Out of Home is part of award winning campaigns

April 2020

2019's top ten award winning campaigns – according to WARC 100

	Campaign title	Brand	Agencies	Product category	Location
1	Monty: The World's First AI Predictive Commentator	Foxtel	Mindshare Sydney	Media & publishing	Australia
2	The First Colonel to Conquer eSports	KFC	Mindshare Shanghai	Retail	China
3	The Adaptive Data Lighthouse	Lifebuoy	Mindshare Mumbai	Toiletries & cosmetics	India
4	Digital Window Shopping	Sport Chek / Canadian Tire	Touché! Montreal	Retail	Canada
5	Samsung x Fortnite: The Galaxy Skin	Samsung Galaxy	R/GA New York / Starcom London / Starcom Chicago / Wasserman New York	Technology & electronics	USA
6	Australian Open Ambush	Uber Eats	MediaCom Sydney / Special Group Sydney	Retail	Australia
7	The Oh Henry! 4:25 Bar Launch	Oh Henry!	UM Toronto / Anomaly Toronto / Reprise Toronto	Food	Canada
8	Missguided Styles Love Island	Missguided	MediaCom Manchester	Retail	UK
9	Not Just One Creator	Vans	Starcom Chicago / MRY New York	Clothing & accessories	USA
10	Hacking Prime Day	Cheerios	Mindshare Chicago	Food	USA

Click here for the methodology WARC uses to compile the ranking

More than half of the top campaigns used Out of Home

Out of Home was part of the plan for

55%

of the top 100 media strategies for 2019, up from 46% in 2018. Second only to social media, in 65% of campaigns. Television was present in 18%, down from 55% the previous year.

THIS IS LIVING?

Corona

Source: WARC Top 100 media rankings report. WARC subscribers can get more details here

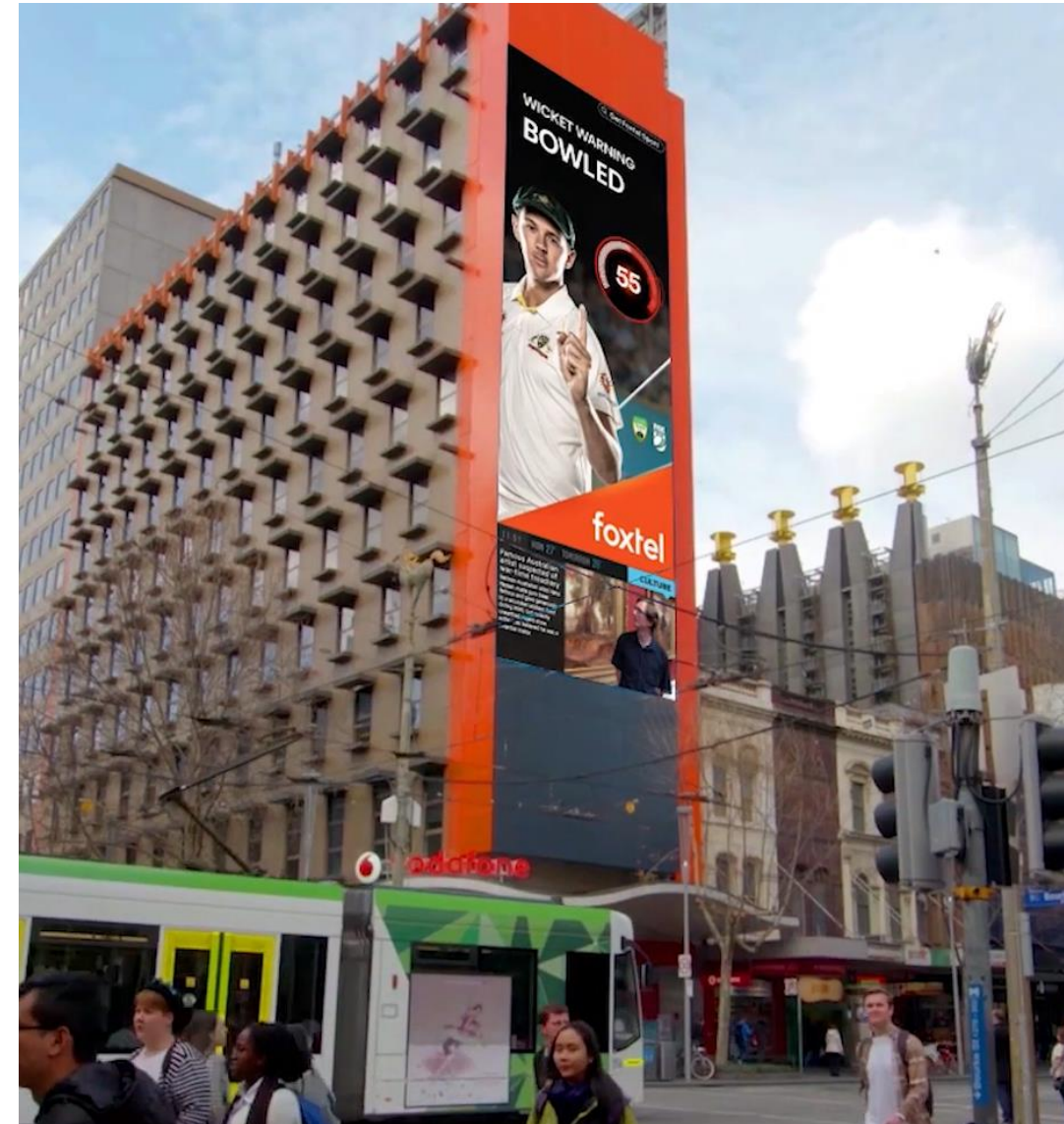# The #1 campaign was on Australian Out of Home

Fox Cricket's AI Monty delivered an

18%

increase in average weekly subscribers, while Fox Cricket became the #1 channel for share on Foxtel. Fox Cricket: Monty – The world's first AI predictive commentator was used to engage passive viewers and predict 'lean in' moments.

Out of Home and Online integration supercharged award winning campaigns

Uber social media followers increased

115%

and engagement rose 192% as a result of the Uber Legends campaign incorporating Uber riders' data into entertaining branded content. Converting Uber riders into brand advocates.

Anatomy of Out of Home