



The shortlisted essays for the Admap Prize 2013 are announced

London, 18 April 2013

Twenty essays have been shortlisted for the Admap Prize 2013, inspired by Kantar. Contestants were asked to address the question: Can brands maximise profits and be a force for social good? in an essay of 2,000 to 2,500 words.

Essays explored the tension around brands’ primary obligation to maximise profit and shareholder value and a new obligation to be a force for good. This force for good can be manifested in many ways – environmental/sustainability, community, quality of life, health, personal esteem, happiness, spiritual need.

These are not necessarily conflicting objectives. Indeed, it can be argued that brand reputation is one of the most important factors in ensuring profit growth. If brands are not seen as a force for good, their reputation and shareholder value can be destroyed overnight by the massed forces of social media et al. And if they are seen as a force for good, then the associated uplift in consumer engagement and brand sentiment can greatly enhance brand loyalty, sales and profits.

Nevertheless, some brands and some sectors have been very adept at marrying these twin objectives, while others are still wrestling with the challenge – Cause Marketing is still seen as a marketing expense. There is also some debate about what Cause Marketing or Corporate Social Responsibility really are, what the objectives are, and how the benefits can be measured.

There were 102 essays submitted for the Prize from 24 different countries. The Judging Panel remarked on the high quality of entries. Guy Murphy, Worldwide Planning Director at JWT, commented: “They were a stimulating read. I was expecting lots of clichés, but we got lots of originality, and the standard was very high.”

The 20 shortlisted entrants:

Ankur Khurana	Wipro Ltd
John Griffiths	Planning Above And Beyond
Brian Millar	Sense Worldwide
Freya Williams	Ogilvy & Mather
Michael Dezso	JWT
Stuart Crawford-Browne and Colin Strong	Gfk
Andrew Curry and Andy Stubbings	The Futures Company/Bacardi
Stepen Rappaport, Yoram Wind, Howard Moskowitz and Batool Batalvi	The Wharton School
Steve Wright	Grameen Foundation



Mike Follett	Imperial College Business School
Sebastien Thomas	The Platinum Guild International
Brent Gosling	Lowe and Partners
Guy Champniss	Meltwater Consulting
Claire Jackson	JWT
Michael Hines	Ogilvy & Mather
Ersun Warncke	Primedia Inc
Megun Averell	Hill Holliday
Kit Altin and Alice Hooper	Leo Burnett
Tara Deveanu	Kubis Interactive
Saurabh Sharma	Ogilvy & Mather

The Judging Panel:

Miguel Pestana, Vice-President, Global External Affairs, Unilever
Gareth Kay, Chief Strategy Officer, Goodby, Silverstein and Partners
Sara de Dios, Global Head of Meaningful Brands, Havas Media
Guy Murphy, Worldwide Planning Director, JWT
Colin Mitchell, Worldwide Head of Planning, Ogilvy & Mather
Faris Yakob, Chief Innovation Officer, MDC Partners/KBS+

The Admap Prize, inspired by Kantar, is a global, essay-based competition that rewards innovation and clarity in strategic thinking on the future effectiveness of brand communications. The Admap Prize is a unique opportunity to have the quality of an individual's ideas recognised and judged by some of the leading strategic thinkers in brand communications globally.

The winners of the Admap Prize will be announced in May. A \$5,000 cash prize will be awarded to the winning essay. The Gold, Silver and Bronze awarded essays plus any Judges' Commended essays will be published in the June edition of Admap. A prize giving event will take place at Cannes Lions at 5pm on June 19th.

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