



Press Release

For immediate release

The WARC Awards – Social Strategy shortlist revealed

31 May 2017 – The first shortlist of The WARC Awards, a new global competition honouring the effective use of emerging marketing disciplines, is now released.

A total of 19 entries from ten countries have been shortlisted in the Social Strategy category, which links social strategy to business success.

Chaired by Quinn Kilbury, Senior Brand Director of Heineken US, the 17-strong jury panel of senior industry experts looked for campaign strategies that relied on the benefits of particular social platforms – or a combination of those platforms – to fulfil particular business objectives.

Additionally they looked for marketing programmes that were social by design – not simply a small part of a broader marketing initiative – and that made a significant impact on brand performance or influenced consumer behaviour. They were also keen to see campaigns that had effectively deployed newer engagement tools on social platforms, such as chatbots and live video.

The shortlisted entries are:

Always · Girl Emojis #LikeAGirl · Starcom UK, Leo Burnett Chicago · Global

Batelco · Twitterference · FP7/ Bahrain · Bahrain

Bic · The Bic 4 Colour World Championships · McCann Melbourne · Australia

BT Sport · #GoalsRecreated · BT (in house) · United Kingdom

Dubai Foundation for Women & Children · Stop Tapping · FP7 Dubai · United Arab Emirates

Gucci Guilty · Dark to Light · MediaCom · Global

Headspace National Youth Mental Health Foundation · Reword - Changing Online Bullying Behaviour · Leo Burnett Melbourne, Studio Pancho · Australia

JetBlue · FlyBabies · MullenLowe Boston · United States

JetBlue · Reach Across the Aisle · MullenLowe Boston · United States

Keebler Cookies · Ernie Learns Social · Starcom, Leo Burnett Chicago · United States

KFC · Dirty Louisiana: Don't Make Dirty Good, Make Clean Bad · BBH · United Kingdom

Maybelline · #BeYourOwnFilter · TBWA\ Group Singapore · Singapore

Murr Television · Bald For You · FP7/Beirut · Lebanon

Orange Tunisia · The Hammam Fighter · FP7/Tunisia, UM Tunisia · Tunisia

Reese's · Creating Cupfusion · Ketchum · United States

Seeing Eye Dogs Australia · Free Puppies Forever · McCann Melbourne · Australia

Shell · Pumped It Forward For Charity · Ensemble Worldwide · Malaysia

Unknown User · Unknown Potential · PHD Germany · Germany

WildAid · How planning used the power of the herd to save it · Grey London · Global

The shortlists for Effective Content Strategy and Best Use of Brand Purpose categories will be announced shortly.

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

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About jury chair - Social Strategy category:

Quinn Kilbury, Senior Brand Director, Heineken US

Quinn's current role means he gets to blend together his two passions: brand building and a great pint of brew. He joined Heineken USA in 2013 as the Brand Director on Newcastle Brown Ale where he was named an Adweek Brand Genius and one of Ad Age's Creativity 50 for his role on the "No Bollocks" campaign. Prior to Heineken, Quinn worked at PepsiCo and General Mills in Brand Management and Shopper Marketing leadership functions. Quinn spent several years in the advertising industry prior to making the move to the client side.

About WARC – Advertising evidence, insights and best practice

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.