

The ICA's **Creative Power Advisory Group**, met in March 2023 to decide on the methodology that will be used to create the Creative Power List 2024 based on performance in 2023. Supported by leading audit, tax, and consulting firm, Grant Thornton LLP, the ICA will publish the 2024 rankings in January 2024.

The international awards that count:

1. Cannes Lions
2. CLIO
3. D&AD
4. Effie Awards (*Global and non-Canadian national schemes*)
5. Immortal Awards
6. The One Show

Then the national shows:

1. ADCC Awards
2. CMA Awards
3. Effie Awards Canada
4. Marketing Awards

BUILDING THE NATIONAL WEIGHTING

In 2022 the following number of awards were issued by the national programs:

1. ADCC Awards - 319
2. CMA Awards - 136
3. Effie Awards Canada - 28
4. Marketing Awards - 64

Therefore, a scoring multiple is applied to bring impact balance:

1. ADCC = $\times 1$
2. CMA = $\times 2.3$
3. Effie Awards Canada = $\times 11.4$
4. Marketing = $\times 5.0$

The weighting value being created as follows:

1. ADCC = 319 or 24.6%
2. CMA = 312.8 or 24.6%
3. Effie Awards Canada = 319.2 or 25.1%
4. Marketing = 320 or 25.2%

This delivered a scoring mechanic as follows:



ADCC



CMA



Effie Awards Canada



Marketing

	ADCC	CMA	Effie Awards Canada	Marketing
Best/Grand Prix	35	80.5	399.0	175.0
Gold	25	57.5	285.0	125.0
Silver	15	34.5	171.0	75.0
Bronze	10	23	114.0	50.0
Shortlist/Finalist	1	2.3	11.4	10.0



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The international scoring across the selected awards is:



Cannes Lions

Points

Titanium and Creative Effectiveness Grand Prix	1000
Grand Prix, including Grand Prix for Good	700
Titanium Lion	600
Gold Lion	500
Silver Lion	300
Bronze Lion	200
Shortlist	20



Clio

Points

Best/Grand Prix	350
Gold	250
Silver	150
Bronze	100
Shortlist	10



D&AD

Points

White Pencil	1000
Yellow Pencil	500
Graphite Pencil	300
Wood Pencil	200
Shortlist	20

Co / Joint Entries

Sometimes entries to award shows are made as co / joint-submissions either by multiple agencies or by the same agency but multiple offices. The points allocated will be divided equally between each entrant in the creation of the Creative Power List.



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effieAWARDS

**Effie Awards
(non-Canada)**

Points

Global Best of the Best - Winner	1000
Global Best of the Best - Contender	100
Grand Prix - National	399
Gold - National	385
Silver - National	171
Bronze - National	114
Shortlist - National	11.4



Immortal

Points

Winner	300
Commendation	100
Finalist	10



The One Show

Points

Best of Show	1000
Best of Discipline	800
Gold Pencil	500
Silver Pencil	300
Bronze Pencil	200
Shortlist	20

This scoring mechanic will now be in place for 2023, so that the industry can transparently see what is on offer for their overall ranking from each award show. The Creative Power Advisory Group will take feedback and review this scoring rubric at the end of 2023 and set out the scoring system for the 2025 Creative Power List.

The Creative Power Advisory Group welcomes feedback on this initiative and its methodology. It is created by the industry for the industry.

Please email any feedback and nominations for the Creative Power Group to scott@theica.ca.