

Warc Awards announces 'Social Strategy' shortlist

Warc Awards have established a new global competition, honouring the effective use of emerging marketing disciplines - 'Social Strategy' and has selected the 19 shortlisted entries from 10 countries.



Jury Chair - 'Social Strategy' category: Quinn Kilbury, Senior Brand Director, Heineken US

Chaired by Quinn Kilbury, senior brand director of Heineken US, the 17-strong jury panel of senior industry experts looked for campaign strategies that relied on the benefits of particular social platforms - or a combination of those platforms - to fulfil particular business objectives.

Additionally, they looked for marketing programmes that were social by design - not simply a small part of a broader marketing initiative - and that made a significant impact on brand performance or influenced consumer behaviour. They were also keen to see campaigns that had effectively deployed newer engagement tools on social platforms, such as chatbots and live video.

Shortlist

- Always · Girl Emojis #LikeAGirl · Starcom UK, Leo Burnett Chicago · Global
- Batelco · Twitterference · FP7/ Bahrain · Bahrain
- Bic · The Bic 4 Colour World Championships · McCann Melbourne · Australia
- BT Sport · #GoalsRecreated · BT (in house) · UK
- Dubai Foundation for Women & Children · Stop Tapping · FP7 Dubai · United Arab Emirates
- Gucci Guilty · Dark to Light · MediaCom · Global
- Headspace National Youth Mental Health Foundation · Reword - Changing Online Bullying Behaviour · Leo Burnett Melbourne, Studio Pancho · Australia
- JetBlue · FlyBabies · MullenLowe Boston · US
- JetBlue · Reach Across the Aisle · MullenLowe Boston · US
- Keebler Cookies · Ernie Learns Social · Starcom, Leo Burnett Chicago · US
- KFC · Dirty Louisiana: Don't Make Dirty Good, Make Clean Bad · BBH · UK
- Maybelline · #BeYourOwnFilter · TBWA\Group Singapore · Singapore
- Murr Television · Bald For You · FP7/Beirut · Lebanon
- Orange Tunisia · The Hammam Fighter · FP7/Tunisia, UM Tunisia · Tunisia
- Reese's · Creating Cupfusion · Ketchum · US

- Seeing Eye Dogs Australia · Free Puppies Forever · McCann Melbourne · Australia
- Shell · Pumped It Forward For Charity · Ensemble Worldwide · Malaysia
- Unknown User · Unknown Potential · PHD Germany · Germany
- WildAid · How planning used the power of the herd to save it · Grey London · Global

Shortlists for 'Effective Content Strategy' and 'Best Use of Brand Purpose' categories will be announced shortly.

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