

# WARC

## Press Release

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For immediate release

### **WARC Media Awards 2017 – Effective Use of Tech Jury named**

13 July 2017 – WARC, the global authority on advertising and media effectiveness, has named the jury panel of the Effective Use of Tech category for its Media Awards 2017, an international competition rewarding communications planning which has made a positive impact on business results for brands around the world.

The Use of Tech category awards communications that have effectively used or combined emerging platforms or technology in the media mix to help address a specific business problem.

The jury, made up of senior executives from brands, agencies and tech-inspired businesses will be chaired by Kristi Argyilan, Senior Vice President, Media and Guest Engagement at Target, where she is responsible for leading and integrating Target's paid, earned, owned and shared media initiatives.

The Effective Use of Tech judges are:

Kristi Argyilan – Senior Vice President, Media and Guest Engagement, Target – jury chair

Heather Bresnahan – Director, International Media, Microsoft

Paul Dalton – Chief Media Officer, International, DigitasLBi

Ete Davies – Managing Director AnalogFolk, Co-Founder of Stripes, BIMA 100

Jonas De Cooman – Co-CEO and CMO, Appiness

Jose Gutierrez Cuellar – Global Head of Client Technology

Omaid Hiwaizi – Global Head of Brand Experience, Blippar

Jason Lonsdale – Chief Strategy Officer, Mekanism

Tom Morton – Head of Strategy, R/GA US

Julie Anne Mossler – Head of Brand and Global Marketing, Waze

Tamara Sword – Founding Director, TRM&C Ltd

Daan van Rossum – Regional Strategy & Innovation Director, Ogilvy & Mather

Full biographies are available [here](#)

Commenting on judging the Use of Tech category, jury member Paul Dalton, Chief Media Officer, International, DigitasLBI says: "Technology needs to be in the service of the customer. Tech for tech's sake looks impressive but if it doesn't actually benefit the customer in any way, what's the point? It needs to align well with the brand idea and the brand focus."

Read [here](#) Paul Dalton's opinion piece for WARC: 'I grew up in media using bad data'

The WARC Media Awards are free to enter and papers submitted as effectiveness case studies are welcomed from any territory and communications discipline.

The winners of the Grands Prix and Special Awards across all four categories – Effective Use of Tech, Best Use of Data, Effective Channel Integration and Effective Use of Partnerships & Sponsorships – will share a prize fund of \$40,000.

The Special Awards in the Best Use of Tech category will be awarded for: Early Adopter Award – how a brand successfully embraced a new platform; Most Scalable Idea – for a tech-led idea with the scope to make an impact within its sector and, potentially, beyond; Best Use of Augmented or Virtual Reality – how enhancements through virtual or augmented reality – or both - helped a campaign to fulfil its potential.

The closing date for entries is 19 September 2017. More information and details about how to enter can be found [here](#).

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**About Jury Chair – Effective Use of Tech category:**

**Kristi Argyilan – Senior Vice President, Media and Guest Engagement, Target**

Since July 2014 when she joined Target, Kristi has been responsible for leading and integrating Target's paid, earned, owned and shared media initiatives. Since her arrival, her team has spearheaded several key campaigns, including Target Holiday, Target Style and the Grammy's as well as expansion of all digital capabilities including Target's private digital media marketplace, The Bullseye Marketplace, and Target digital media exchange, Target Guest Axis.

Prior to Target, Argyilan led Mediabrands Automated Marketplace Development as President of MAGNA Global North America and expanded it to include trading desks, advanced analytics, technology in complement to custom content, and strategy. An AdAge Woman To Watch 2014, she has also held senior positions with UM, Arnold in Boston and Goodby, Silverstein & Partners.

**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 Innovation 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.