

Warc Awards 2020 announces Effective Innovation shortlist

Warc Awards 2020 has announced the first shortlist for the year; a free to enter global case study competition in search for next-generation marketing effectiveness.

20 campaigns have been shortlisted in the Effective Innovation category, which recognises innovative thinking that has transformed a business to deliver tangible results.

Spanning a wide range of brands and markets, the shortlist has been selected by a panel of industry experts chaired by Jane Wakely, lead chief marketing officer, Mars & Mars Pet Nutrition.

The shortlisted entries are:

- Ok Nestlé! Tell me more about food · Nestlé · McCann Worldgroup · India
- Omtanke - Rethinking Volvo · Volvo Cars Australia · Volvo Cars · whiteGREY, Mindshare · Australia
- SelfieSTIX · Pedigree · Mars · Colenso BBDO · New Zealand
- #FFAB60 - Searching for the special colour of Seville · Tanqueray · Diageo · PS21 · Spain
- Hungry Puffs · Foodbank WA · Foodbank Australia · The Brand Agency · Australia
- Crash Test Drive · Ford Ranger Malaysia · Ford Ranger · ensemble worldwide, Initiative · Malaysia
- Taking TV to the Next Level · Jumanji, The Next Level · Sony Pictures · Manning Gottlieb OMD · United Kingdom
- Memotraits · RAKBANK · PixelPlus Media · United Arab Emirates
- Blood Unity · Donner Sang Compter (DSC) · FP7 McCann Dubai · Lebanon
- Every Step Counts · Emirates NBD · FP7 McCann Dubai · United Arab Emirates
- How Comfort made laundry fashionable · Comfort · Unilever · Ogilvy Philippines Inc. · Philippines
- Colonel KI · KFC · Yum! China · Mindshare China · China
- Osteoscan · Voltaren · GSK · MediaCom Russia · Russian Federation
- The first interactive financial goal planning session in a chatbot ad · TD Ameritrade · Havas New York · North America
- Omo Tag · Omo · Unilever · TBWA\RAAD · Lebanon
- 25 Days of Christmas · Virgin Media · Virgin · RAPP · United Kingdom
- Vist Xbox - the Birth of Gaming Tourism · Xbox · Microsoft · McCann London · United Kingdom
- Battle for Fun · M&M's · Mars Wrigley Confectionery · BBDO China · China
- The Makeover of the Four Immortals · Master Kong Express Noodle · Master Kong · BBDO China · China
- 2019 Brand Strategy · Tmall · Alibaba · BBDO China · China



Jane Wakely, Mars & Mars Pet Nutrition.

The shortlisted papers in the Effective Innovation category can be viewed [here](#).

The shortlists for the Effective Content Strategy, Effective Social Strategy and Effective Use of Brand Purpose categories will be announced shortly.

The Warc Awards are currently being judged by international senior figures from both brands and agencies.

More information on the Warc Awards is available [here](#).

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