

Fast Company Names TBWA to Its Annual List of the World's Most Innovative Companies for the Second Year in a Row

NEW YORK, March 10, 2020 — TBWA\Worldwide has been named to *Fast Company's* prestigious annual list of the World's Most Innovative Companies for 2020, marking the second year in a row TBWA has been named one of the top 10 most innovative companies in the [Advertising](#) sector.

The list honors the businesses making the most profound impact on both industry and culture, showcasing a variety of ways to thrive in today's fast-changing world. This year's MIC list features businesses across a range of industries from 39 countries.

In naming TBWA, *Fast Company* highlighted the company as a "global network producing creativity on a global scale," celebrating its creative product for brands like Apple, adidas, McDonald's, and Gatorade.

"It's an honor to receive back-to-back recognition as one of *Fast Company's* Most Innovative Companies," said Troy Ruhanen, CEO, TBWA\Worldwide. "We are thrilled the editors recognized our focus on disruptive creativity, innovation, and the diversification of our business over the past year, proving that a global creative collective can be among the most innovative companies in the world."

"This means a lot for our collective talent around the world as they're ultimately our source of innovation," added Luke Eid, Chief Innovation Officer, TBWA Worldwide. "We're lucky to have such brilliant and disruptive minds inside TBWA and I'm excited to see what we can create for our clients this year."

The list provides both a snapshot and a road map for the future of innovation across the most dynamic sectors of the economy. In creating the list, *Fast Company's* editors and writers sought to identify the most groundbreaking businesses on the planet and across myriad industries. They also judged nominations received through their application process.

"At a time of increasing global volatility, this year's list showcases the resilience and optimism of businesses across the world. These companies are applying creativity to solve challenges within their industries and far beyond," said *Fast Company* senior editor Amy Farley, who oversaw the issue with deputy editor David Lidsky.



Fast Company's Most Innovative Companies issue (March/April 2020) is now available online at fastcompany.com/most-innovative-companies/2020, as well as in app form via iTunes and on newsstands beginning March 17, 2020. The hashtag is #FCMostInnovative.

About TBWA\Worldwide

TBWA is The Disruption® Company: the cultural engine for 21st century business. Named one of the World's Most Innovative Companies by Fast Company and Adweek's 2018 Global Agency of the Year, we create disruptive ideas that locate and involve brands in culture, giving them a larger share of the future. Our collective has 11,300 creative minds across 275 offices in 95 countries and also includes brands such as Auditoire, Digital Arts Network (DAN), eg+ worldwide, GMR, The Integer Group®, TBWA\Media Arts Lab, TBWA\WorldHealth and TRO. Global clients include adidas, Apple, Gatorade, Henkel, Hilton Hotels, McDonald's, Nissan and Singapore Airlines. Follow us on [Twitter](#), [LinkedIn](#) and [Instagram](#), and like us on [Facebook](#). TBWA is part of Omnicom Group (NYSE: OMC).

About Fast Company

Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. Since 2011, *Fast Company* has received some of the most prestigious editorial and design accolades, including the American Society of Magazine Editors (ASME) National Magazine Award for "Magazine of the Year," Adweek's Hot List for "Hottest Business Publication," and six gold medals and 10 silver medals from the Society of Publication Designers. The editor-in-chief is Stephanie Mehta and the publisher is Amanda Smith. Headquartered in New York City, *Fast Company* is published by Mansueto Ventures LLC, along with its sister publication *Inc.*, and can be found online at www.fastcompany.com.

Contact

Anaka Kobzev
Global Head of Communications, TBWA\Worldwide
+1-212-804-1196
Anaka.kobzev@tbwaworld.com