

SMARTIES

BUSINESS IMPACT INDEX

BUSINESS IMPACT INDEX – EMEA

BII is the first and only global mobile marketing index that identifies, ranks and awards top agencies, advertisers, brands and technology enablers driving significant business impact through modern marketing across the global MMA's 14 regions. Entrants are automatically submitted into the Index after winning a SMARTIES Award in-country at the 2021 galas and adjudicated according to WARC's criteria.

Creative agencies regional

Rank	Agency	Agency Location	Country	Region
1	Wunderman Thompson	Istanbul	Turkey	Europe
2	Standby Creative Group	Istanbul	Turkey	Europe
3	Wunderman Thompson	Johannesburg	South Africa	Africa
4	Cats & Dogs	Istanbul	Turkey	Europe
5	Reklamania	Istanbul	Turkey	Europe
6	VMLY&R	Istanbul	Turkey	Europe
7	Leo Burnett	Beirut	Lebanon	Africa
8	DUKE	Cape Town	South Africa	Africa
9	Reklamania	Istanbul	Turkey	Europe
10	Contentine	Istanbul	Turkey	Europe
11	Publicis	Istanbul	Turkey	Europe
12	VMLY&R	Cape Town	South Africa	Africa
12	Ogilvy	Cape Town	South Africa	Africa
14	Ogilvy	Istanbul	Turkey	Europe
15	Wieden+Kennedy	Amsterdam	Netherlands	Europe
16	GTB	Dubai	Emirates United Arab	Middle East
17	Leo Burnett	Dubai	Emirates United Arab	Middle East
18	Havas	Dubai	Emirates	Middle East
19	Nabulu	Istanbul	Turkey	Europe
20	BRAND Et Al	Pretoria	South Africa	Africa
21	TBWA\Istanbul	Istanbul	Turkey	Europe
22	Bind	Altrincham	UK	Europe
23	Nays	Istanbul	Turkey	Europe
23	Khargarue Media	Dar es Salaam	Tanzania	Africa
25	Metro8909	Johannesburg	South Africa	Africa

25	Alametifarika	Istanbul	Turkey	Europe
25	365 Derece	Istanbul	Turkey	Europe
25	The Gang Agency	Istanbul	Turkey	Europe
25	H2O United	Istanbul	Turkey	Europe
30	Publicis	Copenhagen	Denmark	Europe

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Media agencies regional

Rank	Agency	Agency Location	Country	Region
1	OMD	Istanbul	Turkey	Europe
2	Mindshare	Istanbul	Turkey	Europe
3	Carat	Istanbul	Turkey	Europe
4	Havas Sports & Entertainment	Paris	France	Europe
5	UM	Dubai	United Arab Emirates	Middle East
6	Mindshare	Moscow	Russia	Europe
7	Magna	Dubai	United Arab Emirates	Middle East
8	Neodigital	Istanbul	Turkey	Europe
9	Wavemaker	Istanbul	Turkey	Europe
10	Spark Foundry	Riyadh	Saudi Arabia	Middle East
11	MediaCom	Istanbul	Turkey	Europe
12	Mindshare	Stockholm	Sweden	Europe
13	UM	Riyadh	Saudi Arabia	Middle East
14	Zenith	Johannesburg	South Africa	Africa
15	Intimedia	Sandton	South Africa	Africa
16	PHD	Cape Town	South Africa	Africa
17	MediaCom	London	UK	Europe
18	Havas Media	Istanbul	Turkey	Europe
19	Starcom	Copenhagen	Denmark	Europe
20	People	Istanbul	Turkey	Europe
21	Havas Media	Dubai	United Arab Emirates	Middle East
22	OPN	Istanbul	Turkey	Europe
23	Starcom	Dubai	United Arab Emirates	Middle East
24	Kagiso Manzana	Johannesburg	South Africa	Africa
25	Magna	Cairo	Egypt	Africa
26	Mindshare	Madrid	Spain	Europe

26	Arena Media	Madrid	Spain	Europe
26	m/SIX	Madrid	Spain	Europe
29	Spark Foundry	Dubai	United Arab Emirates	Middle East
29	OMD	Riyadh	Saudi Arabia	Middle East
31	UM	Abu Dhabi	United Arab Emirates	Middle East
32	Ingage	Istanbul	Turkey	Europe
33	UM	Cairo	Egypt	Africa
33	The Media Shop	Johannesburg	South Africa	Africa
35	Mindshare	Milan	Italy	Europe
35	PATH GmbH	Düsseldorf	Germany	Europe
35	Initiative	Oslo	Norway	Europe
38	Durham	Cape Town	South Africa	Africa
38	Forward Media	Istanbul	Turkey	Europe
38	MG Media	Istanbul	Turkey	Europe
38	Initiative	Jeddah	Saudi Arabia	Middle East
38	MediaCom	Dubai	United Arab Emirates	Middle East
43	PHD	Oslo	Norway	Europe
43	MediaCom	Copenhagen	Denmark	Europe
45	Initiative	Riyadh	Saudi Arabia	Middle East

