

Warc Media Awards selects Effective Use of Tech jury

The 'Effective Use of Tech' category jury has been selected for the Warc Media Awards. The category awards communications that have used or combined emerging platforms or technology effectively in the media mix to help address a specific business problem.

Kristi Argyilan, SVP, media and guest engagement at Target, where she is responsible for leading and integrating the group's paid, earned, owned and shared media initiatives, will chair the jury, made up of senior executives from brands, agencies and tech-inspired businesses.

Judges

- Kristi Argyilan – SVP, media and guest engagement, Target
 - jury chair
- Heather Bresnahan – director, International Media, Microsoft
- Paul Dalton – chief media officer, International, DigitasLBI
- Ete Davies – MD Analogfolk, co-founder of Stripes, Bima 100
- Jonas De Cooman – co-CEO and CMO, Appiness
- Jose Gutierrez Cuellar – global head of client technology Havas Media
- Omaid Hiwaizi – global head of brand experience, Blippar
- Jason Lonsdale – chief strategy officer, Mekanism
- Tom Morton – head of strategy, R/GA US
- Julie Anne Mossler – head of brand and global marketing, Waze
- Tamara Sword – founding director, TRM&C
- Daan van Rossum – regional strategy and innovation director, Ogilvy & Mather



Jury chair, Kristi Argyilan

Commenting on judging the category, jury member Dalton, says, "Technology needs to be in the service of the customer. Tech for tech's sake looks impressive but if it does not benefit the customer in any way, what's the point? It needs to align well with the brand idea and the brand focus."

Special Awards

The Special Awards in the 'Best Use of Tech' category will be awarded for:

- Early Adopter Award – how a brand successfully embraced a new platform;
- 'Most Scalable Idea' – for a tech-led idea with the scope to make an impact within its sector potentially, beyond

- 'Best Use of Augmented or Virtual Reality' – how enhancements through virtual or augmented reality – or both – helped a campaign to fulfil its potential.

The closing date for entries is Tuesday, 19 September 2017. For more information, click [here](#).

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