

Ogilvy & Mather Named Global Agency of the Year by Adweek

New York, N.Y., December 5, 2016 – Adweek has selected Ogilvy & Mather as their 2016 Global Agency of the Year. The publication focused on the range of creative diversity as well as the agency’s unmatched ability to combine creativity and effectiveness across the world as key reasons for the win.

“We are both humbled and honored to receive this award,” said Ogilvy & Mather Worldwide Chairman and CEO John Seifert. “At Ogilvy, we exist to make our clients’ brands matter. This award is a true testament to the leadership, creativity and talent across our company, and to the bravery of our clients who entrust their brands to us each and every day.”

Adweek attributed the success of Ogilvy’s work to its consistency in talent development and leadership as well as the agency’s dedication to creativity and an ongoing commitment to the company’s central strategy—the Twin Peaks of “Pervasive Creativity and Effectiveness.”

In selecting Ogilvy, Adweek also cited the agency’s growth with clients such as Nationwide and Lenovo, its commitment to all of its employees as recognized by both Working Mother and the Corporate Equality Index as well as its continued growth in reputation, capabilities, and most notably in living up to the agency’s raison d’etre since the days of David Ogilvy: to Make Brands Matter.

Ogilvy & Mather Worldwide Chief Creative Officer and Co-Chairman Tham Khai Meng, said, “This is a great honor. This achievement was made possible by everyone—our talented people and our brave clients—putting creativity at the center of what we do everyday. Brave clients beget brave provocative work, and courage today is needed more than ever. It is all down to the hard work and the belief in the power of creativity in business on both sides of the aisle.”

The win tops off a remarkable year for Ogilvy as the company was named Cannes Lions Network of the Year for the fifth consecutive year and the World’s Most Effective Agency Network of the Year by the EFFIEs.

Read the Adweek feature [here](#).

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About Ogilvy & Mather

Ogilvy & Mather is one of the largest marketing communications companies in the world. It was named the Cannes Lions Network of the Year for five consecutive years, 2012, 2013, 2014, 2015 and 2016; the EFFIEs World's Most Effective Agency Network in 2012, 2013 and 2016; and Adweek's Global Agency of the Year in 2016. The company is comprised of industry leading units in the following disciplines: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; health care communications; direct, digital, promotion and relationship marketing; consulting, research and analytics; branded content and entertainment; and specialist communications. O&M services Fortune Global 500 companies as well as local businesses through its network of more than 500 offices in 126 countries. It is a WPP company (NASDAQ:WPPGY). For more information, visit <http://www.ogilvy.com> or follow Ogilvy on Twitter at @Ogilvy and on Facebook.com/Ogilvy.