

# WARC

## Press Release

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For immediate release

### **WARC Awards 2018 – Effective Innovation jury announced**

*Global, 12 December 2017* – International senior figures from both brands and agencies make up the judging panel for the Effective Innovation category of the WARC Awards 2018 – a global case-study competition in search of campaigns that best use emerging marketing disciplines.

The Effective Innovation jury will look for the smartest campaigns that have used innovative thinking to transform a business or disrupt category conventions to deliver tangible results. Included are notable industry leaders such as Bessie Lee of Withinlink, Melanie Batchelor of Campari America, Ramon Soto of Northwell Health and Kate Smither of Saatchi & Saatchi Australia, whose LandCruiser emergency network for Toyota won the 2017 Grand Prix.

Commenting on the jury line-up, chair Christopher Yu, U.S. Bank's Vice President of Integrated Marketing Strategy, Innovation and Technology, said: "This year's WARC Innovation Awards jury represents an exciting cross-section of today's best and brightest innovators. The group's diversity of experiences, talents, and accomplishments sets the stage for a vital and inspiring competition."

The WARC Awards 2018 – Effective Innovation jury is:

Christopher Yu, Vice President, Integrated Marketing Strategy, Innovation, and Technology, U.S. Bank – Jury Chair

Melanie Batchelor, Vice-President of Marketing, Campari America

Leila Fataar, Founder, Platform 13

Jim Kite, Global Head of Partnerships, Business Transformation, Publicis Media

Bessie Lee, Founder and CEO, Withinlink

Fern Miller, Chief Strategy Officer, International, DigitasLBi

Hugo Pinto, Managing Director UKI, Accenture

Kate Smither, Chief Strategic Officer, Saatchi & Saatchi Australia

Howard Pull, Strategic Development Director, MullenLowe Mediahub UK

Joseph Smeaton, Planning Director, DDB Sydney

Ramon Soto, Senior Vice President and Chief Marketing and Communications Officer, Northwell Health

The WARC Awards are free to enter and are open to submissions from any country and communications discipline. As well as the Effective Innovation category, campaigns can be entered into Effective Use of Brand Purpose, Effective Social Strategy and Effective Content Strategy. Each category has its own high calibre judging panel and set of Special Awards. There is a \$40,000 prize fund for the winning papers.

The winners will also be featured in the WARC Awards Strategy Reports, a compilation of trends analysis and some of the world's most original marketing thinking.

The 2017 Innovation winners are showcased in [WARC's Innovation Casebook 2017](#). Included is Grand Prix winner Toyota's LandCruiser Emergency Network, which saw the brand transform its LandCruiser vehicles into roaming communication hotspots by installing signal-providing devices in them in order to bring emergency communications to Australia's 5.3 million square km of no-signal areas. Themes highlighted this year were innovation facilitating brand purpose, innovation for health and wellbeing, category and channel innovation, and re-engineering retail.

For more information on the jury, or how to enter the WARC Awards, visit [here](#). Entry deadline for the WARC Awards 2018 is 12 February.

## Ends

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**About Effective Innovation jury chair:**

**Christopher Yu, Vice President, Integrated Marketing Strategy, Innovation, and Technology, U.S. Bank**

Christopher partners with teams across the company to define the digital and direct marketing roadmap for the enterprise, focusing on new opportunities to optimise customer experience and improve marketing results. Prior to U.S. Bank, Chris held marketing leadership roles at Publicis Groupe and the Blue Cross and Blue Shield Association. He has a BA and Ph.D. from Yale and an MFA from the University of Virginia. Outside of the office, he likes to listen to old punk bands, binge-watch Nordic Noir series, and travel.

**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.