

Press Release

For immediate release

WARC Media Awards 2019 – Best Use of Data jury announced

10 July 2019 – WARC, the global authority on advertising and media effectiveness, has today named the jury line-up for the Best Use of Data category for the WARC Media Awards 2019, an international awards scheme in search of communications planning which has made a positive impact on business results.

This case study competition examines the insight, strategy and analytics that power effective media investment, with the Best Use of Data category recognising the role of data in an effective communications strategy.

The jury panel of 15 client-side and agency-side senior industry professionals will be chaired by Spotify's Scott Marsden, Global Head of Media, Performance and Lifecycle Marketing. Scott leads end-to-end strategy and activation for Spotify's on- and off-platform advertising and communication.

The full jury for the Best Use of Data category, WARC Media Awards 2019, is as follows:

- Scott Marsden – Global Head of Media, Performance and Lifecycle Marketing, Spotify – jury chair
- Dana Al-Kutoubi – Head of Strategic Planning, Saudi Arabia, JWT
- John Barham – Head of Paid Media and Analytics, ROAST
- Lisa Cecchini – Vice President of Media and Analytics, Situation
- Deepak Chandran – Head of Insights, YouTube, Google
- DuBose Cole – Head of Strategy, VaynerMedia London
- Ian Forrester – Senior Vice President, Research & Analytics, Whalar
- Nicole Hartnett – Senior Marketing Scientist, Ehrenberg-Bass Institute
- Saskia Jones – Data Strategy Director & Partner, BBH
- Felicity Long – Managing Director, Connected Execution, MediaCom Global
- Belinda Lush – Head of Customer Experience Strategy, Colenso BBDO
- Aoife Murphy – Executive Strategy Director, Boys + Girls
- Luis Navarrete – Head of Global Search Marketing, LEGO Group
- Chandler Nguyen – Vice President, Product, APAC, Essence
- Benoit Weisser – Chief Strategy Officer, Asia, Regional Capability Lead, Brand Strategy, Ogilvy Asia

Full biographies are available [here](#).

Outlining his expectations from case studies entered in this category, **Scott Marsden, Global Head of Media, Performance and Lifecycle Marketing, Spotify** and chair of the judging panel said: "I'm looking for data used in a way that shows scale and corroborates something. We will want to see a smart approach that has encouraged results."

The WARC Media Awards, now in their fourth year, are free to enter. Papers submitted as effectiveness case studies are welcomed from any territory and are discipline-neutral and channel-agnostic.

The winners of the Grands Prix and Special Awards across all four categories – Best Use of Data, Effective Channel Integration, Effective Use of Tech, and Effective Use of Partnerships & Sponsorships – will share a prize fund of \$40,000.

The Special Awards in the Best Use of Data category will be:

- **Personalisation Award** – for the best example of a campaign that used data to segment effectively
- **The Attribution Award** – for the best example of a channel attribution model
- **Data-Driven Insight Award** – for a campaign where data helped to identify the right audience at scale

The closing date for entries is 19 September 2019. More details can be found [here](#).

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For further information, please

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About WARC – A global authority on advertising and media effectiveness

WARC provides the latest evidence, expertise and guidance to make marketers more effective. WARC's mission is to save the world from ineffective marketing.

WARC's clients include the world's largest brands, advertising and media agencies, media owners, research companies and universities. They rely on WARC for rigorous, unbiased information and advice on almost any advertising and marketing issue, which WARC delivers via best practice guides, case studies, research papers, special reports and advertising trend data, as well as via webinars, awards, events and advisory services.

WARC collaborates with more than 50 respected industry organisations globally including: The Advertising Research Foundation, Cannes Lions, Effie Worldwide, Association of National Advertisers, ESOMAR, 4A's, IPA and DMA.

WARC was founded in 1985, and has offices in the UK, US and Singapore. In July 2018, WARC became part of Ascential plc, the global specialist information company.

About Ascential

Ascential is a specialist, global information company that helps the world's most ambitious businesses win in the digital economy. Our information, insights, connections, data and digital tools solve customer problems in three disciplines:

- Product Design via global trend forecasting service WGSN;
- Marketing via global benchmark for creative excellence and effectiveness Cannes Lions and WARC, and strategic advisory firm MediaLink; and
- Sales via ecommerce-driven data, insights and advisory service Edge by Ascential, leading managed services provider for Amazon Flywheel Digital, the world's premier payments and Fin Tech congress Money20/20, global retail industry summit World Retail Congress and retail news outlet Retail Week.

Ascential also powers political, construction and environmental intelligence brands DeHavilland, Glenigan and Groundsure.