WARC

Press Release

For immediate release

The WARC Awards 2017 – Grands Prix and Special Awards winners announced

DigitasLBi US, BBH UK and Ensemble Worldwide/UM Malaysia win Grands Prix

Global, 20 September 2017 – DigitasLBi US, BBH UK and Ensemble Worldwide, UM Malaysia are the three Grands Prix winners for their work for Whirlpool and KFC at the first global WARC Awards, recognising next-generation marketing effectiveness.

DigitasLBi US was the winner of two top awards - the **Best Use of Brand Purpose Grand Prix** as well as the Partnership Special Award for Whirlpool's 'Care Counts' campaign which saw the US appliances manufacturer install washers and dryers in schools to give disadvantaged students access to laundry facilities and boost attendance rates.

Jury chair Jim Stengel, President and CEO, The Jim Stengel Company commented on the campaign: "It is a brand that's trying to be in a different place, behind purpose, and I applaud them for that."

The **Effective Social Strategy Grand Prix** was won by BBH London for the 'Dirty Louisiana: Don't make dirty good, make clean bad' campaign for KFC in which the fast food brand created a humorous fake 'clean eating' campaign shared on social media, YouTube and blogs to successfully launch its newest product in the UK.

Jury member Barry Krause, Founder and CEO, Suite (LiveLab) said: "This campaign goes for the super heavy QSR user as that's where the volumes are. This is a brilliant strategy, they slaughtered it and it's really funny."

Ensemble Worldwide, UM Malaysia are winners of the **Effective Use of Content Strategy Grand Prix** for their KFC campaign 'Stealing a burger-march on McDonald's using real-time data' for which they employed programmatic technology to create and distribute content to millennials to launch its Hot and Cheezy burger in Malaysia.

Commenting, judge Charles Baker, Strategy Director, BBDO Hearts & Science, said: "McDonald's is the king of burgers so for KFC to make something enduring that could be fun for kids is smart. This is all about building preference and repeat visits."

Special Awards, honouring particular areas of excellence, have been presented in all three categories:

In the **Best Use of Brand Purpose** category, alongside DigitasLBi US winning the Partnership Special Award for Whirlpool, Ogilvy and Mindshare Canada won the Analytics Award for 'No Baby Unhugged' which shows how Huggies, the baby diapers brand, increased awareness and sales by developing 'hugging programs' across Canadian Hospitals. BBDO India won the Longevity Award for Ariel's 'Dads #ShareTheLoad, a social campaign tackling gender inequality in housework.

Three special awards have been given in the **Effective Social Strategy** category. The Live Award goes to Ketchum US for their Reese's 'Creating Cupfusion' campaign. The chocolate brand was able to successfully launch its newest product in the US despite a major information leak. TBWA\Group Singapore won the Customer Journey Award for cosmetics brand Maybelline. The campaign '#BeYourOwnFilter' increased brand awareness and sales in Singapore by tapping into women's love for Snapchat selfies. The Low-Budget Idea Award was won by McCann Melbourne for 'Free Puppies Forever'. The campaign shows how Seeing Eye Dogs Australia (SEDA), a non-profit organisation, successfully found homes for their puppies by creating the first puppy subscription service in Australia.

In the **Effective Content Strategy** category, the Long-Term Idea Award was won by MullenLowe London, MullenLowe US for Knorr's global campaign 'Love at First Taste'. The brand attracted a new generation of cooks with a social media strategy that tapped into passion points rather than pushing products. The Low-Budget Idea Award was presented to whiteGREY Australia for 'This Bike has MS' which saw MS Australia use the design of a bike to raise awareness of the symptoms of multiple sclerosis and improve fundraising efforts. And the Best Multiplatform Award was won by GTB for 'Le Fantome' for which car-maker Ford used an eight-minute film, starring Mads Mikkelsen, to launch its Edge SUV across Europe.

The winners of the three Grands Prix and nine Special Awards, which share a prize fund of $30,000, were presented with their trophies at The WARC Awards event held today in London during which attendees had the opportunity to hear from jury members and winners alike who shared their thoughts and strategies behind the winning campaigns.

Summing up the inaugural WARC Awards, Lucy Aitken, Case Study Editor, WARC, said: "We've had a great response from the industry to the new global WARC Awards. More importantly, the outcome from our 45-strong international jury panel brings together a collection of campaigns from around the world that are leading the industry forward by mastering new techniques and delivering business results for clients."

For more information on all The WARC Award winners visit here

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List of Grands Prix and Special Awards
- Effective Social Strategy:

Grand Prix: KFC Dirty Louisiana, UK, BBH London
Live Award: Reese's: Creating Cupfusion, US, Ketchum

Customer Journey Award: Maybelline: #BeYourOwnFilter, Singapore, TBWA\Group Singapore
Low-Budget Idea Award: Seeing Eye Dogs Australia: Free Puppies Forever, Australia, McCann Melbourne

- Best Use of Brand Purpose:

Grand Prix & Partnership Award: Whirlpool: Care Counts, US, DigitasLBi
Longevity Award: Ariel: Dads #ShareTheLoad, India, BBDO India
Analytics Award: Huggies: No Baby Unhugged, Canada, Ogilvy and Mindshare

- Effective Content Strategy:

Grand Prix: KFC Malaysia: Stealing a burger-march on McDonald's using real-time data, Malaysia, UM Malaysia/Ensemble
Low-Budget Idea Award: MS Limited Australia: This Bike Has MS, Australia, whiteGREY Australia
Long-Term Idea Award: Knorr: Love at First Taste, Global, MullenLowe London, MullenLowe US
Best Multiplatform Award: Ford Edge: Le Fantome, Europe, GTB

About WARC – Advertising evidence, insights and best practice
WARC.com is an online service offering advertising best practice, evidence and insights 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 runs 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.

WARC also publishes leading journals including Admap, Market Leader, the Journal of Advertising Research and the International Journal of the Market Research Society. In addition to its own content, WARC features advertising case studies and best practices from more than 50 respected industry sources, including: ARF, Effies, Cannes Lions, ESOMAR and IPA.

Founded in 1985, WARC is privately owned and has offices in the UK, U.S. and Singapore.