

WARC

Press Release

For immediate release

WARC Media Awards 2017 – Use of Data Jury named

5 July 2017 – The first jury panel has been named for the WARC Media Awards 2017, a global competition rewarding communications planning which has made a positive impact on business results for brands around the world.

The Best Use of Data category recognises the role of data in an effective communications strategy, examining the insight, strategy and analytics that power effective media investment.

The jury, made up of top agency professionals and senior marketers, and will be chaired by Nicole Kane, Director, Global Media at McDonald's Corporation, where she oversees global partnerships, accountability, and agency relationships.

The Best Use of Data jury:

Nicole Kane, Director, Global Media, McDonald's Corporation – jury chair

Morag Blazey, Chief Executive Officer - UK, Ebiquity

Youmna Borghol, Head of Data, Choueiri Group

Luke Brown, CEO, co-owner, Affinity

Paula Fernandez, Global Head of Data Tools & Analytics, Kinetic Worldwide

Arun Kumar, Chief Data & Marketing Technology Officer, IPG Mediabrands; Global President, Cadreon

Shubu Mitra, Founder and CEO, Agile Measurement

Sorin Patilinet, Global Center of Expertise for Media, Mars

Nancy Rowe, Digital Strategy and Insight Lead, SapientRazorfish

Mike Solomon, Managing Director, OMD Chicago

Rick Watrall, Chief Analytics Officer, Horizon Media

Full biographies are available [here](#)

Commenting on judging the Use of Data category, jury member Luke Brown, CEO and co-owner of Affinity says: "Data is finally making its move from being a gimmicky buzz-word and being

commercially applied in more and more interesting ways. I'll be looking for entries that demonstrate a genuine need to utilise data in unique ways, but importantly that the application makes a genuine and measurable difference to the brand and bottom line."

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 – Best Use of Data, Effective Use of Tech, 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 Data category will be awarded for: Best Real-Time Award, for the best example of a campaign planned in real-time; The Attribution Award, for the best example of a channel attribution model; and the Data-Driven Insight Award, for a campaign where data helped to identify the right audience at scale.

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 – Best Use of Data category:

Nicole Kane, Director, Global Media, McDonald's Corporation

Nicole oversees global partnerships, accountability, and agency relationships. An omnichannel strategist inspired by data, she has worked at global media agencies such as OMD and Starcom across CPG, QSR, Retail, Technology, and Travel. In 2014, she forecasted the role data and analytics would play transforming the marketing landscape and went to Civis Analytics to further hone her people-based marketing capabilities. She's been at McDonald's for two years and is excited to help McDonald's make delicious feel good moments easy for everyone.

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.