



Press Release

For immediate release

Warc Media Awards: Best Use of Data winners announced

Brooke Bond Red Label, Destination Canada and Philips China win Golds

30 January 2017 – The results of Warc's Media Awards, recognising communications planning that has made a positive impact on business results, continue to be announced with the winners of the Best Use of Data category now revealed.

The jury, a 10-strong international panel chaired by Sital Banerjee, Philip's Global Head of Media, have awarded three Golds, three Silvers and one Bronze in the Best Use of Data category, which recognises the role of data in an effective communications strategy.

The Gold winning Brooke Bond Red Label's 6 Pack Band campaign, through Mindshare, saw the Hindustan Unilever-owned tea brand employ big data analysis to promote India's first transgender band.

This analysis empowered the brand to be more agile in its media investment and decision-making. Sital Banerjee, Global Head of Media, Philips, and chair of the judges, commented: "Being able to support an initiative that could be so sensitive in a conservative society requires a lot of skill and thought in how the data is collected and they did it very well. The social impact that this has had goes beyond what a commercial brand would expect."

Another Gold went to Destination Canada's Explore Canada campaign through OMD in multiple countries that combined influencer content with data to increase tourist visits by 7.9%. "This showed how to weave yourself into content and layer on programmatic and that was what impressed me," said Glen Kushner, Senior Strategy & Analytics Advisor, Converseon and a member of the judging panel.

The third Gold went to Carat China for the Philips campaign, 11.11 and The Art of War, involving a data optimisation initiative that resulted in the consumer electronics brand doubling sales on Singles Day.

"Whether it's Black Friday or Singles Day, there's a lot of planning and preparation required to succeed in the moment," said Graham Wylie, Senior Director Market Development & Channels, AppNexus and one of the judges. "This struck me as a very intelligent approach. There were tangible results from a brand that many might not consider to be a classic Singles Day slam dunk."

Three Silvers were also awarded. Google and OMD UK took one for London Community Noticeboard which saw the tech giant using digital out-of-home to broadcast relevant information to London commuters.

Compass Point/McCann also scooped a Silver for Keybank's Hassle-Free Account, which saw the US financial services brand increase high value account openings through smart use of data.

A third Silver went to Sky and MediaCom UK for Start of Season, an initiative that saw the UK broadcaster Sky Sports increase purchase intent by using a variety of data sources that targeted football fans based on their team affiliations.

Aviva Motor Insurance's campaign, through Zenith, that used data to challenge Britons to drive more safely, won a Bronze.

The Grand Prix and three Special Awards in this category - The Attribution Award, Data-Driven Insight and Consumer's Friend Award - will be announced at a free-to-attend event at MEC in London on 9 February, where guests will hear from winners and judges.

Journalists can register [here](#)

For more information about Warc's Media Awards view [here](#)

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