



## Press Release

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For immediate release

### **The WARC Awards 2017 – Social Strategy winners revealed**

*Global, 11 September 2017* – Campaigns for BT Sport, Reese's, Headspace National Youth Mental Health Foundation, JetBlue and KFC have been awarded Golds in the Social Strategy category of the inaugural WARC awards 2017, a new global competition honouring the effective use of emerging marketing disciplines.

The Social Strategy category, which rewards the best case studies linking social strategy to business success, currently one of the most important issues in marketing and communications, was judged by a 17-strong panel of senior industry experts chaired by Quinn Kilbury, Senior Brand Director, Heineken US. Five Golds, four Silvers and four Bronzes have been awarded.

Of the 13 winning campaigns, three are from Australia, two are global campaigns, two UK and two US, alongside one each from Germany, North America, Singapore and UAE.

Broadcaster BT Sport's Gold winning entry created BT in house shows how it successfully kicked off its summer programming in the UK with a campaign that recreated famous football moments and asked fans to submit their own.

Commenting on the #GoalsRecreated campaign, jury member Lex Bradshaw-Zinger, Regional Digital Director, MEA, L'Oreal, said: "It was well done with different layers and talked around the content. It was very interesting and really social."

Reese's 'Creating Confusion' Gold winning campaign by Ketchum shows how the chocolate brand was able to successfully launch its newest product in North America despite a major information leak.

WARC judge Glen Kushner, Senior Strategist, Advanced Analytics, Converseon, said: "This brand had the courage to see where the conversation took them and a lot of brands have a tough time giving up that control."

Gold winner 'Reword' by Leo Burnett Melbourne and Studio Pancho in Australia, shows how Headspace, an Australian youth mental health foundation, successfully tackled cyber bullying by putting in place a social media rewording tool.

David Wilding, Director of Planning, Twitter UK, said: "It was a simple solution to a real, difficult and complex problem. They've done something that makes a tangible difference to the way people behave."

MullenLowe Boston's campaign 'FlyBabies' for airline brand JetBlue, won a Gold for increasing brand awareness and sales in the US by showing flyers and mothers alike that they understand the hardships of a crying baby on a flight.

Judge Mobbie Nazir, Chief Strategy Officer, We Are Social, said: "They turned a negative into a positive and the topicality of it was great."

Bartle Bogle Hegarty (UK) Gold winning entry 'Dirty Louisiana – don't make dirty good, make clean bad' for the fast food brand, KFC, created a humorous fake 'clean eating' campaign to successfully launch its newest product in the UK.

Rachel Mercer, Vice-President, Head of Digital Strategy, Deutsch NY, said: "Their insight, storytelling and results were impressive. They really nailed the irreverent nature of the brand and I liked how data-driven it was, using the sentiment analysis around clean eating."

The list of Gold, Silver and Bronze winners are:

### Gold

- BT Sport · #GoalsRecreated · BT (in house) · United Kingdom
- Reese's · Creating Cupfusion · Ketchum · United States
- Headspace National Youth Mental Health Foundation · Reword - Changing Online Bullying Behaviour · Leo Burnett Melbourne, Studio Pancho · Australia
- JetBlue · FlyBabies · MullenLowe Boston · United States
- KFC · Dirty Louisiana: Don't Make Dirty Good, Make Clean Bad · BBH · United Kingdom

### Silver

- Always · Girl Emojis #LikeAGirl · Starcom UK, Leo Burnett Chicago · Global
- Bic · The Bic 4 Colour World Championships · McCann Melbourne · Australia
- Dubai Foundation for Women & Children · Stop Tapping · FP7 Dubai · United Arab Emirates
- Gucci Guilty · Dark to Light · MediaCom · Global

### Bronze

- Maybelline · #BeYourOwnFilter · TBWA\ Group Singapore · Singapore
- JetBlue · Reach Across the Aisle · MullenLowe Boston · United States
- Seeing Eye Dogs Australia · Free Puppies Forever · McCann Melbourne · Australia
- Unknown User · Unknown Potential · PHD Germany · Germany

View [here](#) the Social Strategy Gold, Silver and Bronze winners as well as the winners of the Effective Content Strategy category.

The winners of Best Use of Brand Purpose will be announced on 18 September. The winners of all the Grands Prix and Special awards will be revealed at a free-to-attend 'Learnings from the WARC Awards' event in London on 20 September. Register [here](#) to attend.

**Ends**

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**About jury chair - Social Strategy category:**

**Quinn Kilbury, Senior Brand Director, Heineken US**

Quinn's current role means he gets to blend together his two passions: brand building and a great pint of brew. He joined Heineken USA in 2013 as the Brand Director on Newcastle Brown Ale where he was named an Adweek Brand Genius and one of Ad Age's Creativity 50 for his role on the "No Bollocks" campaign. Prior to Heineken, Quinn worked at PepsiCo and General Mills in Brand Management and Shopper Marketing leadership functions. Quinn spent several years in the advertising industry prior to making the move to the client side.

**About WARC – Advertising evidence, insights and best practice**

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 runs 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.

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.

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