

Iceland makes it to the Nordic summit

As Nord DDB once again ranks as the Nordic region's most creative agency, Icelandic Brandenburg takes place eleven on the top list.

Iceland's most creative advertising agency is well qualified as their results in Cannes Lions were equivalent to Nord DDB's. Brandenburg's lion harvest, in the form of a bronze for the rebranding of Iceland's iconic energy drink Orka, was surpassed only by Oatly's Department of Mind Control, TBWA Helsinki and Åkestam Holst NoA.

The entry *New Gen Energy* portrays Orka as an authentically inclusive brand that allows people to think outside and beyond boxes, dancing to a different beat. It positions the drink as Icelandic the moodenhancing drink traveling at the speed of culture.

“With a tiny population and a tiny market an award like this hopefully helps companies to more daring approaches”, says Bragi Valdimar Skúlason, CEO of Brandenburg.

The agencies Creative Director Arnar Hallórsson adds: “Macho is driving the energy drink category. So our approach was going Anti Macho! The design sends a message that Orka is for everyone, everywhere – no matter your angle, no matter your perspective.”

This year's Cannes results brought TBWA, one of the agencies with a unified Nordic offering, to second place in the ranking. TBWA Helsinki has eight different entries shortlisted in at least one of the selected award shows with the Cannes shortlisting of *Lethal Trends Warning System* for the client Mannerheim League For Child Welfare. Iceland's TB Pipar TBWA also contributed by winning a prize in Iceland's leading award show, Lúðurinn.

The 15 Most Creative Agencies in the Nordic countries

Agencies creativity ranked in June 2024 by the number of awards in selected award shows and the number of unique and rare jobs, shortlisted in at least one of the shows using the Indikat way of ranking creativity*.

Rank	Agency	Cannes Lions	Euro-best	One Show	YouTube Works	national gold	national silver	unique jobs
1	NORD DDB	1	10	8		5	14	25
2	TBWA	1	1			7	7	10
3	Oatly Department of Mind Control	3		4		1	1	8
4	Åkestam Holst NoA	2		1		1	6	11
5	Forsman & Bodenfors	1		1		2	6	9
5	Prime Weber Shandwick	1	2	6		1	2	2
7	Accenture Song	1	1	5			1	5
8	& Co. NoA			1		1	10	10
9	TRY, Oslo	1	1			5	2	5
10	Hello Monday Dept®				1	4	4	7
11	New-Land, Copenhagen		4			2	1	4
11	BBDO Nordics		1	1	1		2	4
11	Brandenburg	1				5		4
14	Supercell, Helsinki	1		4				3
15	Publicis Groupe		1		1	1	1	3

Note: *Indikat ranks *The most Creative Agencies* by composing creative width and height. The creative width of an advertising agency is determined by the number of “rare jobs” i.e. unique and different jobs/entrants that reaches a certain level of creativity. At the present that level is to be 1) shortlisted in the latest edition of at least one of the selected international awards shows or 2) awarded at least a silver award in a principal national competition. The creative height is figured by the most prestigious award an entrant is granted by the jury of each of the selected shows. The international award shows that lay the foundation for Indikat's ranking of creativity is Cannes Lions, The One Show, Eurobest and The Nordic YouTube Works Awards. Agencies with the same score share place in the ranking.

Source: www.NordicIndikat.com>>>

Tough times

Swedish and Norwegian advertising agencies are having a tough time. This is shown by the rapid drop in entries to this year's Cannes Lions. It is reasonable to assume that the advertising market looks similar in the other Nordic countries.

That raises a question: Is the economic climate the reason for the meagre result for Nordic agencies in the 2024 show?

The Nordic as a region was completely without golden lions and then of course as well without any Grand Prix. And that have Swedish agencies spoiled us with over the years. However, the now noted decline follows several years during which Swedish creativity has lost ground internationally.

As recently as three years ago, Sweden took home three Grand Prix,

one gold, 18 silver and bronze lions along with another 44 nominations. Compare that with this year, when the Nordic agencies all together won four silvers, twelve bronze and 57 nominations.

