

# Grey Group ranked #1 in creative effectiveness

Issued by [Grey Africa](#)

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The recent [Warc rankings](#) titled 'The Health of Creativity' positioned Grey Group as number one in creative effectiveness, living up to Grey's promise of being 'famously effective' since 1917.



**WARC**  
**STUDY SHOWS**

**Grey ranks #1  
in Creative Effectiveness**

"When we look at all creative ideas by agency network,  
Grey Group comes out top in average conversion, with **27%**  
of all its creatively awarded ideas also awarded for effectiveness."

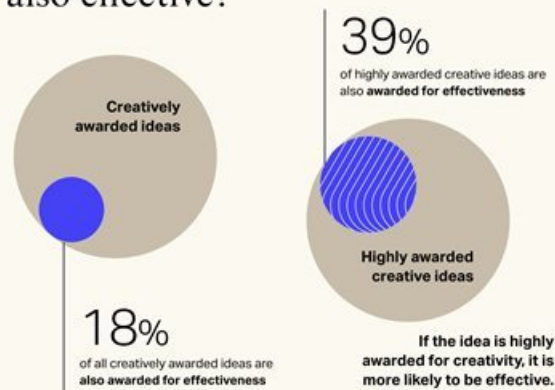
**GREY** FAMOUSLY  
EFFECTIVE  
SINCE 1917

Each year, Warc, the global authority on effective marketing, tracks the results of the top global and regional awards shows for creativity, media and effectiveness for the [Warc Rankings](#), the ultimate benchmark for advertising.

To assess how often creative work is also effective, and to uncover the main characteristics of ideas that are highly awarded for both creativity and effectiveness, Warc has analysed the results data from the creative and effectiveness awards shows tracked by Warc Rankings between 2015 and 2019. The findings are now published in Warc's latest research, ['The Health of Creativity'](#).

# Health of **creativity**

## How often is creativity also effective?

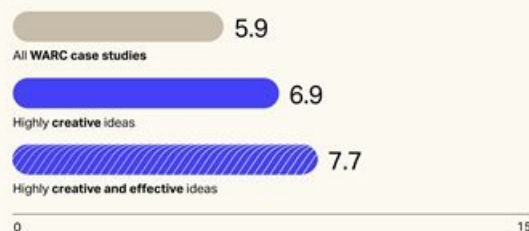


## How can I achieve creative effectiveness?

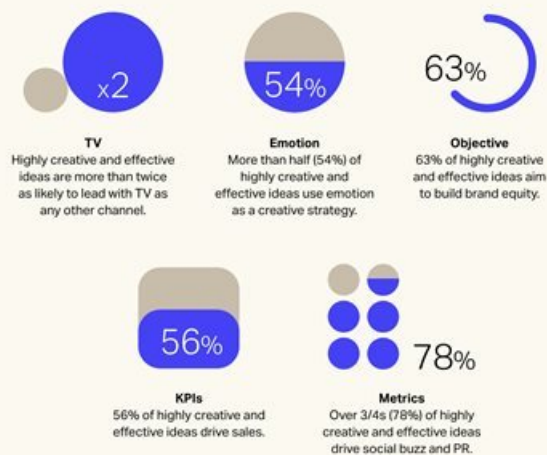
### Measuring creative commitment

The best ideas have higher creative commitment scores. Campaigns are more effective in terms of sales, brand building, market share and profit effects the longer their duration, the more numerous their media channels, and the higher their overall spend.

#### Average creative commitment



### 5 characteristics of the best campaigns for creative effectiveness



## How often is creative work also effective?

Each year, WARC tracks the results of the top regional and global award shows for creativity and effectiveness for its WARC Rankings.

Using the rankings data, we wanted to assess the health of creativity: how often is creative work also effective?

We compared data from the rankings to see how many creative ideas were subsequently awarded for effectiveness, and if highly awarded campaigns were more likely to be effective. In this way we can say if there is a correlation between creativity and effectiveness; as creativity increases, does effectiveness do the same?

## Methodology

An 'idea' is an overall creative concept. One idea can include multiple campaigns or campaign components that together form a creative idea.

Ideas included have been awarded in a show tracked by the WARC Rankings between 2015 and 2019.

