



# effie AWARDS

## IRELAND

### 2021 Effie Index

The Effie Index identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analysing finalist and winner data from Effie Awards Ireland.

#### Points for the 2021 Effie Index are distributed as follows:

Primary agencies, marketers and brands receive:	
Grand Effie Winner/Platinum Winner	12 Points
Gold Effie Winner	8 Points
Silver Effie Winner	6 Points
Bronze Effie Winner	4 Points
Effie Shortlist	2 Points

  

Contributing agencies receive:	
Grand Effie Winner/Platinum Winner	6 Points
Gold Effie Winner	4 Points
Silver Effie Winner	3 Points
Bronze Effie Winner	2 Points
Effie Shortlist	1 Point

#### **Eligibility Time Period**

*For the 2021 Effie Index, data from Effie Awards Ireland announced on 23 September 2021 qualify.*

#### **Year to Year Comparisons**

*Effie Index rankings are a result of Effie Award Winner/finalist point aggregation over a single year. Rankings are not cumulative year over year.*

#### **Database Research**

*While every effort has been made to ensure the accuracy and completeness of the Effie Index, Effie Awards Ireland cannot accept liability with respect to errors or omissions. If you notice inconsistencies or errors with the data, please let us know. Rankings can be updated periodically in order to correct inconsistencies, errors or omissions.*



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AGENCY	RANKING	POINTS
Core	1	56
Boys + Girls	2	26
Folk Wunderman Thompson	3	24
In the Company of Huskies	4	22
The Brill Building	4	22
Mediacom	5	18
Rothco   Accenture Interactive	5	18
Publicis Dublin	6	17
Bonfire	7	16
TBWA Dublin	8	14
The Public House	8	14

BRAND	RANKING	POINTS
Breakthrough Cancer Research	1	22
Society of Saint Vincent de Paul	2	18
ALONE	3	16
Three Ireland	4	14
An Post	5	12
Health Service (HSE / Dept. of Health)	6	10
Vodafone	6	10
Diageo - Baileys	7	8
EPIC The Irish Emigration Museum	7	8
Heineken 0.0	7	8
ŠKODA	7	8



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IRELAND

<b>TOP 5 CREATIVE AGENCY RANKING</b>	<b>RANKING</b>	<b>POINTS</b>
Boys + Girls	1	26
Folk Wunderman Thompson	2	24
In the Company of Huskies	3	22
The Brill Building	4	22
Core	5	19



# **effie**AWARDS

IRELAND

<b>TOP 5 MEDIA AGENCY RANKING</b>	<b>RANKING</b>	<b>POINTS</b>
Core	1	37
Mediacom	2	18
PHD Ireland	3	12
Irish Media Agency	4	11
OMD Ireland	5	8