

WARC Prize for Asian Strategy

WARC Prize for Asian Strategy 2017 Entry Kit

"Brands and their communication agencies are actively partnering on creating a 'trust halo' around their brands."

**Sanjeeb Chaudhuri (Global Head of Brand and Chief Marketing Officer, Standard Chartered Bank)
Prize Chairman 2016**

"Some of the best planning that I've seen or that I know of – it's not the planner coming up with an idea; it's the planner listening to where the idea comes from."

**Gavin Coombes (President, Asia-Pacific, Middle East and Africa, Edelman Digital)
Prize Judge 2016**

WARC Prize for Asian Strategy

Welcome to the 2017 WARC Prize for Asian Strategy

Welcome to WARC's search for the best strategic thinking from Asia's marketing industry.

Since its launch in 2011, the Prize has showcased Asia's smartest marketing thinking, highlighting breakthrough ideas from across the region. Now in its seventh year, the Prize remains **free to enter** and is open to clients and agencies in any marketing discipline.

This year the **Prize fund stands at \$10,000**: there will be a Grand Prix of \$5,000 awarded to the best paper, plus five \$1,000 Special Awards recognising specific areas of excellence.

We will publish and promote all winning entries in the **Asia Strategy Report** – our annual casebook of Asia's smartest thinking.

The Prize focuses on strategic thinking. The quality of insight and strategy accounts for 50% of the marks in the judging, and an additional 10% of the marks will be allocated to 'clarity of thought'.

We also need to know that the strategy worked. Although the Prize is not primarily an effectiveness competition, we want to reward strategic thinking that helps clients solve real-life problems and provides a base for future growth. Entrants need to show a link between their strategies and the results of the marketing activity.

The set-up remains simple: use the entry form to tell the story of a great piece of marketing strategy. **Each campaign or initiative should be entered just once.**

Once again, we have an extremely high-calibre jury. The judges include senior marketers for some of the world's biggest brands, plus strategy experts. It will be up to them to select the best entries.

Over the next few pages, we set out what entries should include and what judges will look for. We look forward to seeing your work.

Good luck!

Lucy Aitken

Case Study Editor, WARC (lucy.aitken@warc.com)

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What you need to know

In this entry kit we outline the steps you should complete and list some information requirements for your entry to be eligible for the Prize. The key points are:

- Entry is **free**. The Grand Prix will go to the case study judged to provide the best demonstration of strategic marketing thinking in Asia.
- The number of Gold/Silver/Bronze medals awarded will be at the judges' discretion and will reflect the quality of the entries.
- All entries are eligible for the main **\$5,000 Grand Prix**, plus the five \$1,000 Special Awards. Separate entries for the Special Awards are not required.
- Marketing activity submitted for the Prize must have been developed or significantly adapted for markets in Asia (not including the Pacific countries) and must have been running in-market after 13 June 2015 (please see the Terms and Conditions below for full details).
- WARC will publish on WARC.com all entries for the Prize that meet the key information requirements. The winning entries will appear in WARC's Asia Strategy Report (please see the Terms and Conditions below).
- If necessary, you may mark parts of your entry as '**confidential – not for publication**'. These sections will not be published by WARC, within reason.
- The deadline for entries is **3 July 2017**. [Sign up](#) for deadline reminder emails from the WARC team. Updates will also be posted on the Prize website www.warc.com/asiaprize, on Twitter via [@WarcAsia](https://twitter.com/WarcAsia) or [@WarcEditors](https://twitter.com/WarcEditors), and on WARC's [LinkedIn](#) and [Facebook](#) pages.

The Special Awards

There are five Special Awards, each of which comes with a \$1,000 Prize. **Separate entries are not required for these Awards.** The Special Awards are:

- **The Market Pioneer Award** for the best example of a brand creating a category or targeting a new market – for example, lower-tier or low-income consumers, or an otherwise underserved market.
- **The Research Excellence Award** for the best use of research in the development of strategic ideas.

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- **The Channel Thinking Award** for the best example of a brand achieving its objectives using an innovative channel strategy.
- **The Local Hero Award** for the best example of a challenger Asian brand using a smart marketing strategy to take on bigger competitors.
- **The Asia First Award** for the best example of insight or innovation from which the rest of the world can learn.

Judges will nominate entries for these Awards as part of the judging process.

The WARC Asia Strategy Report

All papers that win an award (Grand Prix, Gold, Silver, Bronze and the Special Awards) will feature in WARC's Asia Strategy Report.

The Report, which will be published after the competition, will showcase and promote the best of Asian strategic thinking to WARC's global audience.

The report is available to WARC subscribers. Please read the latest report [here](#).

