

## Press Release

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For immediate release

### **WARC Media Awards 2019 – Effective Use of Tech winners revealed**

#### **Mindshare Sydney wins Grand Prix and Scalable Idea awards for Fox Cricket**

*22 January 2020* – Campaigns for global brands such as Google Translate, Knorr and Maybelline, and local brands including Danner in Denmark and Jinlingguan in China, are among the winners of the Effective Use of Tech category of the WARC Media Awards 2019, a global case study competition recognising communications planning which has made a positive impact on business results.

A total of eight winners – one Grand Prix, two Golds, two Silvers and three Bronzes – have been awarded in the Effective Use of Tech category, showcasing communications that have effectively used or combined emerging platforms or technology in the media mix, contributing to the overall business success of the campaign.

The jury chaired by Isabel Massey, Global Media Director, Marketing, Diageo, also awarded three Special Awards for particular areas of expertise:

- Early Adopter Award: how a brand successfully embraced a new platform
- Most Scalable Idea Award: for a tech-led idea with the scope to make an impact within its sector and, potentially, beyond
- Platform Pioneer Award: how a brand found an innovative and effective way to use an existing platform

The Grand Prix has been awarded to Mindshare Sydney for 'Monty – The World's first AI predictive commentator', a game-changing campaign for Australian pay TV brand Foxtel to encourage people to pay to watch cricket, a product they'd previously enjoyed for free.

Realising they had to deliver more value and transform the viewing experience, Foxtel invested heavily in data to train a custom machine learning model capable of predicting when wickets would fall in live games. Monty delivered an 18% increase in average weekly sales, while Fox Cricket became the number-one channel for share, beating the full-year performance of every other channel.

Commenting on the Grand Prix winning campaign, jury member **Rosh Singh, Managing Director EMEA, UNIT9**, said: "What I liked about it is that consumers don't need to know anything about the tech, so there are no barriers to go through – it's additive to that piece of media."

The winners of the 2019 WARC Media Awards – Effective Use of Tech category are as follows:

### **Grand Prix**

- Monty – The world's first AI predictive commentator · Fox Cricket · Foxtel · Mindshare Sydney · Australia + **Scalable Idea Award**

### **Gold**

- Blend-In · Pantene · Procter & Gamble · MediaCom Connections Israel, ACW Grey Tel-Aviv · Israel + **Platform Pioneer Award**
- The Irreplaceable Home Taste · Knorr · PHD Hong Kong · Hong Kong + **Early Adopter Award**

### **Silver**

- AI Baby Expert · Jinlingguan · Yili · Mindshare · China
- The Secret Menu · Google Translate · Google · PHD China · China

### **Bronze**

- Capacity-Based McDelivery 2.0 · McDonald's · Hanbaobao Pte Ltd · OMD Singapore · Singapore
- QQ Dancing · Maybelline · L'Oréal · Mindshare China · China
- United Against Abuse · Danner · MediaCom · Denmark

Additional information on the 2019 WARC Media Awards – Effective Use of Tech winners, as well as winners of the Best Use of Data and Effective Channel Integration categories, is available [here](#). The winners of the Effective Use of Partnerships & Sponsorships will be announced shortly.

The top winning papers across all categories of the WARC Media Awards share a \$40,000 prize fund.

## **Ends**

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### **For further information, please**

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### **About WARC – A global authority on advertising and media effectiveness**

WARC provides the latest evidence, expertise and guidance to make marketers more effective. WARC's mission is to save the world from ineffective marketing.

WARC's clients include the world's largest brands, advertising and media agencies, media owners, research companies and universities. They rely on WARC for rigorous, unbiased information and advice on almost any advertising and marketing issue, which WARC delivers via best practice

guides, case studies, research papers, special reports and advertising trend data, as well as via webinars, awards, events and advisory services.

WARC collaborates with more than 50 respected industry organisations globally including: The Advertising Research Foundation, Cannes Lions, Effie Worldwide, Association of National Advertisers, ESOMAR, 4A's, IPA and DMA.

WARC was founded in 1985, and has offices in the UK, US and Singapore. In July 2018, WARC became part of Ascential plc, the global specialist information company.

### **About Ascential**

Ascential is a specialist, global information company that helps the world's most ambitious businesses win in the digital economy. Our information, insights, connections, data and digital tools solve customer problems in three disciplines:

- Product Design via global trend forecasting service WGSN;
- Marketing via global benchmark for creative excellence and effectiveness Cannes Lions and WARC, and strategic advisory firm MediaLink; and
- Sales via ecommerce-driven data, insights and advisory service Edge by Ascential, leading managed services provider for Amazon Flywheel Digital, the world's premier payments and Fin Tech congress Money20/20, global retail industry summit World Retail Congress and retail news outlet Retail Week.

Ascential also powers political, construction and environmental intelligence brands DeHavilland, Glenigan and Groundsure.