

WARC

Press Release

For immediate release

WARC Media Awards 2017 – Effective Use of Tech Shortlist announced

Global, 15 November 2017 – The first shortlist of WARC's Media Awards, an international competition that examines the insight, strategy and analytics that power effective media investment, is now released.

17 entries from a wide range of countries and companies including Danone, Heineken, Google, P&G and Unilver have been shortlisted in the Effective Use of Tech category, a search for communications that have effectively used or combined emerging platforms or technology in the media mix.

Kristi Argyilan, Senior Vice President, Media and Guest Engagement, Target - jury chair of the panel of 12 senior executives from brands, agencies and tech-inspired businesses, commented: "As our jury examined the wide pool of cutting-edge work, we were struck by how marketers were utilizing technology to humanize their brands and creating emotionally stirring programs that engaged while providing meaningful service to their audiences across every imaginable industry."

The shortlisted entries are:

- The campaign that saved 2500 lives · Softlogic Life Insurance · Mindshare Sri Lanka · Sri Lanka
- Smart = Sexy · Lifestyles, Blowtex · +KNAUSS · Brazil, United States
- The Better Wishes · Google Taiwan · OMD Taiwan · Taiwan
- Spreading love online, sending gifts on LINE · Ferrero Rocher · PHD Taiwan · Taiwan
- Inspiring weather to grill, or not · Johnsonville Fresh Bratwurst · CompassPoint Media · United States
- #AdaAQUA GifMojis · AQUA · Havas Media · Indonesia
- #AdaAQUA campaign with #PathDaily · AQUA · Havas Media · Indonesia
- Loved the cold · Coors Light · Kinetic, Starcom · Irish Republic
- Dynamic recruitment · The University of Sydney · The Monkeys · Australia
- @GeoStories · Geological Survey of Canada History Committee · McMillan · Canada
- From inside the plot · Fiat · People Initiative · Turkey
- Humans 2: Closer to perfect than ever before · Channel 4 · OMD UK, 4creative · United Kingdom
- Sea Hero Quest · Deutsche Telekom · MediaCom, Saatchi & Saatchi · Global
- Bigger Than Suicide · Lynx · Kinetic UK, Mindshare · United Kingdom

- React to shamers · Always · MediaCom Israel · Israel
- Our hearts beat as one! · Cornetto · Mindshare · India
- Martes de McDonald's · McDonald's · OMD, Tribal DDB · Mexico

The shortlists of the three other categories – Effective Channel Integration, Effective Partnerships and Sponsorships and Best Use of Data – will be announced shortly.

To see the case studies of the shortlisted entries or for more information about the WARC Media Awards please visit [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, Target Run and the Grammy's as well as expansion of all digital capabilities including Target's private digital media marketplace, Target Media Network, and Target digital media exchange, Target Guest Access.

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.