

**WARC 100**

Asia's best marketing  
campaigns and companies  
2017

**WARC**

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## In this report

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### A focus on Asia

This report looks into which Asian campaigns, agencies and brands have performed best over the past year. The data for the report is based on the WARC 100, our annual ranking of the world's best marketing campaigns and companies, based on their performance in effectiveness awards.

More information about the WARC 100 is [here](#).

# 2

### Asian campaign tops the WARC 100

This year's number 1 ranked campaign, Share The Load, came from India. Created by BBDO Mumbai, the campaign for Ariel was a big-budget TV-led campaign that drove a social conversation to promote change within households in the region.

# 3

### Social purpose-led campaigns dominate

Among the top eight Asian campaigns that made the WARC 100, half used a purpose-led approach.

'Share the Load', '#EndAcidSale', 'FutureChild' and 'The Last Word' all aimed to bring about change by driving a social conversation, with a purpose beyond generating a profit.

Brand purpose is seen as a way to drive long-term sustainable business growth, and research has suggested that brands with a clear sense of purpose outperform those without.

# Asia's best marketing campaigns 2017

	Campaign title	Brand	Primary agency	Category	Points
1	Share The Load	Ariel	BBDO Mumbai / Mediacom Mumbai	Household & Domestic	164.2
2	Hungry Slip Ups	Snickers	BBDO Hong Kong / Proximity Hong Kong	Food	47.2
3	#EndAcidSale	Make Love Not Scars	Ogilvy & Mather Mumbai	Government & Non-profit	44.7
4	Future Child	Lifebuoy	MullenLowe Lintas Group Mumbai / MullenLowe Singapore / MullenLowe SSP3	Toiletries & Cosmetics	38.6
5	The Last Word	WWF	Ogilvy & Mather Hong Kong / Geometry Global Hong Kong	Government & Non-profit	34.4
6	VISA Rental Bike	VISA	OMD Shanghai	Financial Services	30.3
7	House of Little Moments	Uni Noodle	ADK Taipei	Food	29.5
8	The Scoot Social Matrix	Scoot	Publicis Singapore	Travel, Transport & Tourism	26.3

# Top brands and advertisers in Asia, 2017

	Brand	Points	Advertisers	Points
1	Ariel	164.2	1 Unilever	212.3
2	Maxis	65.7	2 Procter & Gamble	207.3
3	Snickers	51.9	3 Nestlé	66.5
4	KFC	46.7	4 Mars	65.9
5	Make Love Not Scars	44.7	5 Unilever	65.7
6	Lifebuoy	44.7	6 Uni-President	65.7
7	Akanksha Foundation	40.8	7 Yum! Brands	47.3
8	IKEA	39.8	8 Make Love Not Scars	44.7
9	Visa	38.1	9 The Coca-Cola Company	44.4
10	McDonald's	35.5	10 Akanksha Foundation	40.8

Want to read about Asia's top case studies and get commentary on the top agencies, networks, brands and advertisers in the region?

For more on Asia's best marketing, request a demo at [www.warc.com/demo](http://www.warc.com/demo)

## Commentary

Responsible for the number one ranking in the WARC 100, Ariel is also the number one brand in Asia by a significant margin.

Points across the rest of the top 10 are closer, particularly between Snickers and KFC in third and fourth places.

Despite not having a campaign make the top 100 ranking, consistent performance by Maxis from multiple campaigns and awards competitions meant they were the number two ranked brand in Asia.

Unilever beat Procter & Gamble to the top of the advertisers ranking in Asia, by a margin of five points.

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# About the WARC 100

Each year, we track effectiveness and strategy competitions from around the world to rank the 100 best marketing campaigns and companies. We also use our database of awards wins to rank the world's leading marketing organisations – both on the agency and client side. This document is a summary of the top-ranked Asian campaigns and companies from the 2017 rankings.

*To learn more, visit the [WARC 100 site](#) for this year's rankings.*

## How we built the rankings

The WARC 100 rankings are built on a rigorous methodology, developed in consultation with Douglas West, Professor of Marketing at Kings College London. The methodology is applied consistently across all competitions we track. First, a list of relevant competitions was compiled. Campaigns that won awards in those competitions were awarded points based on the level of award they won (Gold, Silver, Bronze, etc). Those points are then weighted according to the standing of each competition in the global marketing industry. The calculation includes data from:

**Planner Poll:** WARC has conducted a survey of over 100 senior agency planners and strategists to gauge which of the competitions we track are viewed as the most prestigious or rigorous. Winners at the most-cited awards schemes are given extra weighting in the final rankings.

**Size of market:** WARC takes into account how much of the global advertising market the eligibility for each competition represents. It is able to do this using WARC's comprehensive adspend data resources, which includes analysis by channel and by geography.

A campaign's 'score' reflects the sum of all the weighted points attributed to it from different competitions. We have also collated information on the agencies behind the campaigns (including, where they have been listed, contributing agencies), and, where possible, the authors of the campaign case studies.

### About WARC

WARC.com is an online service offering advertising best practice, evidence and insights from the world's leading brands. WARC helps clients grow their businesses by using proven approaches to maximise advertising effectiveness. WARC's clients include the world's largest advertising and media agencies, research companies, universities and advertisers.

Find out more at [WARC.com](http://WARC.com).

### Case Finder

You can find all WARC case studies, including those cited in this report, by searching our unrivalled database, which is organised by campaign objective, country, industry sector, audience, media channels, budget and campaign duration. Find a case.

To learn more about the free-to-enter award schemes run by WARC, visit the Awards page on [WARC.com](http://WARC.com).

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