

WARC

Press Release

For immediate release

WARC Awards 2018 open for entries – a global search for next-generation marketing effectiveness

Jury chairs named: Claudia Willvonseder – IKEA, Christopher Yu – U.S. Bank, Elizabeth Windram – JetBlue Airways, John Dokes – AccuWeather Network

Global, 27 November 2017 – The WARC Awards 2018, an annual international case-study competition in search of the smartest campaigns that best use emerging marketing disciplines, is now open for entries.

Organised by WARC, the global authority on advertising and media effectiveness, the WARC Awards are free to enter and are open to submissions from any country and communications discipline. Work can be entered into four categories, each one with its own high calibre judging panel and set of Special Awards.

Effective Use of Brand Purpose category is for marketing initiatives that have successfully embraced a brand purpose and achieved commercial success as well as a benefit for a wider community. This category will be chaired by **Claudia Willvonseder, CMO, IKEA**. Claudia's main goals are to position the IKEA brand in all its markets and to mastermind the digital and data-driven marketing transformation of the brand. Additionally she inspires and encourages the 700 marketers across the markets with whom she works.

Effective Innovation recognises innovative thinking that has transformed a business or disrupted category conventions to deliver tangible results. **Christopher Yu, Vice President, Integrated Marketing Strategy, Innovation, and Technology, U.S. Bank** has been appointed jury chair. Christopher collaborates 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.

Effective Social Strategy, a search for the most effective campaigns that link social strategy to business success, will be chaired by **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 named one of Adweek's Brand Genius Winners in 2016.

Effective Content Strategy, which rewards branded content strategies that can demonstrate a business outcome, will be chaired by **John Dokes, Global Chief Marketing Officer and General Manager, AccuWeather Network**. John oversees strategic branding and marketing of the largest and fastest growing weather media company in the world. With over 25 years of experience in digital and traditional marketing and a history of driving multi-million dollar revenue gains, he has worked with world-renowned brands including Marvel Entertainment and MTV Networks - Viacom.

Lucy Aitken, Case Study Editor, WARC, comments: "Winning a WARC Award is a sign that you are ahead of the curve – mastering new techniques and delivering business results for clients.

"As such, we welcome and look forward to working with our high-calibre jury chairs who will be searching for best-in-class campaigns which focus on next-generation marketing effectiveness."

There is a \$40,000 prize fund for the winning papers, spread across the four categories. The top entries will be awarded Gold, Silver and Bronze awards. The Grand Prix for the best overall paper in each category will receive \$7,000 and three Special Awards in each category, recognising specific areas of excellence, will be presented with \$1,000.

Visit [here](#) for more information and how to enter the WARC Awards. Entry deadline is 12 February 2018.

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 Use of Brand Purpose jury chair:

Claudia Willvonseder, CMO, IKEA

Claudia started her career in the 1980s in creative agencies where, among other roles, she was CCO at Saatchi & Saatchi. Her main goals are to position IKEA brand in all its markets and to mastermind the digital and data-driven marketing transformation of the brand. And, of course, to inspire and encourage the 700 marketers across the markets with whom she works. Prior to her IKEA Group responsibilities, Claudia was Head of Marketing for IKEA in her native Germany. Claudia has won numerous accolades during her career: most recently, IKEA was placed as the fifth Most Effective Global Brand in the 2017 Effie Index.

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 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 Windram spent six years in marketing at Barefoot Wine & Bubbly. An MBA graduate, Elizabeth started her career in finance, working at Citigroup in New York and Terra Firma Capital Partners in London.

About Effective Content Strategy jury chair:**John Dokes, Global Chief Marketing Officer and General Manager, AccuWeather Network**

John oversees strategic branding and marketing of the largest and fastest growing weather media company in the world. With over 25 years of experience in digital and traditional marketing and a history of driving multi-million dollar revenue gains, he has worked with world-renowned brands including Marvel Entertainment and MTV Networks - Viacom. AccuWeather, with global headquarters in State College, PA, now reaches more than 1.5 billion people worldwide every day through smart phones, tablets, wired and mobile internet sites, radio, television, newspapers, and the AccuWeather Network, in addition to serving over 240 of Fortune 500 companies as well as thousands of businesses worldwide.

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 Innovation 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.