



Press Release

For immediate release

The WARC Awards – Effective Content Strategy shortlist announced

08 June 2017 – The second of three shortlists of The WARC Awards, a new global competition honouring the effective use of emerging marketing disciplines, is now released.

20 entries from around the world have made the shortlist for the Effective Content Strategy category, which rewards branded content strategies that can demonstrate a business outcome.

Chaired by Alison Keith, Vice President – Global Media of Coty, the 16-strong international jury panel of senior industry professionals looked for evidence of how a content strategy – as opposed to a traditional advertising strategy – has helped a brand achieve business goals.

While 'content' can be defined in many different ways, for these Awards, WARC sought editorial-style content (including audio, video, text and imagery), commissioned by a brand and designed to win attention.

The shortlisted entries are:

adidas Football · Gamedayplus: the benefits of building an audience · We Are Social · United Kingdom

Bukalapak · Creative Economy Heroes · Ogilvy Public Relations, J. Walter Thompson · Indonesia

Cathay Pacific & Cathay Dragon · Marriage in the Air · McCann Worldgroup, MRM // McCann Shanghai · China

Chambord · This French Life · Mediavest · United Kingdom

Charles Schwab Financial Services · The Person Who Changed My Life · UM · United States

Du · #PostWisely · Starcom · United Arab Emirates

Ford Edge · Le Fantôme · GTB · United Kingdom

KFC Malaysia · Stealing a burger-march on McDonald's using real-time data · Ensemble Worldwide / UM · Malaysia

Knorr · Love At First Taste · MullenLowe London, MullenLowe US · United Kingdom & United States

Lenovo · Think Progress · King Content · United Kingdom

L'Oréal Paris Revitalift Laser X3 · Laser or L'Oréal · McCann Melbourne · Australia

Marriott Hotels · Becoming the Story · MEC · United Kingdom

Maurice Blackburn Lawyers · Your Right Is My Right · One Green Bean · Australia

Maxis · Reaching Malaysia SME owners · Ensemble Worldwide · Malaysia
McDowell's No.1 Soda Trademark · Unleashing the disruptive power of a promise · DDB Murdra · India

Melbourne International Film Festival · How selling future memories broke historic records ·
McCann Melbourne · Australia

MS Limited Australia · This Bike Has MS · whiteGrey · Australia

SmartLife · Project Akshar (Alphabets) · FP7 Dubai · United Arab Emirates

Space · Field Trip to Mars · McCann New York · United States

Volkswagen · From anything but a Volkswagen to nothing but a Volkswagen · DDB Mudra · India

The Best Use of Brand Purpose shortlist will be announced shortly, whilst the Social Strategy [shortlist](#) has already been released.

More information on the WARC Awards can be found [here](#).

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About jury chair – Effective Content Strategy category:

Alison Keith, Vice President – Global Media, Coty

Alison is passionate about how brands communicate. She moved to Coty in 2016 after 10 years transforming FMCG businesses within leading media agency groups. At Coty, she drives programmes including the company's digital transformation with a heavy focus on data as an enabler of marketing excellence. As part of the global media organisation, Alison is committed to media excellence and to making Coty the new challenger in the beauty industry.

About WARC – Your global authority on advertising and media effectiveness

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.