For immediate release

WARC Media Awards 2020 shortlists announced

7 December 2020 – Following a year when brands were forced to rethink their messaging when the pandemic struck and lockdowns were imposed, some of the best ideas have made the shortlists of the 2020 WARC Media Awards, a comprehensive global awards scheme rewarding communications planning which has made a positive impact on business results.

A total of 84 campaigns from a wide range of markets, categories and brands have been shortlisted across four categories, each judged by its own high-calibre jury examining the insight, strategy and analytics that power effective media investment.

**Effective Channel Integration**

Looking for how sophisticated communications architecture have helped boost campaign effectiveness, the jury panel led by Vasileios Kourakis, Global Director Marketing ROI, Consumer Products Division at L’Oréal, shortlisted a total of 21 papers.

Included are Tesco, the first supermarket in the UK to bring a safety campaign to air, and soap brand Lifebuoy in India, which recognised that a one-size-fits-all communications approach would not work.

**Best Use of Data**

Recognising the role of data in an effective communications strategy, the jury chaired by Mark Evans, Managing Director of Marketing and Digital at Direct Line Group, shortlisted 21 papers from around the world.

Among the shortlist is motorcycle manufacturer Harley-Davidson in the US, which rebuilt and optimised its website to attract organic traffic to engage a younger audience of potential riders. In China, fast-food brand KFC partnered with a weather app and a pop star to create a dynamic campaign to position itself as the go-to fast-food delivery on rainy days to increase its delivery business market share.

**Effective Use of Tech**

Chaired by Dara Treseder, Senior Vice President, Head of Global Marketing and Communications at Peloton, the panel shortlisted 21 papers that have effectively used or combined emerging platforms or technology in the media mix.

Shortlisted are fast-food brand McDonald’s, which turned digital OOH billboards into ordering kiosks to drive awareness of its McDelivery service and sales in Spain; and toothpaste brand P/S,
which harnessed the power of AI to encourage kids to brush their teeth, increasing consumption and boosting growth in Vietnam.

**Effective Use of Partnerships & Sponsorships**

Looking for how collaborations with third parties, including native advertising and sponsorships, have helped brands meet business goals, the jury panel, chaired by Nick Ashley, Head of Media at Tesco, shortlisted 21 papers.

Included are children’s retailer Babyshop, which increased brand affinity through a multi-channel Mother’s Day initiative centred around breast cancer in the United Arab Emirates; and ANZ bank, which pinpointed a key insight around fan behaviour to leverage its sponsorship of the national cricket team in New Zealand.

The winners of the 5th WARC Media Awards will be announced on December 9th.

The WARC Media Awards are free to enter and are discipline-neutral and channel-agnostic. Papers are submitted as effectiveness case studies and are entered by media agencies, creative agencies, media owners, digital agencies and data specialists from all over the world.

Further details on the WARC Media Awards and the shortlisted papers can be found [here](#).

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For over 30 years WARC has been powering the marketing segment by providing rigorous and unbiased evidence, expertise and guidance to make marketers more effective. WARC services include 18,000+ case studies, 90,000+ best practice guides, research papers, special reports and advertising trend data, webinars, awards, events and advisory services; has 1,200+ client companies, 21,500+ active users in 100+ countries; collaborates with 50+ industry partners; has offices in the UK, US, China and Singapore.