



Jul 10, 2013 Latin America

Pepsico, Nestlé, Ministerio de Defensa Nacional, Omnicom and BBDO Worldwide are Most Effective Marketers in Latin America

Sancho BBDO (Bogota) and Porta (Santiago) top individual agency rankings

NEW YORK, NY (June 26, 2013) – Effie Worldwide announced today that Nestlé is once again the most effective marketer in Latin America, sharing the top spot with PepsiCo, according to the 2013 Global Effie Effectiveness Index. Pepsi and Ministerio De Defensa Nacional are the most effective brands in Latin America, while Omnicom is the most effective holding company and BBDO Worldwide is the most effective agency network. For the second year, Colombian agency Sancho BBDO is the most effective individual agency office in Latin America, while Santiago-based Porta is the most effective independent agency.

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 Nestlé and PepsiCo, Unilever, Coca-Cola and General Motors top the most effective marketer ranking. The five most effective brands in Latin America are Ministerio De Defensa Nacional, Pepsi, Renault Duster, Coca-Cola and Nissan.

The top three most effective holding companies in Latin America are Omnicom, WPP and Publicis Groupe,

while the top ranked agency networks are BBDO Worldwide (also number one in 2012), McCann Worldgroup (who jumped five spots) and Ogilvy & Mather. Sancho BBDO (Bogota), Circus Comunicacion Integrada S.A.C. (Lima), OMD (Bogota), Lowe-SSP3 (Bogota) and Starcom MediaVest Group Peru (Lima) are the top five individual agency offices in the region, while Porta (Santiago) is ranked as the top independent agency, with Sistole (Bogota) and Los Publicistas (Guatemala City) tied for second.

“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.

“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.”