

## Press Release

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For immediate release

### **WARC Media Awards 2019 – Best Use of Data winners announced**

#### **Starcom and MRY USA win Grand Prix for Vans**

8 January 2020 – Campaigns for a wide range of brands, including Booking.com, Nike, TalkTalk and Uber are among the winners of the Best Use of Data category of WARC's Media Awards 2019, a global case study competition recognising communications planning which has made a positive impact on business results.

A total of nine winners – one Grand Prix, two Golds, three Silvers and three Bronzes – have been awarded in the Best Use of Data category that highlights the role of data in an effective communications strategy.

The jury, chaired by Scott Marsden, SVP, Head of Marketing, Parachute, also awarded three Special Awards for particular areas of expertise: the Personalisation Award, for the best example of a campaign that used data to segment effectively; the Attribution Award, for the best example of a channel attribution model; and the Data-Driven Insight Award, for a campaign where data helped to identify the right audience at scale.

The Grand Prix, as well as the Personalisation Award, has been awarded to Starcom and MRY in the US for the 'Not Just One Creator' campaign for footwear and clothing brand Vans.

Capitalising on the increased customisability of its shoes, Vans used influencers to successfully broaden its appeal among teens and young adults in the US, generating both brand awareness and revenue.

Commenting on the Grand Prix winning campaign, jury member Benoit Weisser, Chief Strategy Officer, Ogilvy Asia, commented: "Vans went niche but also maximised a commercial audience, and data played a central role in unlocking that."

The full winners list of the 2019 WARC Media Awards – Best Use of Data category is:

#### **Grand Prix**

- Not Just One Creator · Vans · VF Corporation · Starcom, MRY · United States +  
**Personalisation Award**

#### **Gold**

- Next% – Speed is your currency · Nike · Mindshare China · China + **Data-Driven Insight Award**
- Digital Window Shopping · Sport Chek · FGL Sports · Touché! · Canada

### Silver

- Econometrics optimisation · TalkTalk · m/SIX, The&Partnership · United Kingdom + **Attribution Award**
- From Couch to Coast · Central Coast · Tourism Central Coast · AFFINITY · Australia
- Uber Legends · Uber · FP7 McCann Dubai · Jordan, United Arab Emirates

### Bronze

- Real-Time Infection Alert System · Lifebuoy · Unilever · Mindshare Vietnam · Vietnam
- Data-proofed social campaign · Booking.com · Mindshare · China
- Using Google Search ads as a real-time news portal · ZEE5 · ZEE Entertainment Enterprise Ltd · Publicis Media, Equinox Digital · India

More information on this year's WARC Media Awards – Best Use of Data winners is available [here](#). The winners of the Effective Channel Integration, Effective Use of Partnerships & Sponsorships and Effective Use of Tech categories will be announced later this month.

The top winning papers of the WARC Media Awards share a \$40,000 prize fund.

## Ends

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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.