. The five most effective brands in Europe are Vodafone, Pepsi, Turkcell, Coca-Cola and McDonald's.

The top three most effective agency holding groups in Europe are WPP Group, Omnicom and Publicis Groupe, while BBDO Worldwide, Ogilvy & Mather, DDB Worldwide, McCann Worldgroup and OMD are the five most effective agency networks in the region. Ogilvy Group Russia, Banda Agency (Kiev), TBWA (Istanbul), Adler, Chomsky & Warshavsky Grey (Tel Aviv) and Mindshare (Istanbul) are the top individual agency offices in Europe. Istanbul agencies Alametifarika and Rabarba along with Pristop d.o.o. (Ljubljana, Slovenia) follow Banda Agency as the most effective independent agencies in Europe.

“Now that the Global Effie Index is in its third year, shifts and trends can be studied and leveraged on a global and regional basis for maximum impact and learning,” said Carl Johnson, Chairman of the Board of Directors, Effie Worldwide and Co-Founder of Anomaly. “With over 40 programs focused on effectiveness worldwide, the Effie Awards add a healthy element of competition amongst the industry’s top performers.”

Each ranked company in the Effie Index has undergone rigorous evaluations of their case studies and work by industry-expert judges to prove that their marketing achieved compelling results. For more information on the most effective agencies, marketers and brands globally, regionally, in specific countries, and different product categories visit [www.effieindex.com](http://www.effieindex.com).

“The Effie Index benchmarks the brands, marketers and agencies that are consistently delivering ideas that work and identifies the companies that are changing the game, said Louise Ainsworth, CEO of Warc. “It is a resource and an inspiration for marketers from various business categories and areas of the world.”

### About Effie Worldwide

Effie Worldwide stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs. For more details, visit [www.effie.org](http://www.effie.org). Follow @effieawards on Twitter for updates on Effie information, programs and news. The Effie Effectiveness Index identifies and ranks the marketing communications industry’s most effective agencies, advertisers, and brands by analyzing finalist and winner data from Effie Worldwide competitions.

Contact:  
Rebecca Sullivan  
For the Effie Awards  
617-501-4010/781-326-1996  
[rebecca@rsullivanpr.com](mailto:rebecca@rsullivanpr.com)