

# World leaders in channel integration

*With media relentlessly bombarding the average consumer on a daily basis, marketers are called to refine and sharpen their techniques in order to efficiently convey their clients' messaging. The globe's leading brands are aware of this challenge, and rely on leading marketing firms to carry out their campaigns in a coordinated fashion across different channels. As part of its efforts to promote and highlight outstanding work in marketing, WARC — a leading provider of evidence, expertise and guidance for marketers — has recently released the winners of the prestigious Effective Channel Integration accolade at the WARC Media Awards 2019.*

Founded in 1985, WARC provides insights, data and consulting to the world's most influential marketers. A trend-setting leader recognised by the industry, the company has offices in the United Kingdom, United States, China and Singapore. In July 2018, it became part of Ascential plc, a global specialist information company.

Currently, the company serves over 1,200 clients including household brands like Amazon, Facebook, Google, McDonald's and Visa. Some of the top advertising and media agency networks, such as

BBDO, McCann, MediaCom, OMD and VCCP, rely on WARC for insights and guidance as it executes industry-leading marketing.

The firm is in a privileged position to provide insights, since it's able to leverage a pool of 17,000+ marketing communications case studies, insights from 125 countries and in 19 product categories, as well as in-depth analysis of 200 consumer goods and service companies.

Recently, to the delight of the marketing industry the company announced the

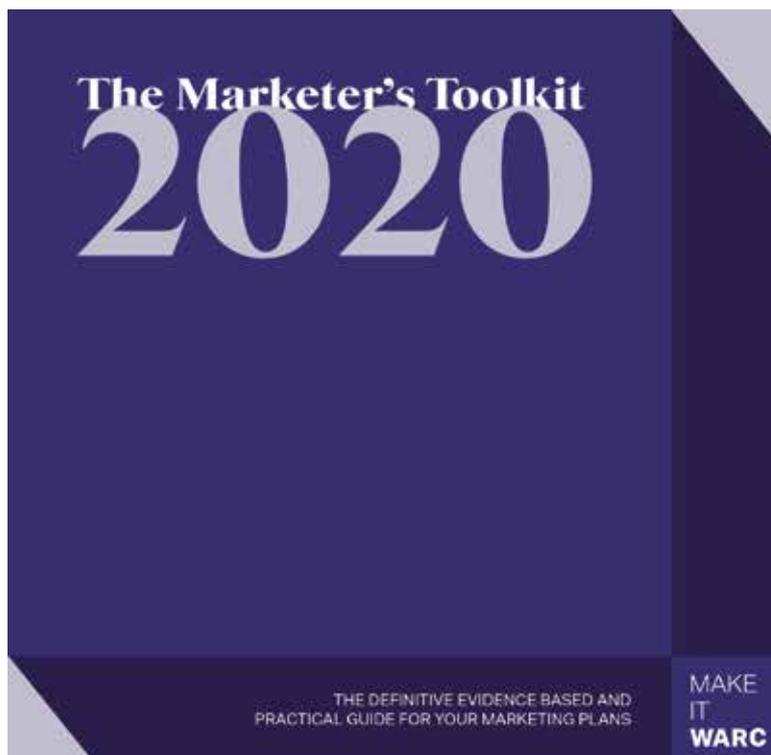
winning papers in the Effective Channel Integration category of the prestigious WARC Media Awards 2019. The list includes campaigns for global brands including Corona, Dulux and KFC, and local brands such as Babyshop in the United Arab Emirates, Oh Henry! in Canada and Skinny in New Zealand.

According to a company press release, a total of 11 winners – one Grand Prix, two Golds, three Silvers and five Bronzes – have been awarded, as well as three Special Awards for particular levels of expertise. Leading the list of outstanding papers is the Asia-Pacific region, which had eight winning papers. The Americas had one winning marketing campaign and MENA had two.

“The WARC Media Awards are a comprehensive global awards scheme to reward communications planning which has made a positive impact on business results,” said Paul Coxhill, Managing Director at WARC. “Now in its fourth year, the annual competition examines the insight, strategy and analytics that power effective media investment. Papers are submitted as effectiveness case studies into four categories, each with its own high-calibre judging panel of industry professionals.”

The effective channel integration category focuses on how sophisticated communications architecture helped boost the effectiveness of a specific campaign. It is judged by an international panel comprised of experts in the media planning space, with Americo Campos Silva, Global Head of Integrated Brands at Shell, serving as chair.

The awards consists of three additional categories, including:



### Category Adspend Forecasts 2020

Year-on-year growth, US\$



- Effective use of partnerships & sponsorships: How collaborations with third parties, including native advertising and sponsorships, have helped brands meet business goals.
- Effective use of tech: Communications that have effectively used or combined emerging platforms or technology in the media mix, contributing to the overall business success of the broader campaign.
- Best use of data: Recognising the role of data in an effective communications strategy.

Mr. Coxhill has been managing director of the WARC business since 2018, when it became a part of Ascential. Prior, he held various senior Marketing roles within that company, including being the Chief Marketing Officer at WGSN, the largest brand in the group. Currently Mr. Coxhill leads all aspects of the WARC business, working in partnership with

Ascential's functional and other brand teams, as well as shaping the vision, strategy and operational execution of the business plan.

As for the future of the company, Mr. Coxhill explains that practitioners are demanding insight-based, actionable solutions in response to the increasing complexities of the world of marketing. Evolving consumer expectations, particularly among the younger demographic, heightens the need for nimble responses from brands.

"This presents both a challenge and opportunity for WARC," said Mr. Coxhill. "The challenge is to constantly create and deliver new content formats that provide the insight that our clients need through the channel and at the time that they need it. The opportunity is that WARC has over 35 years of expertise, knowledge, connections and credibility which means the offering is more relevant than ever."

With its investments in product, content and global expansion, as well as its considerable stockpile of case studies and expertise, WARC is well placed to capitalise on this opportunity.

"WARC is a unique business. Its promise is to save the world from ineffective marketing by providing evidence, examples and expertise to clients," said Mr. Coxhill. "WARC is channel and category agnostic and therefore provides a level of insight-based neutrality on best practice that other providers cannot do."

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