Komm, The Swedish Communicating Agency's association, claims that Swedish creativity is now "exported", i.e. influential creators have chosen to look abroad for more rewarding challenges. There is of course some truth in that, but the fact that decay in Sweden is concurrent with the decline in other Nordic countries requires that a more general explanation within the framework of what is common to our countries. Determining the similarities entails difficulties, while it is easier to point out differences in such things as language, business culture and hierarchies.



Since the work of ranking The Most Creative Agencies in the Nordics is in its infancy, it looks like part of my job going forward will be to explore these similarities. If that means that I have to travel to Iceland to visit Brandenburg, Her & Nú and Cirkus, so be it. I'm actually looking forward to that.

It's also fabulous that those of you who read this share with me your thoughts on the matter.

The Indikat way of ranking creativity

Indikat ranks The most Creative Agencies by composing creative width and height. The creative width of an advertising agency is determined by the number of "rare jobs" i.e. unique and different jobs/entrants that reaches a certain level of creativity. At the present that level is to be 1) shortlisted in the latest edition of at least one of the selected international award shows or 2) awarded at least a silver award in a principal national competition.

The creative height is figured by the most prestigious award an entrant is granted by the jury of each of the selected shows.

Which shows that are selected is decided in a dialogue with influential agencies. A Grand Prix at Cannes Lions gives for example the highest possible scorecard points while silver in a national show primarily give an agency scorecard-points for creative width.

Nord DDB and TBWA are agency brands that offers one common service to Nordic advertisers regardless of country of entry. Scorecard points for this kind of agencies is accumulated from the awards and shortlistings from all their branches with the same disclaimers concerning uniqueness and prestige that guidelines creative width and height for singular agencies.

Winning entrants that have been entered by several agencies in cooperation gives scorecard points to each of the entering agencies. This applies also to the branches of all-Nordic agencies.

These are the international award shows that lay the foundation for Indikat's method of ranking creativity among Nordic agencies.

Cannes Lions is where the advertising and communications industry get together to celebrate the world's best advertisement work. The festival is food for thought and ideas to every corner of the creative marketing community.

The One Show, arranged by The One Club for Creativity, with the purpose to support and celebrate the success of global creative community. The One Show represents, in our ranking, an American based aspect of creativity.

Eurobest champions and honors creative excellence across Europe. It recognizes work that is ground-breaking, bold and drives the future of the communications industry.

The Nordic YouTube Works Awards celebrates and champions the brilliant minds producing the most innovative and effective campaigns on YouTube within the Nordic countries. Owned by Google, the YouTube Works Awards are celebrated in 15+ markets.

Creative agencies ranked 16-54 in the Nordics

Agencies creativity ranked in September 2024, by the number of awards in selected award shows and the number of unique and rare jobs, shortlisted in at least one of the shows, using the Indikat way of ranking creativity.

Rank	Agency	Cannes Lions	Euro-best	One Show	YouTube Works	national gold	national silver	unique jobs
16	Anorak NoA, Oslo					3		5
16	ANTI, Oslo					3		4
18	Robert/Boisen & Like-minded		2			4	9	4
19	OMD			5			1	4
19	Bold Scandinavia NoA			2				4
21	Erma&Reinikainen	1				4	2	3
21	Garbergs, Stockholm			2				4
21	Uncle Grey, Copenhagen			5		1		3
24	Reaktor, Helsinki		1				4	3
25	Worth Your While					1	4	3
25	United Imaginations					2	6	3
27	Kurppa Hosk, Stockholm			1				3
27	Mindshare, Stockholm			1				3
27	Perfect Fools		1					3
27	Pong						3	3
27	KING						2	3
27	ABBY.WORLD, Stockholm			1		1	1	2
33	Morgenstern, Oslo						2	3
33	Hér & Nú					2		2
33	Cirkus					2		2
37	Bob the Robot Noa	1					1	2
38	POL, Oslo							3
38	PHD				1			2
38	Stendahls, Göteborg			1			3	2
38	Tvist					3		2
38	Bob the Robot Noa	1					1	2
41	hasan&partners, Helsinki		1				2	2
41	Studio 28K					3	1	2
41	Marketsquare					2	1	2
41	Urgent.Agency						2	2
41	Kid					1		2
41	Marina Veziko						4	2
41	SEK						4	2
41	Staart						4	2
41	Tino Nyman						4	2
51	Bryner Creative						1	2
51	Publicis, Malmö				1			1
51	Bedow, Stockholm			1		1		1
54	13							2
54	Ingo Stockholm							2
54	M&C Saatchi							2
54	Obeya							2

