



**WARC**  
ideas and evidence  
for marketing people

## Call for entries to the \$10,000 Warc Prize for Innovation 2013

20 December, 2012

Warc, the global marketing intelligence service, is offering a \$10,000 cash prize for the world's best case study of innovation in communications (**entry form details at [www.warc.com/prize](http://www.warc.com/prize)**).

The **Warc Prize for Innovation 2013** is **free to enter** and open to entries involving any country, communications discipline, product category and size of budget. The deadline for entries is **March 1, 2013**.

Entrants must complete an entry form defining what innovation means to them, and showing how they applied this definition throughout a piece of communications from analysis of the target market through to strategy, implementation and measurement of performance against objectives.

Participants are also required to summarise the lessons learned from their work for the benefit of the industry as a whole.

To be eligible for the Prize, submissions must feature communications that ran for any length of time between **March 1, 2011**, and **March 1, 2013**. Entries will be judged by a panel of senior client and agency executives that will be announced in the spring of 2013.

Last year's Warc Prize for Innovation drew entries from 23 countries with the *American Rom* case from Bucharest-based BV McCann Erickson edging out other shortlisted entries from Colombia, Iceland, the US, Malaysia and China to win the overall Prize.

Carlos Grande, Editor of Warc, said: *"Innovation is border-less, and our Prize aims to recognise that fact by removing any fee or category barriers that could prevent anyone from entering worldwide.*

*"In addition to providing \$10,000 for the overall Prize winner, Warc will also be publishing all the Prize entries on [warc.com](http://warc.com), adding to the industry's single biggest source of rigorous communications case studies."*

The **Warc Prize for Innovation 2013** is one of a stable of annual prizes run by Warc, including the Warc Prize for Asian Strategy and the Admap Prize, that are designed to reward the best in effective strategy and new thinking across the communications industries.

For further detail on the Prize and free Prize-related content, visit [www.warc.com/prize](http://www.warc.com/prize). You can also follow @WarcEditors on Twitter (#warcprize) for the latest information on the Prize.

### Enquiries

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### *About Warc*

Warc is the global provider of ideas and evidence to marketing people.

At the heart of Warc, is [warc.com](http://warc.com), the go-to resource for the latest knowledge and trends in marketing and brand communication. The service is the largest single source of intelligence for the marketing, advertising and media communities worldwide. Information on [warc.com](http://warc.com) is drawn from more than 50 international sources. With subscribers in over 100 countries, it is a unique resource that helps tackle any marketing challenge. Visit [www.warc.com/trial](http://www.warc.com/trial) to request a free trial.

In addition to the online service, Warc publishes five magazines, provides industry data and forecasts and runs conferences.

**ENDS**