



# Press Release

---

For immediate release

## **Warc Media Awards: Effective Integration winners announced**

### **LEGO, Knorr and Churchill Insurance win Golds**

*20 January 2017* – Warc today announces the Gold, Silver and Bronze winners of the Effective Channel Integration category of the Warc Media Awards. Launched in May 2016, this global case study competition recognises communications planning that has made a positive impact on business results.

The Effective Channel Integration category demonstrates how sophisticated communications architecture can help boost campaign effectiveness. It was judged by a 10-strong international panel chaired by Sarah Mansfield, VP Global Media of Unilever, Europe, Latam and Global Media Operations.

The three gold winners, in the judges' opinion, more than fulfilled this criterion.

LEGO's 'Make LEGO the Star of Christmas' campaign, through UM Australia, saw the toy company connect with families by encouraging them to build a LEGO star for the top of their Christmas trees. Jury member Richard Shotton, Deputy Head of Evidence, Manning Gottlieb OMD, said: "There was a wonderful order in their approach, focusing on fans, then the stunt with the star, then celebration, then user-generated content – that was excellent integration."

In Unilever-owned Knorr's 'Love At First Taste' campaign through PHD, the food brand engaged with millennial foodies by creating an online tool that matched people based on their 'flavour personality'. It was described by judge Paul Frampton, CEO Havas Media Group UK & Ireland, as "an incredible campaign that had an amazing number of people interact with it."

"Considering they could have just stuck money in TV ads, what they did encouraged people to go and buy the product," he said. "This was a good example of content, then owned platform and earned media, and then paid media to go after millennials."

Churchill's Lollipopers campaign, through MediaCom UK, saw the brand champion safer road crossing for children on their way to and from school. "I fell in love with the whole thing," said judge Dominique Touchaud, Global Brand Strategist, Associate Brand Director, Procter & Gamble. "They solved a real issue and when they realised something didn't work, they did something else."

The three Silvers were awarded to UM Romania for its 'Pay With Blood' campaign for the National Institute of Blood Transfusion and Untold Music Festival; to Starcom's 'Never A Stranger' campaign for Airbnb; and to FP7/DXB's 'Project Alphabet' for NGO Smartlife.

The judges also awarded two bronzes: one to Almap BBDO's 'World's Best Social Network' for beer brand Antarctica, and one to Arena Media UK's 'Journey to Greatness' work for fast food brand Domino's.

The Grand Prix and Special Awards in this category (Cross Channel Content, The Low Budget Award and The POE Award) as well across the categories of Effective Use of Tech, Effective Use of Partnership & Sponsorship and Best Use of Data, will be announced at a free-to-attend evening event at MEC in London next month.

Guests will hear insights and learnings from winning case studies presented by Warc Media Awards judges including: Sarah Mansfield, VP Global Media, Unilever – Europe, LatAm & Global Media Operations; Richard Shotton, Deputy Head of Evidence, Manning Gottlieb OMD; Rosh Singh, Director of Digital Innovation, Kinetic; Anna Watkins, Partner, Mofilm; Paul Wilson, Managing Partner – Strategy, Starcom MediaVest Group; and Ruth Zohrer, Head of Programmatic Marketing, Mindshare.

Journalists can register [here](#)

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

## Ends

---

**For further information, please contact:**

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

Warc  
85 Newman Street  
London W1T 3EX  
www.warc.com

**About Warc – ideas and evidence for marketing people**

Warc.com is an online service offering advertising best practice, evidence and insights 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 also publishes leading journals including Admap, Market Leader, the Journal of Advertising Research and the International Journal of the Market Research Society. In addition to its own content, Warc features advertising case studies and best practices from more than 50 respected industry sources, including: ARF, Effies, Cannes Lions, ESOMAR and IPA. Warc hosts three annual case study competitions: Warc Innovation Awards, Warc Social Strategy Awards and Warc Asian Strategy Awards.

Founded in 1985, Warc is privately owned and has offices in the UK, U.S. and Singapore.