

# The Warc Awards for Effectiveness 2024 open with more categories this year

The Warc Awards for Effectiveness 2024, in association with Lions are now open for entries.



Image supplied. The Warc Awards for Effectiveness 2024, in association with Lions are now open for entries

Entries are submitted once for a chance to win regionally and globally. Entrants compete in one of five regional awards: Asia Pacific, Europe, Latin America, Middle East & Africa, North America.

Each regional competition will be rigorously judged by a panel of senior industry executives using the consistent, global frameworks of the Creative Effectiveness and B2B Effectiveness Ladders to award Gold, Silver and Bronze accolades.

The Gold winners will automatically progress to compete at a Global level where a super-jury made up of all the regional jury chairs will award the coveted Grands Prix, the ultimate recognition for marketing success. The winners will be announced during Cannes Lions week.



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## 12 categories

The number of categories for entry submissions has grown to 12 with the introduction of Strategic Thinking, awarding the best use of strategic thinking that helps clients solve business or societal problems whilst providing a base for future growth.

The comprehensive suite of categories are:

- Brand Purpose
- Business-to-Business
- Channel Integration
- Channel Pioneer
- Cultural Impact
- Customer Experience
- Instant Impact
- Long-term Growth
- Partnerships & Sponsorships
- Path-to-Purchase
- Use of Data
- Strategic Thinking (new)

“We have built the Warc Awards to be the ideal platform for the industry to showcase why marketing matters - we want to see the best work that has delivered real commercial success and made an impact on culture,” says John Bizzell, awards lead, Warc.

“The global reach and expanded categories of the new structure will create a comprehensive view of what effectiveness looks like now and allow our winners to truly call themselves the best in the world,” adds Bizzell.

## **DEI considered**

Warc is a proud ally of the Unstereotype Alliance. Following their guidelines, the jury will be looking for evidence of how diversity, equity, and inclusion (DEI) have been considered. Additionally, entrants are encouraged to include campaign sustainability actions in their submissions as the industry comes together to tackle the climate crisis.

## **Key dates**

Key dates for Warc Awards 2024 are:

- Early bird deadline: 12 December 2023
- Final deadline: 6 February 2024
- Regional winners announcements: 20-25 May 2024
- Global Grand Prix winners announcements: Cannes Lions Week 2024

Entry fees are priced consistently across the globe, with a lower fee for Warc members.

More information on the Warc Awards 2024 [here](#) or download the entry pack [here](#).

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