

AdForum's Agency Hits of 2003 - who got the most clicks, peeks and emails

This advertising award generated by over 500,000 members of the advertising community worldwide results from the analysis of criteria such as the number profile page views, clickthroughs to agency websites, creative downloads from portfolios, and emails contacts through their exposure on the advertising community website AdForum.com.

At the top of the list TBWA\Worldwide was designated Network of the Year and Crispin Porter + Bogusky(Miami) as Agency of the Year. Worldwide network runner-ups included BBDO Worldwide, Lowe, JWT and Publicis.

"Rather than a award with a restricted jury, it's more of a Vox Populi of advertising where agencies and networks can observe the interest and appreciation the community has for their work" remarks Euphrate Khantouche, Research & Information Supervisor and Editor at AdForum.

Other top Agency Hits include BBDO EMEA as top EMEA Network, and Agencies of the Year Terán\TBWA, Mexico for South America, Mark/BBDO, Prague for Eastern Europe, TBWA\Hunt\Lascaris, Sandton (South Africa) for Middle East/Africa and BBDO Bangkok for Asia/Pacific.

Source: www.adforum.com

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