

## Press Release

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For immediate release

### **WARC Media Awards 2019 – Effective Use of Partnerships and Sponsorships jury named**

*24 July 2019* – The final jury panel is now announced for the WARC Media Awards 2019, an international awards scheme in search of innovative communications planning which has made a positive impact on business results.

Senior executives from, ABN AMRO, Unilever and Qatar Airways, as well as global agency leaders in partnerships and strategic roles from Jack Morton, MediaCom and the7stars, will be joining the line-up for the Effective Use of Partnerships and Sponsorship category with the jury tasked with searching for the entries that best show how collaborations with third parties, including native advertising and sponsorships, have helped brands meet business goals. They will examine the insight, strategy and analytics that power effective media investment.

The judging panel of 12 industry experts, will be chaired by Unilever's Carrie Timms, Vice President of Global Media, Categories and Partnerships. Carrie is responsible for global communications planning with regard to Unilever's multi-billion media investment, leads relationships with key partners such as Google and Facebook, and drives strategic thinking in areas such as data and search.

The full jury line-up for the Effective Use of Partnerships and Sponsorships category, WARC Media Awards 2019, is:

- Carrie Timms – Vice President of Global Media, Categories and Partnerships, Unilever – jury chair
- Samantha Fay – Senior Vice President, Global Brand Strategy, Guinness World Records
- Remko Herremans – Brand Strategist, ABN AMRO
- Stephen Hutchison – Managing Director, Fuse
- Gilad Kat – Regional Communication Planning Director, MediaCom
- Rachel Lorenzon – Head of Partnerships, the7stars
- Caspar Mason – Creative Strategy Director, Jack Morton
- Guy Murphy – Global Chief Strategy Officer, J. Walter Thompson
- Shane O'Leary – Senior Strategist, ROTHCO | Accenture Interactive
- Tahab Rais – Regional Head of Strategy & Truth Central, FP7 McCann MENAT
- Simon Sassine – Senior Manager, Marketing Subsidiaries & Special Projects, Qatar Airways
- Misha Sher – Worldwide Vice President, Sport & Entertainment, MediaCom

Full biographies are available [here](#).

Outlining her expectations for this category, **Carrie Timms, Vice President of Global Media, Categories and Partnerships, Unilever** and chair of the judging panel said: "The WARC Media Awards recognise the essential role of robust communications channel planning in delivering effective and efficient campaigns, particularly in this era of multiple choice and fragmentation; and as such aim to inspire generations of practitioners to come."

These fourth WARC Media Awards are free to enter. Papers submitted as effectiveness case studies are welcomed from any territory and are discipline-neutral and channel-agnostic.

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

The Special Awards in the Effective Use of Partnerships and Sponsorships are:

- **Successful Sponsorship Award** – for the best example of a brand effectively aligning itself with, for instance, an entertainment property or a sporting event.
- **Effective Native Award** – for the best example of a native campaign that helped a brand meet its business objectives.
- **Collaboration with an Influencer Award** – for the most effective partnership with an influencer appropriate for the target market.

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.