Warc Awards for Media 2021 shortlists announced

With many brands adapting their marketing strategies to reach consumers in new ways following the pandemic, some of the best ideas have made the shortlists of the Warc Awards for Media 2021.

Source: www.unsplash.com

A total of 81 campaigns from a wide range of markets, categories and brands have been shortlisted across four categories, each judged by its own panel of industry experts examining the insight, strategy and analytics that power effective media investment.

Chiara Manco, commissioning editor - case studies, Warc, said, "The shortlisted campaigns from this year's Warc Awards for Media showcase some extraordinary work of numerous brands turning challenges into opportunities."

Effective Channel Integration

Looking for how sophisticated communications architecture have helped boost campaign effectiveness, the jury panel led by Ron Amram, Senior Director, Global Media, Mars, shortlisted a total of 20 papers.

Included are car manufacturer, Volkswagen, which adapted to the new Covid trading environment to reverse plummeting sales with its Virtual Showroom concept in Canada; and the NHS, the world's largest free-to-residents public healthcare system, which used an integrated channel approach to relaunch its recruitment drive during Covid-19 in the UK.

Best Use of Data

Recognising the role of data in an effective communications strategy, the jury chaired by Siew Ting Foo, Chief Marketing Officer, Greater Asia, HP, shortlisted 20 papers from around the world.

Among the shortlist is sportswear manufacturer Adidas which grew e-commerce sales by almost 80% across APAC through a Google partnership that added price extensions to the brand's search results; and quick-service restaurant brand McDonald's, which created a dating app mechanic to increase app downloads, usage and sales in Germany during the coronavirus crisis.

Effective Use of Tech

Chaired by Rajoielle Register, head of Global Brand Experiences, Ford Motor Company, the panel shortlisted 21 papers that have effectively used or combined emerging platforms or technology in the media mix.

Shortlisted are Burger King, which literally rang the changes in the US with a doorbell camera activation that boosted awareness of its home delivery service; and auto brand Lincoln, which harnessed two innovative technologies to ensure the eyes and attention of China's affluent were completely focused on the launch of its new Nautilus model in an extremely cluttered category.

Effective Use of Partnerships and Sponsorships

Looking for how collaborations with third parties, including native advertising and sponsorships, have helped brands meet business goals, the jury panel, chaired by Sarita Rao, president, Integrated & Partner Solution, AT&T, shortlisted 20 papers.

Included are Redoxon, a vitamin supplement brand, which partnered with Dahmakan, a food delivery service, to provide Redoxon samples with evening meal orders during Ramadan in Malaysia; and the Lebanese Breast Cancer Foundation (LBCF), which, in collaboration with a traditional baker, used a bread-making video to show women how to self-examine.

Warc 2021 Rankings revealed
30 Nov 2021

The winners of the sixth Warc Awards for Media will be announced in January 2022.

The Warc Awards for Media are free to enter and are discipline-neutral and channel-agnostic. Papers are submitted as effective case studies and are entered by media agencies, creative agencies, media owners, digital agencies and data specialists from all over the world.

Further details on the WARC Awards for Media and the shortlisted papers can be found here.