Where ideas are referred to as 'highly' creative or effective, they (or a component of the idea) have been ranked in the WARC Rankings. Campaigns are ranked as a result of being awarded multiple times in shows tracked by the rankings.

Find out more:  
[warc.com/rankings](http://warc.com/rankings)

^ WARC Rankings

[click to enlarge](#)

Research of all creative ideas by agency network, show that Grey Group comes out top in average conversion, with 27% of all its creatively awarded ideas also awarded for effectiveness.



## Grey Africa reflects on its award-winning campaigns over the past year

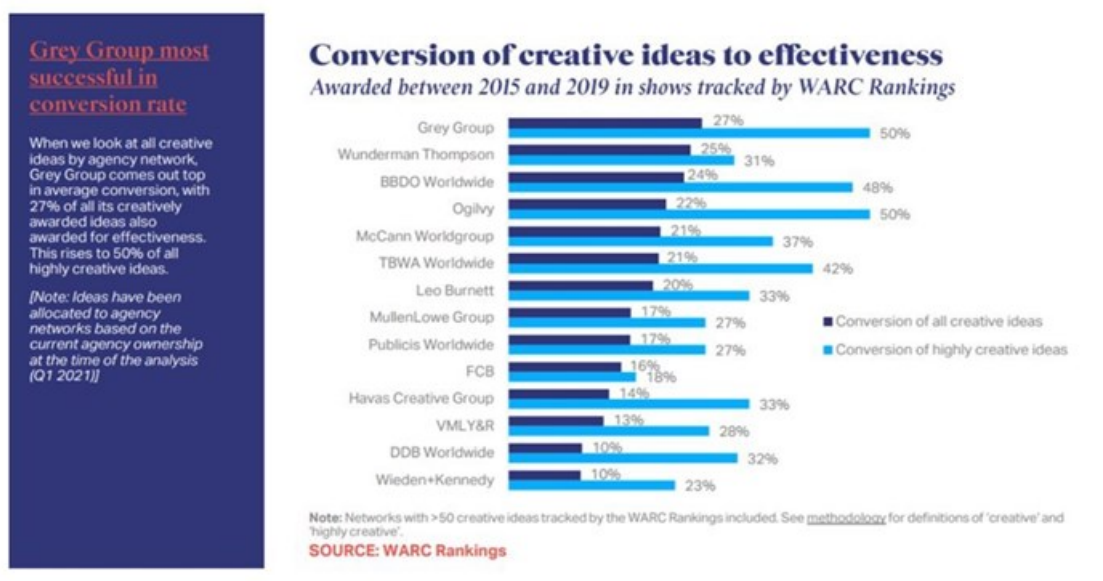
Grey Africa 26 Oct 2020



This rises to 50% of all highly creative ideas.

“Grey has helped to launch, sustain, renew and reinvent great brands for many of the world’s great marketers for over 100 years. Our goal has been to be the world leader in applying creativity to solve our clients’ business challenges. To live, breathe and fulfil our ‘famously effective’ credo: crafting big, powerful ideas that resonate in culture to drive brand and business success.

“We are delighted that Grey has come out on top as the most successful of all the major agency networks in creative effectiveness. Increasingly, advertising is an art and a science. The magic and the power of Grey’s ‘famously effective’ vision has made us a winner at both,” explains Paul Jackson – CEO, Grey Advertising Africa.

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## About Warc Rankings

The Warc Rankings provide the ultimate, independent benchmark for excellence in creativity, media and effectiveness. Our methodology is rigorous and transparent using five key stages to produce unbiased results.

The Warc Rankings are created with the industry, for the industry. We collaborate with marketers at all levels across agencies and brands, to ensure The Rankings remain relevant.

The benchmarks are at the core of our promise: to bring confidence to marketing decisions through evidence-based insight and inspiration.

The Warc Rankings consist of:

- Warc Creative 100: The world's most awarded companies and campaigns for creativity
- Warc Media 100: The world's most awarded companies and campaigns for media
- Warc Effective 100: The world's most awarded companies and campaigns for effectiveness

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Grey is the advertising network of Grey Group. The Grey Group ranks among the largest global communications companies and its parent company is WPP (NASDAQ: WPPGY).

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