

Top brands for creativity

WARC

Top 10 brands in the 2026 WARC Creative 100

2026 Rank	2025 Rank if in top 50	Brand	Advertiser	Points
1	2	Heineken	Heineken	786.6
2	1	Apple	Apple	602.7
3	4	McDonald's	McDonald's	540.5
4	6	Coca-Cola	The Coca-Cola Company	525.5
5	17	IKEA	IKEA	468.4
6	7	Mastercard	Mastercard	444.3
7	12	Burger King	Restaurant Brands International	438.9
8	14	KFC	Yum! Brands	434.1
9	*New	Vaseline	Unilever	403.3
10	8	Dove	Unilever	399.2

Source: WARC.com



Top agencies for creativity

WARC

Top 10 agencies in the 2026 WARC Creative 100

2026 Rank	2025 Rank if in top 50	Agency	Location	Points
1	2	Le Pub	Milan	831.5
2	7	Serviceplan	Munich	821.7
3	1	Publicis Conseil	Paris	700.9
4	16	Area 23	New York	675.0
5	5	Rethink	Toronto	629.3
6	3	VML	New York	626.6
7	11	Ogilvy	New York	597.9
8	12	FCB	New York	545.9
9	27	Africa	São Paulo	524.9
10	4	DAVID	Madrid	520.5

Source: WARC.com