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Digital services agencies regional

Rank	Agency	Agency Location	Country	Region
1	Yonder	JHB & Cape Town	South Africa	Africa
2	Hellosquare	Durban	South Africa	Africa
3	Mark1	Cape Town	South Africa	Africa
3	Oliver South Africa	Randburg	South Africa	Africa
5	-99 design studio	Istanbul	Turkey	Europe
6	Studio M	Dubai	United Arab Emirates	Middle East
7	Positive Dialogue	Cape Town	South Africa	Africa
7	milklab	Istanbul	Turkey	Europe
9	Etcetera	Istanbul	Turkey	Europe

10	Mojo	Dubai	United Arab Emirates	Middle East
11	newton.ddc	Istanbul	Turkey	Europe
12	adXclusive	Istanbul	Turkey	Europe
13	Senfonico	Istanbul	Turkey	Europe
14	Bruce Clay	Dubai	United Arab Emirates	Middle East
15	Digitas Liquorice	Cape Town	South Africa	Africa
15	Rooftop	Gqeberha	South Africa	Africa
17	Tribal Worldwide	Istanbul	Turkey	Europe
18	Atomic Digital Design	Stockholm	Sweden	Europe
19	Rafineri	Istanbul	Turkey	Europe
20	Brainbow Conscious Creatives	Johannesburg	South Africa	Africa
20	Edelman	Johannesburg	South Africa	Africa
22	Flow Communications	Johannesburg	South Africa	Africa
22	Reload	Kloof	South Africa	Africa
24	yellowHEAD	Tel Aviv	Israel	Middle East
25	4129Grey	Istanbul	Turkey	Europe
25	51 Digital	Istanbul	Turkey	Europe
25	Performics	Istanbul	Turkey	Europe
25	MullenLowe Profero	Abu Dhabi	United Arab Emirates	Middle East
29	HD Media	Gauteng	South Africa	Africa
30	Revolvia	Istanbul	Turkey	Europe
31	Kompüter	Istanbul	Turkey	Europe

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Solution provider regional

Rank	Tech provider	Location	Region
1	AdColony	Turkey	Europe
2	AdColony	South Africa	Africa
3	InMobi	United Arab Emirates	Middle East
4	Futuretech Media	South Africa	Africa
5	PR Machine	South Africa	Africa
5	MatchKit	South Africa	Africa
7	Boomads	Turkey	Europe

8	MEmob+	United Arab Emirates	Middle East
8	InMobi	Saudi Arabia	Middle East
9	Narkoz	Turkey	Europe
10	Praekelt Consulting	South Africa	Africa
11	Mail.ru Group Innovation		
11	Unit	Russia	Europe
12	Kaizen Technology	Turkey	Europe
13	AYM Commerce	Lebanon	Africa
13	Veyron Marketing	Saudi Arabia	Middle East
13	Anghami	United Arab Emirates	East
16	Hype	Turkey	Europe
16	Adform	Turkey	Europe
16	Facebook	Turkey	Europe
16	WhatsApp	Turkey	Europe
16	Mall IQ	Turkey	Europe
21	Digify Africa	South Africa	Africa
21	Unite Ad	Turkey	Europe
23	Google	United Arab Emirates	Middle East
23	Facebook	United Arab Emirates	East
25	Mind+Matter	UK	Europe
25	Snap Inc	Sweden	Europe
27	ArabyAds	United Arab Emirates	Middle East
27	PMX	United Arab Emirates	East
29	Studio 94	United Arab Emirates	Middle East
29	MEmob+	Saudi Arabia	East
31	Vodacom	South Africa	Africa
31	HoloNext	Turkey	Europe
33	3Rock AR	UK	Europe
34	Mobiclicks	South Africa	Africa
35	Kiyani Media	United Arab Emirates	Middle East
35	Generation 3D	United Arab Emirates	East
37	Gameloft	France	Europe
37	Meta	UK	Europe
39	Goodroll	Turkey	Europe
40	Deezer	Turkey	Europe
41	Bluegrass Digital	South Africa	Africa
41	LocumBase	South Africa	Africa

43	Onedio	Turkey	Europe
43	Jivox	Turkey	Europe
43	Google	Turkey	Europe
46	Silverpush	Egypt	Africa
46	Musionxrtech	Turkey	Europe Middle
48	TikTok	United Arab Emirates	East
49	Verve Group	Germany	Europe
49	Thompson Brand Partners	UK	Europe
49	Brook	UK	Europe
49	YOC	Germany	Europe
49	AdMaxim	UK	Europe
54	Upstream	South Africa	Africa
54	LACIVERT Digital Services	Turkey	Europe
54	Fluid	Turkey	Europe
54	Clubhouse	Turkey	Europe
	4PLAY Mobile Creative		
54	People	Turkey	Europe
54	Livad	Turkey	Europe
54	Fizy	Turkey	Europe Middle
54	VDX.tv	United Arab Emirates	East