

# WARC Media Awards

“It is a pleasure to be working with the WARC Media Awards in their fifth year, and an honour to recognise and celebrate industry best practices showcasing how powerful channel strategies can drive effectiveness in today’s volatile and complex competitive landscape.”

**Vasileios Kourakis**, Global Director Marketing ROI, Consumer Products Division, L’Oréal  
Chair of the Effective Channel Integration judging panel, WARC Media Awards 2020





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# A \$40,000 awards scheme for effective comms planning

Welcome to the fifth year of the WARC Media Awards, a comprehensive global awards scheme to reward comms planning which has made a positive impact on business results. The competition will examine the insight, strategy and analytics that power effective media investment.

The Awards are discipline-neutral and channel-agnostic. We encourage a broad spectrum of entries from media agencies, creative agencies, media owners, digital agencies and data specialists from all over the world. Entry is completely free and you can enter as many times as you like, using the entry form. You do not need to be a WARC subscriber to enter.

To enter, submit each case study in just one category. Across all categories – Effective Channel Integration, Effective Use of Tech, Best Use of Data and Effective Use of Partnerships and Sponsorships – judges will look for the thinking behind a strategy, the measurement approach brands and agencies have put in place, and evidence that the comms strategy delivered against the client's objectives.

Each category will have a Gold/Silver/Bronze award system. There is a \$10,000 prize fund in each category for the best overall entries. The best overall paper will win the \$7,000 Grand Prix, plus winners of the three Special Awards in each category will win \$1,000 each.

A high-calibre jury of marketers and agency-side and data experts from around the world will be judging. Visit the [Awards' website](#) for information and [sign up to WARC News](#) for announcements about the Awards. In this kit, we explain what entries should include. We look forward to seeing your work.

**Good luck!**

**Lucy Aitken**

Managing Editor, Case Studies, WARC

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# What you need to know

Below, we outline the steps you should complete and list some requirements for your entry to be eligible. The key points are:

- The deadline for entries is **23<sup>th</sup> September 2020**.
- Entry is **free**.
- **Gold, Silver and Bronze** award winners will be named for each category. The number of Gold/Silver/Bronze awards will be at the judges' discretion and will reflect the quality of the entries.
- In each category, all entries qualify for the main **\$7,000 Grand Prix** for best overall paper plus the **three \$1,000 Special Awards**. Separate entries for the Special Awards are not required.
- Each case study can only be entered in one category.
- Activity must have been in-market after 24<sup>th</sup> September 2018.
- WARC will publish on WARC.com all entries for the Awards that meet the key information requirements so please ensure you have all necessary permissions.
- Should any information in your paper be confidential, please clearly mark it as '**confidential – not for publication**'. This information will not be published by WARC, but will be seen by judges.
- You cannot mark the entire results section as confidential.

## Questions?

If, after reading the Terms and Conditions, you have any questions, please email [mediaawards@warc.com](mailto:mediaawards@warc.com)



# Categories and Special Awards

Before you complete your entry form, you must choose the category in which you want to enter your work. Please remember: each case study can only be entered in one category.

There are four categories; each one has its own judging panel and set of Special Awards. As part of the judging process, judges can nominate entries they think worthy of consideration for the Special Awards.

## **Special Awards – Channel Integration**

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**Path-to-Purchase Award** – how a campaign built an effective integration model around shopper or path-to-purchase insight.

**Effective Cross-Channel Measurement Award** – for a campaign that most accurately measured the effectiveness of different comms channels and the halo effect that they achieved together.

**The POE Award** – how a strategy successfully linked paid, owned and earned media.

## Special Awards – Partnerships

**Successful Sponsorship Award** – for the best example of a brand effectively aligning itself with, for instance, an entertainment property or a sporting event.

**Effective Native Award** – for the best example of a native campaign that helped a brand meet its business objectives.

**Collaboration with an Influencer Award** – for the most effective partnership with an influencer appropriate for the target market.

## Special Awards – Tech

**Early Adopter Award** – how a brand successfully embraced a new platform.

**Most Scalable Idea Award** – for a tech-led idea with the scope to make an impact within its sector and, potentially, beyond.

**Platform Pioneer Award** – how a brand found an innovative and effective way to use an existing platform.

## Special Awards – Data

**Personalisation Award** – for the best example of a campaign that used data to segment effectively.

**The Attribution Award** – for the best example of a channel attribution model.

**Data-Driven Insight Award** – for a campaign where data helped to identify the right audience at scale.

### WARC's Media Strategy Report

All papers that win an award (Grand Prix, Gold, Silver, Bronze and the Special Awards) will be featured in WARC's Media Strategy Report. This report, which will be published after the competition, will showcase and promote the best case studies to WARC's global audience and also include detailed analysis around the winners, identifying common trends and themes among them.



