

WARC

Press Release

For immediate release

WARC Awards 2018 – Effective Social Strategy jury announced

Global, 9 January 2018 – Top social experts and strategists from brands and agencies around the world make up the Effective Social Strategy jury of the WARC Awards 2018 – a global search for next-generation marketing effectiveness.

The link between social strategies and business results is one of the most important issues in marketing and communications. The jury panel of 15, led by Elizabeth Windram, Director, Brand and Advertising of JetBlue Airways, will be looking for campaign strategies that relied on the benefits of particular social platforms, or a combination of those platforms, to fulfil particular business objectives.

Judges will also be looking for effective marketing programmes that are social by design, not simply a small part of a broader marketing initiative, that have made a significant impact on brand performance or influenced consumer behaviour.

Lucy Aitken, Case Study Editor, WARC comments: “We are thrilled with the collective wisdom on this year’s Effective Social Strategy jury. Spanning nine countries and four continents, there’s a diversity of skills and experience in the judging panel that will make this competition a fascinating one. We’re particularly happy to welcome as chair Elizabeth Windram from JetBlue, which won two awards in this category in 2017, alongside Ryan Riess from Hershey’s which won a gold award last year.”

The jury members of the WARC Awards 2018 – Effective Social Strategy category are:

- Elizabeth Windram, Director, Brand and Advertising, JetBlue Airways – Jury Chair
- Gerard Crichlow, Head of Cultural Strategy, AMV BBDO
- Reynold D’Silva, APAC Head of Marketing, Brands & E-Commerce, Facebook
- Gijs de Beus, Strategy Director, Lemon Scented Tea
- Giba Della Giustina, Planning Director, nobullshit agency/Brazil
- Kristen Fox, Director, Social Media & Digital Analytics, Crispin Porter + Bogusky
- Roshni Hegerman, Strategic Planning Director, McCann Melbourne
- Chris Herbert, Strategy Director, the7stars
- Candace Kuss, Director of Social Media, Hill+Knowlton Strategies
- Pete Lin, Managing Director and Co-Founder, We Are Social China
- Will Lion, Head of Strategy, BBH London
- Chiara Martini, Global Head of Digital, Diesel

- Tahaab Rais, Regional Head of Strategic Planning, FP7/MENA (Part of McCann Worldgroup)
- Iuren Ramiro, Design thinking consultant, Casa del Otro / Social, brand, shopper and creative strategist, V3A
- Ryan Riess, Senior Manager, Reese's Brand, Hershey's

The WARC Awards are free to enter and are open to submissions from any country and communications discipline. As well as Effective Social Strategy, case study papers can be entered into Effective Content Strategy, Effective Innovation and Effective Use of Brand Purpose categories.

In addition to the Effective Social Strategy Grand Prix, Gold, Silver and Bronze awards, the jury will select three Special Awards honouring particular areas of excellence in this category: Path-to-Purchase Award, Smart Spender Award and Live Award. The top winners across all four categories will share a \$40,000 prize fund.

Full details of the judges and information on how to enter the WARC Awards, is available [here](#)
Entry deadline is 12 February.

Ends

For further information, please contact:

Amanda Benfell
amanda.benfell@WARC.com
PR Manager
+44 (0) 20 7467 8125

WARC
85 Newman Street
London W1T 3EU
www.warc.com

About Effective Social Strategy jury chair:

Elizabeth Windram – Director, Brand and Advertising, JetBlue Airways

Elizabeth joined US airline JetBlue as its Director, Brand and Advertising, in February 2016. During her tenure so far, she has been responsible for, among other memorable campaigns, FlyBabies and Reach Across The Aisle, which took a Gold and a Bronze respectively in the 2017 WARC Awards / Effective Social Strategy category. Elizabeth was also named one of Adweek's Brand Genius Winners in 2016. Prior to joining JetBlue, Elizabeth spent six years in marketing at Barefoot Wine & Bubbly. An MBA graduate, she started her career in finance, working at Citigroup in New York and Terra Firma Capital Partners in London.

About WARC – Your global authority on advertising and media effectiveness

WARC.com is an online service offering advertising best practice, benchmarks, data, insight, brand and category intelligence from the world's leading brands. WARC helps clients grow their businesses by using proven approaches to maximise advertising effectiveness. WARC's clients include the world's largest advertising and media agencies, research companies, universities and advertisers.

WARC hosts four global and two regional case study competitions: WARC Awards, WARC Media Awards, The Admap Prize, WARC Prize for Asian Strategy and WARC Prize for MENA Strategy.

Founded in 1985, WARC is privately owned and has offices in the UK, US and Singapore.