

Effective Content Strategy shortlist announced

The shortlist for the Effective Content Strategy in the Warc Awards has been announced; the second such list for the 2017 awards.



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Twenty entries from around the world have made the shortlist, which rewards branded content strategies that can demonstrate a business outcome.

Chaired by Alison Keith, VP Global Media of Coty, the 16-strong international jury panel of senior industry professionals looked for evidence of how a content strategy, as opposed to a traditional advertising strategy, has helped a brand achieve business goals.

While 'content' can be defined in many different ways, for these Awards, Warc sought editorial-style content (including audio, video, text and imagery), commissioned by a brand and designed to win attention.

Shortlist contenders

- Adidas Football · Gamedayplus: the benefits of building an audience · We Are Social · UK
- Bukalapak · Creative Economy Heroes · Ogilvy Public Relations, J. Walter Thompson · Indonesia
- Cathay Pacific & Cathay Dragon · Marriage in the Air · McCann Worldgroup, MRM // McCann Shanghai · China
- Chambord · This French Life · Mediavest · UK
- Charles Schwab Financial Services · The Person Who Changed My Life · UM · US
- Du · #PostWisely · Starcom · United Arab Emirates
- Ford Edge · Le Fantôme · GTB · UK
- KFC Malaysia · Stealing a burger-march on McDonald's using real-time data · Ensemble Worldwide / UM · Malaysia
- Knorr · Love At First Taste · MullenLowe London, MullenLowe US · UK & US
- Lenovo · Think Progress · King Content · UK
- L'Oréal Paris Revitalift Laser X3 · Laser or L'Oréal · McCann Melbourne · Australia
- Marriott Hotels · Becoming the Story · MEC · UK
- Maurice Blackburn Lawyers · Your Right Is My Right · One Green Bean · Australia
- Maxis · Reaching Malaysia SME owners · Ensemble Worldwide · Malaysia
- McDowell's No.1 Soda Trademark · Unleashing the disruptive power of a promise · DDB Murdra · India

- Melbourne International Film Festival · How selling future memories broke historic records · McCann Melbourne · Australia
- MS Limited Australia · This Bike Has MS · whiteGrey · Australia
- SmartLife · Project Akshar (Alphabets) · FP7 Dubai · United Arab Emirates
- Space · Field Trip to Mars · McCann New York · US
- Volkswagen · From anything but a Volkswagen to nothing but a Volkswagen · DDB Mudra · India

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