

Halifax wins Warc Prize for Social Strategy

LONDON, 22 September 2016: A campaign by adam&eveDDB for UK bank Halifax has been named the world's best social marketing strategy, taking the Grand Prix at the 2016 Warc Prize for Social Strategy.

The \$5,000 Prize was awarded at an event hosted at We Are Social's London office last night. "Once again, the Warc Social Prize has brought to light some terrific social media campaigns that feature impressive levels of creativity," said Gian Fulgoni, chair of the judging panel.

"The winning case studies clearly demonstrate that social media – in all of its many forms – has become an indispensable part of the marketing mix for successful brands."

In a low-interest category, Halifax's [Making money extra easy](#) set out to talk about the subject in an "unbank-like" manner, producing content that addressed people's particular concerns and tailoring this to how they used specific social channels.

The judges awarded a total of three Golds. Wilkinson Sword won for [Facebook couples](#), which used the power of micro-influencers to launch a new product and paid media to amplify the effect. Singapore's Scoot Airlines took a scientific approach to social with [The Scoot social matrix](#). And a UAE campaign during Ramadan for Coca-Cola, [Remove labels](#), sought to transform prejudice and labelling into an opportunity.

In addition to the Grand Prix and Gold medals, five Silvers and five Bronzes were awarded, with the 14 winning papers coming from five different markets. [A full list of winners is available on the Prize website](#), where Warc subscribers can also read the case studies in full.

Four papers also won \$1,000 Special Awards: a [St Patrick's Day campaign](#) for Jameson Irish Whiskey in the US took the Social Content Award; UK supermarket Tesco picked up the Customer Journey Award for its [Toy testers](#) campaign; the Long-Term Idea Award went to HSBC Bank for [The people you meet at uni will shape your life](#); and a campaign against the arms trade by Amnesty International UK, [Taking on the UK Government](#), won the Low Budget Award.

An analysis of entries to the 2016 Prize, authored by marketing consultant Peter Field, will be published later this year in Warc's Seriously Social report.

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