



In 2009 The Creative Circle abandoned the points ranking system, in favour of an Olympic Table. The reason being that it was felt that undue focus was being placed on calculating and allocating awards points and weighting the various award shows against each other according to their “relative value”.

Then, for the first time, Cannes Lions published a comprehensive report in 2009 ranking the top performers in their competition including agencies, creatives, brands and production companies among others. The Loerie Awards also published a ranking system in 2010 and other international award shows have followed suit in 2011. The reason that award shows are moving towards publishing this type of report is to offer a transparent mechanism to review the outcome of the awards, and to avoid different and often confusing claims by the winners.

The Creative Circle will now publish a consolidated report of agency rankings using these objective third party reports, that does not weight one award show over another. This has been done by using a simple “flattened” system that allocates points to agencies based on where they have been placed in each awards show’s ranking. For example the highest ranked agency at Cannes has received the same points as the highest ranked agency at The Loerie Awards.

Points are awarded for the top 10 places at each award show, based on the Formula One motor racing system – with 25 points awarded for 1<sup>st</sup> place, down to 1 point for 10<sup>th</sup> place. This then gives an overall ranking of the top 10 individual agencies and the top 10 agency groups, as well as Large, Medium and Small agencies for each Creative Circle endorsed award.

Feel free to give me a shout if you have any questions

Regards

Brett

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