# How to enter

The basis of every entry should be a written case study (max 3,000 words).

Visit [www.warc.com/mediaawards](http://www.warc.com/mediaawards) to download the entry form and to find tips on how to make your entry stand out.

The entry form details what is required in each section – please make sure you fill in all sections, embedding images and charts.

You can enter additional material including videos and pictures by uploading them to [Dropbox](#) as a zip file **clearly marked with the WARC Media Awards (WMA) reference number** you will receive after registering your entry. Please note, we cannot accept .rar files.

Entrants should follow the process below.

## A. Read the Terms and Conditions

These may affect how you write your entry, so please check these first.

## B. Register your entry details online

- Visit [www.warc.com/mediaawards](http://www.warc.com/mediaawards) and follow the directions to register.
- At the end of the registration process, you will receive on screen and by email a **WARC Media Awards reference number**. Please use this WMA number in communication with WARC about your entry and to name any [Dropbox](#) files. **Your WMA number must also appear at the top of your entry form.**
- If you are submitting multiple entries, you must go through the registration process for each one separately.
- To complete registration, you will need to tell us about the campaign's budget, duration and geographic markets, as well as in which awards category you are entering it.

### C. Download and fill out the entry form

- Complete all sections of the entry form, making sure you quote the WMA reference number you have been given following registration. The entry form can be found at [www.warc.com/mediaawards](http://www.warc.com/mediaawards). **Please keep the form as a Word document.**
- Entrants may mark small confidential parts as '**Confidential – not for publication**'.
- Images, including creative material and charts, must be embedded within the entry form at the relevant point.
- Please keep formatting to a minimum and avoid text boxes.

### D. Send us your completed entry form including your WARC Media Awards (WMA) reference number

- **Sending entry form only**
  - ▶ Rename using your WMA reference number
  - ▶ Email it to [mediaawards@warc.com](mailto:mediaawards@warc.com)
- **Sending form with videos**
  - ▶ Save all material in a single zip file
  - ▶ Rename using your WMA reference number
  - ▶ Upload to our [Dropbox](#)
- **Sending multiple forms with videos**
  - ▶ Put each form and its associated video files into a different zip file
  - ▶ Rename each using your WMA reference numbers
  - ▶ Upload to our [Dropbox](#)



# Case study structure

Entrants should structure their case studies in ten separate sections, as detailed below and on the entry form. The total word count for the entire entry should not exceed 3,000 words.

## Executive Summary

Entrants will need to provide an Executive Summary (up to 200 words, not included in the overall word count).

## Market background and context

In this section, judges will be looking for:

- An introduction to the brand, its market, and the brand's objectives.
- Information on the size and dynamics of the brand owner's marketplace (specify if this was national, regional or global), the brand's competitive set and position within it. If the campaign relates to a launch or product innovation, provide details of the target competitor set and target marketplace and supply relevant supporting data. If you are entering the Best Use of Data category, please outline how data was important for targeting or how data allowed the brand to do something new.
- Remember: judges may not be familiar with your brand or its place in your market, so please provide as much clear information as you can.

## Communications objectives

- What was the comms strategy expected to achieve and how was it related to brand objectives?
- Please indicate the relationship between the comms strategy and the creative planning, e.g., was it intended to optimise/amplify a creative message? Please include specific objectives for the comms strategy (e.g., reach or equivalent metrics, awareness, efficiency, conversion, sales).

## Insights and strategy

Please outline the strategic response to the client's objectives:

- What conclusions did you draw about the behaviour/needs of the target market, and how did this feed into a comms channel strategy? Include any research or data that backed up your ideas.
- Please explain why you chose specific channels and other touchpoints, and how these channels were expected to work together. Include relevant diagrams or charts. If a channel used is new (for instance, with the Tech category) please outline the reasons for using it.
- Explain why this strategy was the right one to meet the client's objectives, and why it is worthy of recognition.

## Implementation and optimisation

Please provide evidence of how the strategy was applied:

- Indicate how the strategy was brought to life, including (if relevant) how it worked alongside creative treatments.
- Please indicate how the strategy evolved once it went live. Was it optimised based on feedback or performance data? Were changes required? If so, what and why?

