

Press Release

For immediate release

WARC Media Awards 2019 – Effective Use of Tech jury announced

17 July 2019 – WARC, the global authority on advertising and media effectiveness, has today named the judging panel for the Effective Use of Tech category for this year's WARC Media Awards, an international awards in search of communications planning which has made a positive impact on business results.

Now in its fourth year, the case study competition examines the insight, strategy and analytics that power effective media investment. The Effective Use of Tech category rewards communications that have effectively used or combined emerging platforms or technology in the media mix.

The international jury panel of 11 client-side and agency-side senior industry experts will be chaired by Isabel Massey, Diageo's first-ever Global Media Director, leading Diageo's media strategy and planning process as well as transforming the spirit and beer producer's media capabilities.

The full jury line-up for the Effective Use of Tech category, WARC Media Awards 2019, is:

- Isabel Massey – Global Media Director, Marketing, Diageo – jury chair
- Bianca Best – Global Managing Director of Blink & Strategic Partnerships, MediaCom
- Bohb Blair – Global Chief Experience Officer, Starcom
- Karen Crum – Head of Strategy, McCann London
- David Norris – UK Creative Strategy Lead, Snap Inc.
- Jack Smyth – Head of Innovation, Mindshare Australia
- Lorenzo Wood – Chief Innovation Officer, Publicis Sapient
- Rosh Singh – Managing Director EMEA, UNIT9
- Tim Polder – Consultant
- Vincent Niou – Head of Programmatic, APAC, Essence
- Tia Castagno – MD & Head of Innovation, Vizeum Global

Full biographies are available [here](#).

Commenting on the upcoming judging process, **Lucy Aitken, Managing Editor, Case Studies, WARC**, said: "We very much look forward to working with this high-calibre group of people who are tasked with uncovering how brands are better using tech to power their media strategies."

The WARC Media Awards 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 – Effective Use of Tech, Best Use of Data, Effective Channel Integration and Effective Use of Partnerships & Sponsorships – will share a prize fund of \$40,000.

The Special Awards in the Best Use of Tech category are:

- **Early Adopter Award** – how a brand successfully embraced a new platform.
- **Most Scalable Idea Award** – for a tech-led idea with the scope to make an impact within its sector and, potentially, beyond.
- **Platform Pioneer Award** – how a brand found an innovative and effective way to use an existing platform.

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

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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.