Source: www.NordicIndikat.com>>>

Creative agencies ranked 58-64 in the Nordics

Agencies creativity ranked in September 2024, by the number of awards in selected award shows and the number of unique and rare jobs, shortlisted in at least one of the shows, using the Indikat way of ranking creativity.

Rank	Agency	Cannes Lions	Euro-best	One Show	YouTube Works	national gold	national silver	unique jobs
58	Lego inhouse	1						1
58	Elg				1			1
58	Lucky View				1			1
58	Precis Digital				1			1
58	Folk Finland			1		2	2	1
58	Hvita húsið					1		1
64	NoA Ignite			1				1
64	Honeytrap		1					1
64	Seventy Agency		1					1
64	Bien					1		1
64	Ennemm					1		1
64	DR Design					1		1
64	Droga 5					1		1
64	Salvador					1		1
64	Studio GAL					1		1
64	TV 2 Creative					2		1
64	Wavemaker, Copenhagen					1		1
64	Icelandia					1		1
64	Line Hestness					1		1
64	T Hogness, G Gjokaj & al				1		1	
64	WAL					1		1
64	2SAH					1		1
64	Edelman Sweden					1		1
64	New Normal					1		1
64	Common Helsinki					1		1
64	Emmi Nyqvist (Unicus)					1		1
64	Helsinki Playground					1		1
64	Make it Simple					2		1
64	Marika Majjala					2		1
64	Mellow Minutes Ry					1		1
64	S&Co ja Studio Lotta Niemine					1		1
64	S Pitkänen & S Rajalin & al					2	2	1
64	Sherpa					1		1

Local shops – part of network agency brands

Creative results, as of September 2024 for local shops included in the agency brand's totaled creativity, by the number of awards in selected award shows and the number of unique and rare jobs, shortlisted in at least one of the shows.

Local agency	Cannes Lions	Eurobest	One Show	YouTube Works	national gold	national silver	unique jobs
NORD DDB, Stockholm	1	8	5		2	6	18
TBWA, Helsinki	1	1			6	4	8
NORD DDB, Copenhagen		3					1
NORD DDB, Helsinki		1	3			4	3
NORD DDB, Oslo		1			3	3	5
Publicis Kitchen, Oslo		1			1	1	2
OMD, Copenhagen			5			1	2
Bold Scandinavia NoA, Copenhagen			1			2	3
Bold Scandinavia NoA, Stockholm			1				1
TBWA Stockholm					1	3	3
TB Pipar TBWA, Iceland							1

Source: www.NordicIndikat.com>>>

No Gold Lion to any Nordic agency

Lions awarded to Nordic agencies at Cannes Lions in June 2024.

Agency	nation	silver	client	bronze	client	shortlists
Oatly Department of Mind Control	SE	3	Oatly (4)			4
TBWA, Helsinki	SF	1	Fortum + Fishheart			5
Åkestam Holst NoA	SE			2	Talita (2)	5
Prime Weber Shandwick	SE			1	Husqvarna	6
NORD DDB, Stockholm	SE			1	Telenor	4
TRY, Oslo	NO			1	Ikea	4
Forsman & Bodenfors	SE			1	Getinge	3
Lego	DK			1	Lego	2
Bob the Robot Noa	SF			1	Musti Ja Mirri	2
Erma & Reinikainen	SF			1	Musti Ja Mirri	2
Accenture Song	DK			1	Metroselskabet	1
Brandenburg	IS			1	Olgerdin	1
Supercell	SF			1	Brawl Stars	1

Notes: Shortlist = all entries shortlisted regardless of unique och common entry.

Entries entered in cooperation counts as prize awarded to each of the entering agencies.

Sources: CannesLions.com, NordicIndikat.com

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