

TBWA\Worldwide named Adweek's 'Global Agency of the Year'

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TBWA\Worldwide was recently named Adweek's 2018 'Global Agency of the Year'. Adweek, the United States-based publication covering the brand marketing ecosystem, is a publication devoted to advertising and marketing.



TBWA was recognised for its creative product from numerous agencies around the world, for an array of global clients, including Apple, Nissan and McDonald's, among others. The Adweek profile can be viewed [here](#).

"Each year, our editors look for a 'Global Agency of the Year' that's advancing creative excellence, championing diversity, strengthening its operations in key markets and developing new offerings that illustrate the value of a modern agency," says David Griner, creative and innovation editor, Adweek.

"For 2018, TBWA\Worldwide was our selection committee's unanimous choice due to its outstanding work, client success and dynamic leadership around the world," adds Griner.

Regionally, the TBWA\ collective has also been recognised as Regional Network of the Year at the Loeries and was leading the South African polls at Cannes, One Show, the Clio's and D&AD.

Both TBWA\Group and TBWA\Hunt\Lascaris currently hold the Creative Circle Ranking for 2018 as leading South Africa group and individual agency, respectively. GRID Worldwide recently secured the title of Specialist Agency of the Year at the AdFocus Awards for the seventh time.

"2018 has been a good year because of the hard work and strategic planning put into place in 2017. We've had a pretty decent year of recognition, especially against the goal we set ourselves in terms of international recognition," says Sean Donovan, TBWA\South Africa Group CEO.

"Much of this recognition speaks to creative awards, but it reflects much more than creative output only. It reflects the changes we have made to the operating systems of our agencies by innovating in the areas of data, social listening, content production, tech platforms, collaboration and, of course, talent," adds Donovan.

"To be recognised as 'Global Agency of the Year' is especially rewarding because it demonstrates the power of our entire

collective," says Troy Ruhanen, president and CEO, TBWA\Worldwide.

"It's recognition of our re-commitment to Disruption®, our portfolio of shape-shifting creative work, as well as our ability to scale at speed innovations and find new pathways of growth. [It's recognition of] our belief in founder culture, gender equality and diversity efforts, and the great talent in our agencies around the world. We are also incredibly grateful to our clients, who entrust us with their brands and partner with us to disrupt again and again," adds Ruhanen.

"We are still in progress, and our best days are ahead," Ruhanen concludes. "As a creatively driven company, we will always be looking for the next thing: the next partner to work with, new ways of working and new talent and clients who want to put a dent in the universe. We will use this distinction as motivation to achieve even more in 2019, and beyond."

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