

A collection of various objects arranged on a black background, representing different eras and media. The items include: three 5.25-inch floppy disks (one labeled KOBIL), an open book with a cable plugged into it, a white envelope, two cassette tapes, several instant film strips, a vinyl record, a red rotary telephone, a wooden ruler, a pair of compasses, a rolled-up newspaper titled "Wasser marsch für Bäume und Blumenglanzungen", a small cup, a camera flash unit, a vintage camera, a portable CD player, a VHS tape, and two small photographs.

Among the shortlist is sportswear manufacturer Adidas which grew e-commerce sales by almost 80% across APAC through a Google partnership that added price extensions to the brand's search results; and quick-service restaurant brand McDonald's, which created a dating app mechanic to increase app downloads, usage and sales in Germany during the coronavirus crisis.

Effective Use of Tech

Chaired by Rajoielle Register, head of Global Brand Experiences, Ford Motor Company, the panel shortlisted 21 papers that have effectively used or combined emerging platforms or technology in the media mix.

Shortlisted are Burger King, which literally rang the changes in the US with a doorbell camera activation that boosted awareness of its home delivery service; and auto brand Lincoln, which harnessed two innovative technologies to ensure the eyes and attention of China's affluent were completely focused on the launch of its new Nautilus model in an extremely cluttered category.

Effective Use of Partnerships and Sponsorships

Looking for how collaborations with third parties, including native advertising and sponsorships, have helped brands meet business goals, the jury panel, chaired by Sarita Rao, president, Integrated & Partner Solution, AT&T, shortlisted 20 papers.

Included are Redoxon, a vitamin supplement brand, which partnered with Dahmakan, a food delivery service, to provide Redoxon samples with evening meal orders during Ramadan in Malaysia; and the Lebanese Breast Cancer Foundation (LBCF), which, in collaboration with a traditional baker, used a bread-making video to show women how to self-examine.



Warc 2021 Rankings revealed

30 Nov 2021



The winners of the sixth Warc Awards for Media will be announced in January 2022.

The Warc Awards for Media are free to enter and are discipline-neutral and channel-agnostic. Papers are submitted as effective case studies and are entered by media agencies, creative agencies, media owners, digital agencies and data specialists from all over the world.

Further details on the WARC Awards for Media and the shortlisted papers can be found [here](https://www.bizcommunity.com).