

## Press Release

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For immediate release

### **WARC Media Awards 2019 – Effective Channel Integration Jury named**

3 July 2019 – WARC, the global authority on advertising and media effectiveness, has today named the judging panel of the Effective Channel Integration category for the WARC Media Awards 2019, a global awards scheme that rewards communications planning which has made a positive impact on business results.

Now in its fourth year, this case study competition examines the insight, strategy and analytics that power effective media investment.

The Effective Channel Integration jury will look for how sophisticated communications architecture helped boost campaign effectiveness.

The jury of 15 is made up of both client-side and agency-side senior industry executives. It will be chaired by Americo Campos Silva, Global Head of Integrated Brand & Communications, Shell. Other brands represented on the jury are Coca-Cola and Unilever. Also on the panel is last year's Gold winner for easyJet's Project Multiscreen, Sophy Part, Business Director, OMD.

The full jury line-up for the Channel Integration category, WARC Media Awards is:

- Americo Campos Silva, Global Head of Integrated Brand, Shell – jury chair
- Tejas Apte, Global Media Director, Unilever
- Qaiser Bachani, Global Director, Programmatic & Search, Bayer
- James Boardman, Strategy Head, Bohemia
- Geoff de Burca, Managing Partner, Head of Strategy, MediaCom
- Islam EIDessouky, Head of Integrated Marketing Communications & Content Marketing, Coca-Cola Middle East
- Emily Fairhead-Keen, Group Strategy Director, MEC
- James Hidden, Managing Director, Ogilvy Chicago
- Sophie Lewis, Chief Strategy Officer, VMLY&R
- Terence Ling, Head of Planning, TBWA Hong Kong
- Allan McLaughlin, CEO, BDNetwork
- Sophy Part, Business Director, OMD
- Harjot Singh, Chief Strategy Officer, McCann Worldgroup EMEA
- Denis Sison, Head of Marketing Excellence, J&J
- James Smyllie, Vice President, Media Planning, APAC, Essence

Full biographies are available [here](#).

Commenting on the judging process, jury chair **Americo Campos Silva, Global Head of Integrated Brand, Shell**, said: "The WARC Media Awards recognise the excellence in comms planning. To decide 'where we want to be' before deciding 'what we want to say' in there is critical today. What's more, it allows us to maximise the impact of the context, potentially powering the impact of that touchpoint to a new level. It's that level of excellence we will be looking for."

The WARC Media Awards are free to enter. Papers submitted as effectiveness case studies are welcomed from any territory and communications discipline.

The winners of the Grands Prix and Special Awards across all four categories – Effective Channel Integration, Effective Use of Tech, Best Use of Data, and Effective Use of Partnerships & Sponsorships – will share a prize fund of \$40,000.

The Special Awards in the Effective Channel Integration category will be awarded for:

- Path-to-Purchase Award: How a campaign built an effective integration model around shopper or path-to-purchase insight.
- Effective Cross-Channel Measurement Award: For a campaign that most accurately measured the effectiveness of different communication channels and the halo effect that they achieved together.
- The POE Award: How a strategy successfully linked paid, owned and earned media.

The closing date for entries is 19 September 2019. More details can be found [here](#).

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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.