## Media used

Where relevant, please show the weight of spend allocated to different media channels and the timings of media activity. Information provided here will remain unpublished as it will contribute to WARC's own benchmarking tools.

## Measurement approach and results

Please explain how you set out to measure the success of the strategy, and what results you achieved:

- Which metrics were important to gauging success, and how were these incorporated into planning?
- What data/research information did you use to track success?
- How did these relate back to the client's objectives?
- What results did you actually achieve? Please explain what difference your comms planning strategy made, and the contribution it made to achieving the client's objectives.

### ROI (optional)

If you are able to calculate a figure for return on investment (based on sales, profit or other value), please include it here. (Please note that entrants unable to calculate an ROI figure will still be included in the judging.)

### Lessons learned

- What did you learn from this successful strategy that could benefit other brands?
- Were the insights unique to the brand and market in the case study, or were there general lessons that could be applied elsewhere?

### Client's view

Please include a short testimonial from your client about how your strategy helped them with a specific business challenge. This is not part of the main word count.

## Checklist

- ✓ Have you **completed the entry form** according to the criteria, and marked any confidential material in the entry?
- ✓ Have you shown understanding of a brand's objectives, explained the thinking behind your response, and demonstrated why your strategy is worthy of recognition?
- ✓ Have you explained how you measured the impact of your connection strategy, and provided **evidence that client objectives were met**?
- ✓ Have you **registered your entry online** at [www.warc.com/mediaawards](http://www.warc.com/mediaawards) (including submitting details of budget, duration, geographic markets and category) and received your WARC Media Awards reference number?

- ✓ Have you grouped any **supporting materials** into a zip file, labelled with your WARC Media Awards (WMA) reference number?
- ✓ Have you **read the Terms and Conditions**? If so, you're ready to submit your entry. Email it to [mediaawards@warc.com](mailto:mediaawards@warc.com) or, in the case of large files upload it to our [Dropbox](#). **Don't forget to use your WMA number to label your zip file.**

# Judging criteria

Judges will be asked to score papers according to the following criteria (percentage figures indicate weighting of marks):

- 1. Channel thinking (35%)**
- 2. Implementation (10%)**
- 3. Performance against client objectives (35%)**
- 4. Lessons learned (20%)**

In the case of the Best Use of Data category, the judging criteria will be:

- 1. Application of data (campaign development / measurement approach) (45%)**
- 2. Data-driven outcomes (35%)**
- 3. Lessons learned (20%)**

## Find out more

For more information about any of WARC's free-to-enter award schemes, please contact [lucy.aitken@warc.com](mailto:lucy.aitken@warc.com)



# About WARC

WARC provides the latest evidence, expertise and guidance to make marketers more effective. WARC's mission is to save the world from ineffective marketing.

WARC's clients include the world's largest brands, advertising and media agencies, media owners, research companies and universities.

In addition to the WARC Media Awards, WARC hosts three other annual case study competitions rewarding next-generation thinking: the WARC Awards, the WARC Prize for MENA Strategy and the WARC Prize for Asian Strategy.


WARC collaborates with more than 50 respected industry organisations globally including: The Advertising Research Foundation, Cannes Lions, Effie Worldwide, Association of National Advertisers, ESOMAR, 4A's, IPA and DMA.


WARC was founded in 1985, and has offices in the UK, US and Singapore. In July 2018, WARC became part of Ascential plc, the global specialist information company.

# Terms and Conditions of Entry

Please read the Terms and Conditions before you submit a case study to the WARC Media Awards. By submitting a case study you agree to be bound by these terms and conditions, which represent a legal agreement between you and WARC Ltd.

1. Entry is free.
2. The Awards are open to any advertiser, agency, media company, individual or team involved in marketing or communications in any country. Multi-authored entries – submitted by individuals either from within the same company or from different companies – should be clearly labelled as such at the time of entry. In the event of an Award being awarded to a multi-authored paper, the prize fund money will be evenly split between all the authors named on the submitted paper, unless WARC receives written instructions to the contrary.
3. The Awards are open to case studies of marketing and communications activity in any territory in the world. Campaigns from any communications discipline may be submitted. If you are in any doubt as to whether a campaign is eligible, please contact the organisers at [mediaawards@warc.com](mailto:mediaawards@warc.com).
4. Some element of the marketing activity entered for the Awards must have been running at any time after 24 September 2018.
5. All entries must be written in the English language.
6. Entrants must follow the entry procedure detailed in this Entry Kit and on the [Awards' website](#), where shortlists and winners will be announced.