How to enter

The basis of every entry should be a written case study (maximum 3,000 words) that details a brilliant piece of strategic thinking and the difference it made.

Visit www.warc.com/asiaprize to download the entry form. The site also contains lessons from previous years' entries and tips on how to make your entry stand out.

The entry form details what is required in each section – please make sure you fill in all sections. You are welcome to enter supplementary material that helps bring the case alive, including videos, creative work and charts.

Case Study Structure

Entrants should structure their case studies in seven separate sections, using the entry form (download this at www.warc.com/asiaprize). Word count: 3,000 words.

1. Market background and cultural context

In this section, judges will look for:

- An introduction to the brand and its market. Please remember we have judges from all over Asia who may not be familiar with your brand or market.
- Information on the size and dynamics of the brand owner's marketplace, the brand's competitive set and position within it. If the campaign relates to a brand launch or product innovation, provide details of the target competitor set and target marketplace. Supply supporting data where relevant.

2. Objectives

In this section, judges will look for:

- Clear information on the objectives of the brand, including commercial targets (e.g., increased profits, sales, margins or average customer spend) and timeframes to achieve them. If your case is from the non-profit sector, outline the desired change in behaviour or attitude.
- Specific marketing and communications objectives (e.g., building awareness, increasing penetration/loyalty, encouraging customers to trade up, etc).
- For international campaigns, business and marketing objectives should relate specifically to markets in Asia.

3. Insight and strategic thinking

Judges will look for the insight and strategic thinking at the heart of the case:

- Please explain why this strategy was innovative and worthy of recognition.
- Is this strategy based on consumer/cultural insight, channel insight, fresh insight into the brand – or something else?
- How did you develop the strategy? Who is the target audience and how did you identify it? Provide information on any behavioural and attitudinal findings about this audience that guided your thinking, including any research that backed up your ideas. If the strategy came from business or channel insight, explain the thinking that led to your conclusions.
- In the case of international campaigns or product launches, please explain how they were adapted for an Asian audience (in this instance, entrants must show that they have significantly adapted the strategy to meet the needs of markets in Asia – see the Terms and Conditions for more information).
- Please take the time to explain your thinking in depth. Judges will look for clear thought processes based on interesting insights.

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4. Creative and/or channel execution

Judges will be looking for evidence of how you brought the strategy to life:

- In the case of marketing communications work, indicate how the strategy became creative work, and refer to any material uploaded with the submission. Explain how the creative ideas sought to convey the strategy.
- Please describe the media/touchpoint strategy for the activity. Again, relate this to the strategy at the heart of the campaign and explain why you chose different channels. Please indicate roughly the weight of spend allocated to different media channels, and the timings of media activity.
- If the marketing activity did not include traditional creative executions, please describe how else the strategy was brought to life and why.

5. Media Used

Please include details of how you allocated your media budget.

6. Performance against objectives

Please detail the results of the marketing activity, using as your basis the business and marketing objectives outlined in Section 2. Judges will be looking for evidence that the strategic thinking has made a real difference to the brand.

In the case of global campaigns, results should be specific to markets in Asia.

7. ROI

If you can calculate a figure for return on investment, please include it.

8. Lessons learned

Please describe what other marketers can learn from the success of this strategy. Were the insights unique to the brand and market in the case study, or were there general lessons that could be applied elsewhere?

Entrants will also need to provide an **Executive Summary (up to 200 words)**.

8. Client's view

Please include a short testimonial from your client about how your strategy helped them with a specific business challenge (this is not part of the main word count).

Judging criteria

Judges will score papers according to the following criteria and weightings:

1. Quality of insight and strategic thinking. What steps did the entrants take to find new insight, or to look at existing information in a new light? Does the case study show a strategic 'leap' that others have not taken? Did it produce a strong idea or brief that could be turned into effective marketing activity? (50%)

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2. Clarity of thought. How well does the paper make its case? Does the paper show real understanding of the brand and its market? Does it make a compelling argument for why the strategy was suitable for the brand? (10%)

3. Implementation of strategy, including creative and channel thinking (10%)

4. Performance against objectives. Does the case study show that the investment in strategy was worthwhile? (20%)

5. Can other marketers learn from this case study? Is it a useful addition to Asia's body of marketing knowledge? (10%)

Remember, the WARC Prize for Asia Strategy is looking for more than creative craft or evidence of effectiveness. It is looking for examples of inspirational strategic thinking that drives marketing and business performance.

What to do next

1. Read the Terms & Conditions below:

- These may affect how you write your entry, so please check these first.

