

Warc Awards 2020 announces Effective Content Strategy shortlist

Warc has announced the release of the Effective Content Strategy shortlist.

21 campaigns for a wide range of product categories for global brands across different markets have been shortlisted in the Effective Content Strategy category, which rewards content strategies that can demonstrate a business outcome.

Covering a range of product categories, such as automotive, finance, FMCG, retail and telecommunications, across different markets, the shortlist has been selected by a panel of industry experts.

Ash Tailor - Global brand and marketing director, Legoland and chair of the jury commented:

“ This year's shortlist shows that brands are interpreting content in its broadest sense. Featuring smart media partnerships, movies and podcasts, it's a rich collection of case studies from all over the world that will educate and inspire practitioners. ”

The shortlisted entries are:

- Clásico Dogs · SNIFF · TBWA\RAAD · United Arab Emirates
- Relentless Moves · Century 21 · MullenLowe US · United States
- Rerank the Rich · Nuveen · MullenLowe US · United States
- I'm Drinking It For You · DB Export · DB Breweries · Colenso BBDO · New Zealand
- Top End Wedding · Northern Territory · Tourism Northern Territory · Atomic Media · Australia
- Invest In Me · Whitelion · Ogilvy Australia, Wavemaker · Australia
- Engineering Reimagined · Aurecon · Aurecon Australasia Pty Ltd · in-house · Asia Pacific & Middle East
- Gaming the telco ecosystem · ookyo · Maxis Broadband Malaysia · Kingdom Digital Solutions Malaysia · Malaysia
- Cash is no more king in India · Mastercard · McCann Worldgroup · India
- A moisturiser for those who never stop · Neutrogena · Johnson & Johnson · UM · Argentina
- Anything is Pause-able · OldTown White Coffee · White Café Sdn Bhd · ensemble worldwide, Initiative · Malaysia
- It's Good To Be Home · du · du Telecommunications · TBWA\RAAD · United Arab Emirates
- Pop Up Books · WHSmith · FP7 McCann Dubai · United Arab Emirates
- Making mealtime fun time · Puck · Arla Foods · FP7 McCann Dubai · United Arab Emirates, Saudi Arabia
- Unseen Potential · Al Tayer Motors · FP7 McCann Dubai · United Arab Emirates
- Inspire What's Next · Emirates NBD · FP7 McCann Dubai · United Arab Emirates
- Lost Votes · The Times of India · The Times Group · Bennett Coleman & Co. Ltd. · India
- Next% · Nike Running · Nike · Mindshare China · China
- The Open Diaries · The Open University · RAPP · United Kingdom
- The Pleasure is Mine · K-Y · Reckitt Benckiser · Havas New York, Havas Formula · North America
- Chinese New Year Transfiguration · McDonald's · McDonald's China · BBDO China · China



Ash Tailor - Global brand and marketing director, Legoland.

The shortlisted papers in the Effective Content Strategy category can be viewed here alongside the shortlists for the Effective Use of Brand Purpose and Effective Innovation categories.

The final shortlist for the Effective Social Strategy category will be announced next week.

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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