Warc Media Awards: Grands Prix & Special Awards

Campaign Title	Advertiser	Lead Agency	Country	Category	Grand Prix	Special Award
Crisper	Snickers	BBDO NY, MediaCom	United States	Effective Channel Integration	Grand Prix	
Make Lego The Star of Christmas	LEGO	UM	Australia	Effective Channel Integration		Cross Channel Content
Project Akshar (Alphabets)	SmartLife	FP7/DXB, UM Dubai, Magna Dubai	UAE	Effective Channel Integration		The Low Budget Award
The World's Best Social Network	Antarctica Beer	Almap BBDO	Brazil	Effective Channel Integration		The POE Award
Diving Into Data	Narellan Pools	Affinity	Australia	Best Use of Data	Grand Prix	Data-Driven Insight
Hassle-Free Account	KeyBank	Compass Point/McCann	United States	Best Use of Data		The Attribution Award
Aviva Motor Insurance	Aviva UK	Zenith	United Kingdom	Best Use of Data		Consumer's Friend Award
75th Anniversary	M&M's	BBDO NY, MediaCom	United States	Effective Use of Partnerships & Sponsorships	Grand Prix	Collaboration With An Influencer
Resurgence Partnership	US Army	McCann Worldgroup	United States	Effective Use of Partnerships & Sponsorships		Successful Sponsorship
Game Changer	Under Armour	Optimum Sports, Droga5	Multiple	Effective Use of Partnerships & Sponsorships		Effective Native Content
Reword Headspace	Headspace	Leo Burnett Melbourne	Australia	Effective Use of Tech	Grand Prix	
Nature Adventure	Old Spice	Wieden+Kennedy	Canada, United States	Effective Use of Tech		Early Adopter Award
Data storytelling	Aviva Artificial Intelligence	Zenith	United Kingdom	Effective Use of Tech		Best Use of Programmatic
Serving What's Trending	Kraft Heinz	Starcom	United States	Effective Use of Tech		Best Real-Time