

# Ariel's Share the Load named as world's best marketing campaign

AWARD WINNING

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An Ariel campaign from India has been named as the No 1 campaign in the WARC 100, an annual ranking of marketing campaigns based on their business impact.

[Share the Load](#) was created and executed for the Procter & Gamble brand by MediaCom Mumbai and BBDO Mumbai. It included film which encouraged men to share the weight of household chores and was supported by campaign specific packaging. The impact was such that value and volume sales rose by 106% and 105% respectively.

The WARC ranking is now in its fourth year and is designed to assess campaigns based on their ability to deliver performance using the results of effectiveness and strategy competitions around the world.

The number two campaign was the John Lewis Christmas advertising work from 2012-2015 and the number three campaign was Lucy the Robot from Australia.

Ariel was named as the No 2 brand globally behind Vodafone, with parent company Procter & Gamble taking the No 1 spot for Advertisers. MediaCom's parent company WPP was named the No 1 agency holding company.

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