

Rank		Points	2019 Rank	2019 Points
1	BBDO	1316.5	1	1700.5
2	DDB	1113.5	2	1028.7
3	McCann	1068.4	3	1027.9
4	TBWA	853.8	5	590.8
5	Ogilvy	707.1	4	991.0

WARC Creative 100

Agency Networks

WARC Creative 100 Top 10 Agencies

Rank		Points	2019 Rank	2019 Points
1	McCann NY	376.6	5	258.6
2	Droga5 NY	375.8	15	144
3	Wieden+Kennedy Portland	297.4	32	96.7
4	AMV BBDO UK	234.6	2	295.9
5	Impact BBDO Dubai	222.5	NEW	–
6	adam&eveDDB London	221.2	3	291.0
7	Publicis Milan	211.3	11	177.7
8	FCB NY	200	NEW	–
9	Africa São Paulo	196.3	30	97.2
10	McCann London	181	7	193.6

WARC Creative 100 DDB Agencies Ranked Top 50 YOY

2020 Rank		Points	2019 Rank	2019 Points
6	adam&eveDDB London	221.2	3	291.0
9	Africa São Paulo	196.3	30	97.2
12	DDB Paris	144.4	–	–
19	DDB Chicago	114.1	12	175.6
38	DDB Berlin	74.2	–	–
–	DDB Auckland	–	27	101.1
–	DDB Spain	–	43	72.7

WARC Creative 100 13 DDB Ideas Ranked in 2020

Rank			Points
6	Skittles Broadway the Rainbow	Chicago	114.1
16	Reporters Without Borders Uncensored Playlist	Berlin	74.2
28	Assassin's Creed My Life as a NPC	Paris	61.3
30	Uber Toys	Paris	58.7
32	John Lewis The Boy and the Piano	London	57.8
41	Cybersmile #TrollingIsUgly	London	52.3
50	Perussian Prices	Peru	44.4
50	Budweiser TagWords	São Paulo	44.4
63	John Lewis Bohemian Rhapsody	London	38.9
65	Stabilo Highlight the Remarkable	Düsseldorf	38.7
76	Marmite Lover's Don't Spread the Hate	London	34.8
80	CALM Project 84	London	34.2
93	Heroes of Today	Spain	30.9

WARC Creative 100 9 DDB Ideas Ranked in 2019

Rank			Points
4	Skittles Exclusive the Rainbow	Chicago	175.6
7	Marmite Gene Test	London	139.1
30	FIFA More than a Game	London	66.9
32	Budweiser TagWords	São Paulo	62.6
35	Steinlager Fight for Territorty	Auckland	58.5
49	Stabilo Highlight the Remarkable	Düsseldorf	44.3
61	Reporters Without Borders Uncensored Playlist	Berlin	38.7
67	Netsafe Re:Scam	Auckland	35.3
71	McDonald's The Flip	Unlimited Chicago	34.9