



# Press Release

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For immediate release

## **The Warc Awards: Content Strategy Jury named**

### **Alison Keith, VP Global Media at Coty appointed jury chair**

*16 March 2017* – The Effective Content Strategy category of the 2017 Warc Awards, which looks for evidence of how a content strategy has helped a brand achieve business goals, will be chaired by Alison Keith, Vice President - Global Media of beauty products brand Coty.

A strong advocate of brand communication, Alison Keith also has many years' experience on the agency-side and will lead a panel of 15 other judges made up of senior industry experts:

Alison Keith – Vice President, Global Media, Coty – Jury Chair

Tejas Apte – Senior Media Manager, Hindustan Unilever

Charles Baker – Strategy Director, Hearts & BBDO

Paul Catmur – Managing Partner and ECD BC&F DENTSU

Nikki Crumpton – Founder, The Active Strategist

Samantha Deevy – Group Communications Strategy Director, Droga5

Clare Hill – Managing Director, Content Marketing Association

Rob Isaacs – Content Partner, adam&eveDDB

Shafqat Islam – CEO and Co-Founder, NewsCred

Nick Kendall – Founding Partner, Broken, Electric Glue and The Garage Soho

Scott Manson – Director of Content, OgilvyOne

Janisa Parag – Head of Planning, True

Carl Ratcliff – CEO, One Green Bean

Anneli Rispens – Director Content & Social Media DDB EMEA

Matt Tanter – Chief Strategy Officer, Grey London

Amelia Torode – former Chief Strategy Officer, TBWA\London

Full biographies are available [here](#)

The Effective Content Strategy category rewards branded content strategies that demonstrate a business outcome and where editorial-style content is designed to win attention. This could include video, audio, brand-funded TV shows or other formats. The Grand Prix winning paper will be rewarded with \$7,000.

In addition, three special awards will each receive a prize of \$1,000: The Long-Term Idea Award recognises a content strategy that has delivered sustained success for a brand; the Best Multiplatform Award is for a content strategy that has successfully used a range of different communication channels; and the Low Budget Idea, rewards an effective content strategy produced on a budget of £500,000 or less and is geared towards campaigns by non-profit organisations.

Entry is free and papers submitted as effectiveness case studies are welcomed from any market or discipline. The closing date for entries is 20 April 2017. More information about how to enter is on the Warc Awards site [here](#).

## Ends

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**About Warc – ideas and evidence for marketing people**

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.

In addition to The Warc Awards, Warc runs three other case study competitions: The Warc Prize for Asian Strategy, The Warc Media Awards and The Warc Innovation Awards.

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.

**About Jury Chair: Alison Keith, Vice President, Global Media, Coty**

Alison is passionate about how brands communicate. She moved to Coty in 2016 after 10 years transforming FMCG businesses within leading media agency groups. At Coty, she drives programmes including the company's digital transformation with a heavy focus on data as an enabler of marketing excellence. As part of the global media organisation, Alison is committed to media excellence and to making Coty the new challenger in the beauty industry.