

# WARC

## Press Release

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For immediate release

### **WARC Awards 2018 – Effective Use of Brand Purpose jury announced**

*Global, 18 January 2018* – Senior figures from IKEA, Deloitte, Unilever and Ford Motor Company will be joining top agency leaders to make up the Effective Use of Brand Purpose jury of the WARC Awards 2018 – a global search for next-generation marketing effectiveness.

The Effective Use of Brand Purpose category is for marketing initiatives that have successfully embraced a brand purpose and achieved commercial success as well as a benefit for a wider community.

Jury chair Claudia Willvonseder, CMO, IKEA Group, comments on the jury line-up: "This year's jury represents a broad range of talent and experience across several territories. I am sure the judging sessions will be lively as a result and am looking forward to working alongside the jury to assess the latest most effective brand purpose strategies from across the globe."

The jury members of the WARC Awards 2018 – Effective Use of Brand Purpose category are:

- Claudia Willvonseder, CMO, IKEA Group – Jury Chair
- Jo Arden, Chief Strategy Officer, MullenLowe Group UK
- Alistair Beattie, Co-CEO, DDB&Tribal Amsterdam
- David Chriswick, Head of Brand Strategy, DigitasLBi Chicago
- Simon Cotterrell, Head of Strategy, Interbrand
- Al Crawford, Founder, Humdinger
- Jem Fawcus, Group CEO & Owner, Firefish
- Dan Izbicki, Global Director for Creative Excellence, Unilever
- Vanella Jackson, Global CEO, Hall & Partners
- Tanya Joseph – Director, Tanya Joseph Consulting
- Andy Last, Co-Founder, Salt Communications
- Adrian Mills, Partner, Deloitte Australia
- Chris Norman, Founder and Managing Director, Good Agency
- Govind Pandey, Chief Executive Officer, TBWA\Group India
- Rajoielle Register, Cross Brand Strategy and Growth Audiences Lead, Ford Motor Company
- Harjot Singh, Chief Strategy Officer of Europe, McCann

The WARC Awards are free to enter and are open to submissions from any country and communications discipline into four categories: Effective Use of Brand Purpose, Effective Content Strategy, Effective Social Strategy and Effective Innovation categories.

In addition to the Grand Prix, Gold, Silver and Bronzes, in each category the jury will select three Special Awards honouring particular areas of excellence. For Effective Use of Brand Purpose, they are: Evaluation Award – for a brand purpose strategy that has gone the extra mile in measuring both commercial and societal impact; Employee Engagement Award – rewarding a brand purpose-led strategy that is consistent both inside and outside an organisation; and Smart Spender Award – for purpose-led strategy that was effective on a budget of \$500K or less.

Full details of the judges and information on how to enter the WARC Awards, is available [here](#)  
Entry deadline is 12 February.

## Ends

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**For further information, please contact:**

Amanda Benfell  
amanda.benfell@WARC.com  
PR Manager  
+44 (0) 20 7467 8125

WARC  
85 Newman Street  
London W1T 3EU  
www.warc.com

**About Effective Social Strategy jury chair:**

**Claudia Willvonseder - Chief Marketing Officer, IKEA Group**

Claudia started her career in the 1980s in creative agencies where, among other roles, she was CCO at Saatchi & Saatchi. Her main goals are to position the IKEA brand in all its markets and to mastermind the digital and data-driven marketing transformation of the brand. And, of course, to inspire and encourage the 500 marketers across the markets with whom she works. Prior to her IKEA Group responsibilities, Claudia was Head of Marketing for IKEA in her native Germany. Claudia has won numerous accolades during her career: most recently, IKEA was placed as the fifth Most Effective Global Brand in the 2017 Effie Index.

**About WARC – Your global authority on advertising and media effectiveness**

WARC.com is an online service offering advertising best practice, benchmarks, data, insight, brand and category intelligence 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 hosts four global and two regional case study competitions: WARC Awards, WARC Media Awards, The Admap Prize, WARC Prize for Asian Strategy and WARC Prize for MENA Strategy.

Founded in 1985, WARC is privately owned and has offices in the UK, US and Singapore.