2. Download and fill out the entry form:

- Complete all sections of the entry form, barring the WARC Prize Reference. The entry form is at www.warc.com/asiaprize (**keep it as a Word document**).
- You may mark confidential information as 'Confidential – not for publication'.
- Images, including creative material and charts, should be embedded within the entry form at the relevant point.

3. Register your entry details online:

- Visit www.warc.com/asiaprize and follow directions to register your entry.
- At the end of the registration process, you will receive, onscreen and by email, a WARC Prize Reference number.
- If you are submitting multiple entries, we will need you to go through the registration process for each one separately.
- Please note that to complete your registration you will need to tell us about the campaign's budget, geographic markets, product category and media mix. You will also need to agree to the Terms & Conditions below.

You must quote WARC Prize Reference Numbers on all entry forms and in any communications with WARC regarding the Prize.

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4. Send us your completed entry form including your WARC Prize Reference:

- If you're sending a form WITHOUT accompanying video or audio files, email it to www.warc.com/asiaprize, quoting in your email subject line the WARC Prize Reference you received during the online registration process.
- If you're sending a form WITH accompanying video or audio files, use our [Dropbox](#) to send us all your materials saved in a single zip file. Quote your WARC Prize Reference within your dropbox message. Please do not use .rar files as we cannot access them.
- If you are submitting MULTIPLE entry forms, each with accompanying video or audio files, put each form and its associated video files into a different zip file that is labelled with your WARC Prize Reference. Then send the files via [Dropbox](#) and quote your WARC Prize References within your message.

If you have any questions about your entry, please email warcprizeasia@warc.com.

Checklist

1. Have you **completed the entry form** according to the Prize criteria, and marked any confidential material in the entry?
2. Have you shown understanding of a brand's market and described how **great strategic thinking solved a marketing problem**?
3. Have you provided **evidence of effectiveness**?
4. Have you **registered your entry online** at www.warc.com/asiaprize and received your WARC Prize Reference Number?
5. Have you grouped any **supporting materials** into a zip file, labelled with your Reference Number?
6. Have you **read the Terms and Conditions**?

If so, you're ready to submit your entry. Email it to www.warc.com/asiaprize, or, in the case of large files, upload it to our [Dropbox](#). **Don't forget to use your WARC Prize Reference Number in all correspondence AND to fill it in on your entry form.**

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About WARC

WARC.com is an online service offering advertising best practice, evidence and insights from the world's leading brands. WARC helps clients grow their businesses by using proven approaches to maximise advertising effectiveness.

WARC's clients include the world's largest advertising and media agencies, research companies, universities and advertisers.

In addition to its own content, WARC features advertising case studies and best practices from more than 50 respected industry sources. In addition to the WARC Prize for Asian Strategy, WARC hosts a range of annual case study competitions, including: The WARC Awards, The WARC Media Awards, The WARC Innovation Awards and the WARC Prize for MENA Strategy.

Founded in 1985, WARC is privately owned and has offices in the UK, US and Singapore.

Terms and Conditions of Entry

Please read the Terms and Conditions before you submit a case study to the WARC Prize for Asian Strategy (hereafter 'the Prize'). By submitting a case study you agree to be bound by these terms and conditions.

1. Entry is free.
2. The Prize is open to any advertiser, agency, media company, individual or team involved in marketing in any country. Multi-authored entries - submitted either by different individuals within the same company or by combinations of different companies - should be clearly labelled as such at the time of entry. In the event of the Prize being awarded to a multi-authored paper, the Prize money will be evenly split between all the authors named on the submitted paper, unless WARC receives written instructions to the contrary.
3. The strategy for Prize entries must have been developed in or specifically for Asian markets. In the case of international campaigns, the strategy must have been significantly adapted for at least one Asian market; campaigns that reuse global strategy in Asia without alteration are not eligible. The results section of the case study must refer to results in Asian markets. For the purposes of the Prize, Asia is defined as the countries in the regions commonly known as East Asia, South Asia and Southeast Asia. This includes, but is not limited to, Japan, South Korea, China, Taiwan, Hong Kong, India, Pakistan, Sri Lanka, Thailand, Vietnam, Malaysia, Singapore, Indonesia and the Philippines. It does not include Russia, the Pacific countries (including Australia and New Zealand) or the Middle East. If you are in any doubt as to whether a campaign is eligible, please contact the organisers at warcprizeasia@warc.com.
4. Some element of the marketing activity entered for the Prize must have been running in Asia at any time after 12 June 2015.
5. All entries must be written in the English language.
6. Entrants must follow the entry procedure detailed in this Entry Kit and on the Prize website. Shortlisted entries will be notified by email. The shortlist and winners will be announced on WARC.com.
7. As well as the main Prize, all entrants will be considered for the five Special Awards, each of which carries a \$1,000 prize.
8. Campaigns entered for the 2016 WARC Prize for Asian Strategy may not be re-entered for the 2017 Prize, unless there is significant new material to add to the case. If you are in any doubt as to whether a campaign is eligible, contact WARC at warcprizeasia@warc.com.
9. An entrant may submit several different entries, but these must be clearly labelled as distinct entries during the submission process.

