

WARC 100

Australia & New Zealand's
best marketing campaigns
and companies 2017



WARC

In this report

1

A focus on Australia and New Zealand

This report looks into which Australian and New Zealand 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

Independent brands performed strongly

Independent brands are common among Australia & New Zealand's top 10 campaigns. Double Robotics, Narellan Pools, New Zealand Transport Agency, SPC and ANZ all had campaigns in the top 10, and are not owned by a wider advertiser group.

3

Range of sectors represented reflects strength of advertising

The top 10 campaigns came from nine different industries, with only retail appearing twice.

This reflects the strength-in-depth of the marketing discipline in Australia and New Zealand, which consistently outperforms its share of adspend in terms of the number of campaigns included in the WARC 100 ranking.

Australia & New Zealand's best marketing campaigns 2017

	Campaign title	Brand	Primary agency	Category	Points
1	Lucy The Robot	Double Robotics	Atomic 212° Group	Technology & Electronics	95.0
2	Diving into Data for Narellan	Narellan Pools	Affinity	Retail	64.5
3	#MyFamilyCan	SPC	Leo Burnett Melbourne	Business & Industrial	51.7
4	Infrequent Flyers	Tigerair	McCann Melbourne	Travel, Transport & Tourism	49.6
5	Mistakes	New Zealand Transport Agency	Clemenger BBDO Wellington	Government & Non-profit	48.2
6	The Boys	Bonds	Clemenger BBDO Wellington	Retail	37.9
7	Brewtroleum	DB Export	Colenso BBDO	Alcoholic Drinks	36.0
8	Must Be Milk	Anchor	Colenso BBDO / Colenso/Proximity New Zealand	Soft Drinks	35.3
9	Pedigree Found	Pedigree	Colenso BBDO	Household & Domestic	32.1
10	Love From Land Rover	Land Rover	Y&R New Zealand/Y&R Auckland	Automotive	31.4

Top brands and advertisers in Australia & New Zealand, 2017

	Brand	Points	Advertisers	Points
1	Double Robotics	95.0	1 Double Robotics	95.0
2	Nature's Own	85.5	2 Nature's Own	85.5
3	New Zealand Transport Agency	83.3	3 Fonterra Cooperative Group	83.3
4	ANZ	59.4	4 ANZ	59.4
5	SPC	51.7	5 SPC	51.7
6	Tigerair	49.6	6 Temasek Holdings	49.6
7	Hell Pizza	45.4	7 New Zealand Transport Agency	48.2
8	Fuji Xerox	38.9	8 Heineken	45.7
9	Bonds	37.9	9 Mars	45.1
10	DB Export	36.0	10 New Zealand Breast Cancer Foundation	42.2

Commentary

Independent brand Double Robotics is the number one brand in Australia & New Zealand as a result of the 'Lucy The

Independent brands are a theme of the region's growth, with top New Zealand brands including Fonterra, SPC and ANZ all appearing in both the brand and advertiser rankings.

The leading brands and advertisers come from a variety of different sectors, with no one emerging as dominant, illustrating the breadth of the marketing discipline in the region.

Want to read about Australia & New Zealand's top case studies and get commentary on the top agencies, networks, brands and advertisers in the region? For more on the region's best marketing, request a demo at www.warc.com/demo

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 campaigns and companies from Australia and New Zealand 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.

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.

Contact Us

London
85 Newman Street
London
W1T 3EU
United Kingdom
+44 (0) 20 7467 8100
enquiries@warc.com

Washington DC
2233 Wisconsin Ave NW
Suite 535
Washington, DC 20007
United States
+1 202 778 0680
americas@warc.com

Singapore
20A Teck Lim Road
Singapore
088391
+65 3157 6200
asiapacific@warc.com

More from WARC