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- 7.** As well as the main Awards, all entrants will be considered for the Special Awards. For low-budget Special Awards, only entries that state a budget of below \$1 million will be considered.
  - 8.** An entrant may submit several different entries, but these must be clearly labelled as distinct entries during the submission process.
  - 9.** An individual may upload one or more entries on behalf of colleagues and be the contact name on the entry form without being an author of a paper. However, the prize fund will be distributed only to the authors of the winning paper.
  - 10.** The shortlisting of entries and the award of the \$7,000 Grand Prix, the \$1,000 Special Awards, and the Gold, Silver and Bronze awards in each category are at the judges' sole discretion. Judges will base their decision on the written submissions and supporting material only, and no correspondence will be entered into regarding the final decision.
  - 11.** WARC will not be held responsible for any incorrect or incomplete entries.
  - 12.** All Awards entries that meet the key criteria (paragraphs 2 to 5), including supplementary information such as case videos and creative work, will be published in perpetuity on WARC. All applicable permissions must be obtained by entrants for all materials submitted as part of the Awards submission for which they are not the exclusive owner. It will be the responsibility of the entrant to clear all necessary permissions, including client approval where necessary, before submitting an entry.
  - 13.** Within reason, entrants may mark short passages of the case study, specific data or other information, as 'confidential'. Judges will see this information, but WARC will not publish this information.
  - 14.** Entrants hereby warrant (i.e., promise) and represent that the entry is the author or authors' original work save that to the extent it contains material which is owned by a third party, entrants further warrant and represent that they have obtained all necessary permissions from the owner of such materials, consistent with WARC's rights set out in paragraphs 16 and 17 below.
  - 15.** Entrants also warrant and represent that the entry does not contain anything which is libellous, unlawful, offensive, harmful,



or infringes the rights of others or that is a breach of any duty of confidentiality.

**16.** By registering online and submitting an entry form, entrants will be assigning the copyright in their written entries, including graphics, charts and illustrations produced to support the entries, to WARC Ltd for the full legal term of copyright and any renewals/extensions thereof. If for any reason copyright cannot be transferred, entrants hereby grant to WARC (with full right for WARC to sublicense such rights) an irrevocable, exclusive licence in perpetuity to publish, reproduce, summarise, index, tag and/or distribute such materials throughout the world, in all languages, in printed, electronic or any other medium, and to authorise others to do the same.

**17.** In the case of supplementary materials including (but not limited to) images or videos of creative work, or video summaries of case studies, you hereby grant to WARC (with full right for WARC to sublicense such rights) an irrevocable, non-exclusive licence in perpetuity to publish, reproduce, summarise, index, tag and/or distribute such materials throughout the world, in all languages, in printed, electronic or any other medium, and to authorise others to do the same.


**18.** Entrants will assert their Moral Rights to be identified as authors of the submitted entry under the Copyright Designs and Patents Act 1988 (UK), and WARC Ltd will ensure that entrants' names are always clearly associated with the entry. Entrants will waive all other Moral Rights.

**19.** By agreeing to the Terms and Conditions, authors will give their consent to be identified as shortlisted entrants, and to feature in post-Awards publicity celebrating entrants.

**20.** Nothing in these terms obliges WARC to publish any entry. In the event of any breach or alleged breach of the obligations, warranties and/or representations in these terms then, without prejudice to WARC's other rights and remedies, WARC may: (i) remove or delete an entry from any website or other medium on which it is published; and/or (ii) disqualify an entry from the competition.

**21.** By agreeing to the Terms and Conditions, entrants will consent to receive communications from WARC regarding Awards updates, and other relevant WARC editorial developments.





**22.** Entrants agree to defend, indemnify and hold WARC, its officers, directors and employees harmless from and against any third party claims, alleged claims, demands, losses, damages, liabilities, expenses (including legal costs), judgments, actions, causes of action, made or brought against or incurred by WARC in connection with paragraphs 12, 14 and 15 of these Terms and Conditions ("Claims").

**23.** WARC shall provide Entrants with written notice of Claims and shall provide Contributors with reasonable assistance and cooperation in the defence of any Claims at the Entrant's sole cost and the Entrant will have sole control over the defence and settlement of any Claims.

**24.** WARC's maximum aggregate liability to the Entrant under or in connection with this Agreement, whether in contract, tort (including negligence) or otherwise, shall in no circumstances exceed \$10,000.

**25.** This Agreement will be governed by the law of England and Wales. The Courts of England and Wales will have exclusive jurisdiction over any disputes arising under this Agreement.

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