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Warc launches Media Awards

Warc, the global online service offering advertising best practice, evidence and insights from leading brands, today launches the Warc Media Awards. This comprehensive set of awards will reward pioneering communications planning that has made a positive impact on business results.

Like all [Warc Awards](#), entry is free and papers submitted as effectiveness case studies are welcomed from any market or discipline. A prize fund of \$40,000 will reward entries across four categories: Effective Use of Tech, Effective Integration, Effective Use of Partnerships and Sponsorships and Effective Use of Data. Gold, Silver and Bronze winners for the highest-scoring cases will be awarded across the four categories with a \$7,000 Grand Prix for the best paper. In each category, judges will also grant three \$1,000 Special Awards.

Forty judges across marketers, agencies, media owners and analytics companies will judge entries, with a 10-strong judging panel in place for each category. Ron Amram, Vice President of Media, Heineken USA, will chair Partnerships & Sponsorships, while Sital Banerjee, Global Head of Media, Philips, will chair Effective Use of Data. Google EMEA's Debbie Weinstein, Director, Brand Solutions & Innovations, is chairing Effective Use of Tech while the Effective Integration panel will be chaired by Sarah Mansfield, VP Global Media Europe and Americas, Unilever.

Reflecting on modern communications channel planning, Unilever's Mansfield says: 'No longer do you just buy a media plan and a campaign. Now it's about ongoing optimisation to drive media effectiveness.'

Also on the judging panel is Sophie Price, Chief Strategy Officer, Universal McCann in Sydney. For Coca-Cola's Colour of Summer campaign, Price won the Grand Prix at the 2015 Warc Prize for Connection Strategy for Coca-Cola, the precursor to the Warc Media Awards. She comments: 'The Warc Media Awards scheme is the only credible award show in the world that recognises and celebrates how modern

connections thinking has evolved. As technology drives integration, innovation and instant connections, how brands create meaningful connections with consumers has changed and our strategies must reflect this new reality. We need to maximise owned, shared and earned connections before we even think about paid. Winning the Warc Grand Prix has meant a great deal to UM – it's a credible endorsement of UM's pioneering product in this market place.'

Deadline for entries is 19 September. More information on the prize, and details about how to enter, can be found [here](#).

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