



Press Release

For immediate release

Warc Innovation Awards – Shortlist Announced

London, 21 March 2017 – 20 brands from around the world have been shortlisted for the Warc Innovation Awards, a global search for effective marketing innovation.

The 25-strong judging panel, chaired by Dana Anderson, SVP and Chief Marketing Officer of global snacks company Mondelez International, have shortlisted a diverse selection of campaigns from a wide range of territories including Australia, Egypt, India, Lebanon, Slovenia, Taiwan, Thailand, United Arab Emirates, United Kingdom and USA.

The brands and organisations shortlisted this year are AbsorbPlate, Axe, Baheya Cancer Hospital, Bodyform, Bou Khalil Supermarché, BT Sport, CNCO, Currys PC World, Dyson, Emirates NBD, HELPMET, Inorbit Malls, Lifebuoy, MasterCard, NHI - Daman, Penguin Random House, Vision Australia, Spar Interspar, Toyota and Whirlpool.

The aim of the Warc Innovation Awards, now in their fifth year, is to recognise innovative thinking that delivers tangible results. The top entries will be awarded Gold, Silver and Bronze awards. The Grand Prix for the best overall paper will receive \$5,000 and five \$1,000 Special Awards recognising specific areas of excellence will be awarded at the judges' discretion for: innovation in a product or service, channel innovation, category innovation, co-created innovation and innovation in a not-profit-campaign.

More information on the shortlisted entries is available to view [here](#)

Ends

For further information, please contact:

Amanda Benfell
PR Manager
amanda.benfell@warc.com
+44 (0) 20 7467 8125

Warc
85 Newman Street
London W1T 3EU
www.warc.com

About Warc – ideas and evidence for marketing people

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.

In addition to The Warc Innovation Awards, Warc runs three other case study competitions: The Warc Prize for Asian Strategy, The Warc Media Awards and The Warc Awards.

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.