

ADC Awards announces 2020 Global Creative Rankings

Based on results of last week's ADC 99th Annual Awards show, the ADC Awards has announced its 2020 Global Creative Rankings.



ADC 99th Annual Awards Week: TBWA\Media Arts Lab wins Best of Show and Agency of the Year

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Led by the strong awards performance of “Bounce” for Apple, TBWA\Media Arts Lab Los Angeles landed the top agency position in the world in the ADC Awards 2020 Global Rankings, revealed today following last week’s ADC 99th Annual Awards celebrations.

Rankings are determined by the cumulative point totals of ADC Cubes and Merits won. The complete rankings, based on winners from 33 countries and sortable by Agency, In-House Agency/Studio, Network, Awards, Country and Creative, can be viewed [here](#).

Highlights of the rankings, with links to details on performance at this year’s ADC 99th Annual Awards, are below:

ADC 2020 Global Top 25 Agency Creative Ranking:

1. TBWA\Media Arts Lab Los Angeles
2. Scholz & Friends Berlin
3. BBDO New York
4. Goodby Silverstein & Partners San Francisco
5. McCann New York
6. FCB Chicago
7. Serviceplan Germany Munich
8. Dentsu Tokyo and Spotify In-House New York (tied)
10. FCB/SIX Toronto
11. antoni garage Berlin
12. Superunion London
13. DDB Paris
14. FCBX Chicago
15. 72andSunny Los Angeles
16. Heimat Berlin
17. achtung! Hamburg, BBDO Pakistan Lahore and Impact BBDO Dubai (tied)
20. BBDO Minneapolis
21. BETC Paris
22. Jones Knowles Ritchie London
23. No Fixed Address Toronto
24. Jung von Matt Hamburg
25. Serviceplan Korea Seoul

ADC 2020 Global Creative Ranking

1. Matthias Spaetgens, Scholz & Friends Berlin
 2. Greg Hahn, formerly BBDO New York
 3. David Lubars, BBDO Worldwide
 4. Oliver Handlos, Scholz & Friends Berlin, Robert Krause, Scholz & Friends Berlin (tied)
 5. Gail Bichler, *The New York Times* New York
- Six creatives tied at 7th

ADC 2020 Global Top 10 In-House Agency/Studio Creative Ranking

1. Spotify In-House New York
2. Google Brand Studio San Francisco
3. RT Moscow
4. Squarespace New York
5. National Theater London
6. Creative X San Francisco
7. IBM Originals New York, *O, The Oprah Magazine* New York, Pepsico Design & Innovation New York, Verizon New York (tied)

ADC 2020 Global Top 10 Network Creative Ranking

1. TBWA Worldwide
2. BBDO Worldwide
3. Commarco
4. FCB Global
5. DAS

6. McCann Worldgroup
7. Dentsu
8. MDC Partners
9. DDB Worldwide
10. Hakuhodo

ADC 2020 Top 10 Country Creative Ranking

1. United States
2. Germany
3. Canada
4. Mainland China
5. Japan
6. United Kingdom
7. France
8. Brazil
9. United Arab Emirates
10. Sweden

“These results are particularly significant because the ADC Annual Awards is one of the only shows to have a recognised global awards ranking this year,” said Kevin Swanepoel, CEO, The One Club for Creativity. “The creative community around the world will look to this ranking to see how they measure up in terms of excellence in craft and innovation, as decided by a leading global jury of their peers.”

The ADC 99th Annual Awards is the world’s longest continually-running global awards program honouring excellence in craft and innovation. It is part of The One Club for Creativity, the world’s leading nonprofit organisation supporting and celebrating the global creative community.

The One Club awards shows each have their distinct focus. ADC Annual Awards juries maintain their long-running concentration as the champion for craft, design and innovation, while The One Show judges focus on creativity of ideas and quality of execution.

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