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10. An individual may upload one or more entries on behalf of colleagues and be the contact name on the entry form without being one of the authors of the papers. However, the Prize money will only be distributed to the authors of the winning paper.

11. Campaigns from any communications discipline can be submitted, as well as non-communications activity such as product innovation and brand extension.

12. The shortlisting of entries and the award of both the main \$5,000 Prize and the \$1,000 Special Awards are at the judges' sole discretion. Judges will base their decision on the written submissions and supporting material only, and no correspondence will be entered into regarding the final decision.

13. WARC will not be held responsible for any incorrect or incomplete entries.

14. All prize entries that meet the key criteria will be published in perpetuity on WARC.com, with a selected number appearing in the Asia Strategy Report and other WARC products. All applicable permissions must be obtained by entrants for all materials submitted as part of a Prize submission for which they are not the exclusive owner. It will be the responsibility of the entrant to clear all necessary permissions, including client approval where necessary, before submitting an entry.

15. Within reason, entrants may mark short passages of the case study or specific data as 'confidential'. Judges will see this information, but WARC will not publish this information.

16. Entrants hereby warrant (i.e., promise) and represent that the entry is the author or authors' original work save that to the extent it contains material which is owned by a third party, entrants further warrant and represent that they have obtained all necessary permissions from the owner of such materials, consistent with WARC's rights set out in paragraphs 18 and 19 below.

17. Entrants also warrant and represent that the entry does not contain anything which is libellous, unlawful, offensive, harmful, or infringes the rights of others or that is a breach of any duty of confidentiality.

18. By registering online and submitting an entry form, entrants will be assigning the copyright in their written entries, including graphics, charts and illustrations produced to support the entries, to WARC Ltd for the full legal term of copyright and any renewals/extensions thereof. If for any reason copyright cannot be transferred, entrants hereby grant to WARC (with full right for WARC to sublicense such rights) an irrevocable, exclusive licence in perpetuity to publish, reproduce, summarise, index, tag and/or distribute such materials throughout the world, in all languages, in printed, electronic or any other medium, and to authorise others to do the same.

19. In the case of supplementary materials including (but not limited to) images or videos of creative work, or video summaries of case studies, you hereby grant to WARC (with full right for WARC to sublicense such rights) an irrevocable, non-exclusive licence in perpetuity to publish, reproduce, display, summarise, index, tag and/or distribute such materials throughout the world, in all languages, in printed, electronic or any other medium, and to authorise others to do the same.

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20. Entrants will assert their Moral Rights to be identified as authors of the submitted entry under the Copyright Designs and Patents Act 1988 (UK), and WARC Ltd will ensure that entrants' names are always clearly associated with the entry. Entrants will waive all other Moral Rights.

21. By agreeing to the Terms and Conditions, authors will give their consent to feature in post-Prize publicity celebrating Prize entrants.

22. Nothing in these terms shall oblige WARC to publish any entry you may submit. In the event of any breach or alleged breach by you of your obligations, warranties and/or representations in these terms then, without prejudice to WARC's other rights and remedies, WARC may: (i) remove or delete your entry from any website or other medium on which it is published; and/or (ii) disqualify your entry from the competition.

23. By agreeing to the Terms & Conditions, entrants will consent to receive communications from WARC regarding Prize updates, and other relevant WARC editorial developments.

24. Entrants agree to defend, indemnify and hold WARC, its officers, directors and employees harmless from and against any third party claims, alleged claims, demands, losses, damages, liabilities, expenses (including legal costs), judgments, actions, causes of action, made or brought against or incurred by WARC in connection with paragraphs 14, 16 and 17 of these Terms and Conditions.

25. WARC shall provide the Entrant with prompt written notice of any Claims and shall provide the Contributor with reasonable assistance and cooperation in the defence of any Claims at the Entrant's sole cost and the Entrant will have sole control over the defence and settlement of any Claims.

26. WARC's maximum aggregate liability to the Entrant under or in connection with this Agreement, whether in contract, tort (including negligence) or otherwise, shall in no circumstances exceed \$10,000.

27. This Agreement will be governed by the law of England and Wales. The Courts of England and Wales will have exclusive jurisdiction over any disputes arising under this Agreement.

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