

## 2019 Effie Index ranks WPP as number one communications company in the world

The 2019 Effie Index has ranked WPP as the most effective marketing communications company in the world. The Effie Index recognises companies that deliver measurable business results for clients; it reflects companies' cumulative success in 46 national, regional and multinational Effie Awards competitions, based on 3,753 finalist and winning entries during 2018.

The award, which WPP has won for the last eight years, is the industry's benchmark for effectiveness in terms of demonstrable results for clients.

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