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Coca-Cola Japan wins inaugural \$5,000 Warc Prize for Asian Strategy

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The strategy that built a billion-dollar brand in little more than two years has been named the winner of the inaugural Warc Prize for Asian Strategy.

The winner of the \$5,000 cash prize is '**Crush Eco: A Simple Choice Can Change the World**', entered by David Elsworth, Vice President, Creative Excellence Japan, at Coca-Cola. The entry told the story of I Lohas, a Japanese bottled water brand launched in 2009, which this month is due to become the latest billion-dollar brand owned by Coca-Cola. The brand was built around crushable packaging, giving consumers the chance to do something simple to aid the environment. In a category dominated by foreign imports, I Lohas found a positioning that made its Japanese origins a strength rather than a weakness.

In addition, nine entries have been named as Highly Commended:

- **Cafe Viet: Are You Man Enough?** (Nestlé Vietnam / Lowe Vietnam)
- **Gillette Mach3: WALS – Women Against Lazy Stubble** (Procter & Gamble India / MediaCom India)
- **Dove: Winning in China** (Unilever China / Ogilvy & Mather Shanghai)
- **Banking on 'New Standards' to drive business for Citibank** (Citibank / Publicis Hong Kong)
- **How culture codes helped Cadbury Dairy Milk create a new chocolate occasion in India** (Cadbury India / Ogilvy & Mather)
- **How ringing the bell can reduce violence against women** (Breakthrough Foundation / Ogilvy & Mather)
- **The Anlene Movement** (Fonterra / BBDO)
- **Stride Japan Launch** (Nihon Kraft / McCann Erickson)
- **Axe: Call Me** (Unilever / BBH)

Almost 140 cases were entered for the Prize. They were scored by a judging panel of senior clients and strategy experts, led by Prize Chairman Miles Young, Worldwide CEO of Ogilvy & Mather. A shortlist of 25 entries was unveiled in May.

"The Coca-Cola 'Crush Eco' entry stood out for the bigness of its thinking," said Young. "Here we saw strategy deployed at the highest level, literally as a game changer, turning conventional thinking upside down."

"Winning the Warc Prize for Asian Strategy for I Lohas is particularly gratifying, as it is a brand which leaves a legacy beyond its category," said Elsworth. "It has built a massive market share through strong strategy [and] breakthrough creativity, but is also making a positive contribution to sustainability and environmental action."

Elsworth added that he would donate the \$5,000 Prize to a disaster relief charity following the earthquake that struck Japan in March.

See more comments from Young, and notes from the judging at www.warc.com/asiaprize. Further news will be announced via the site and via our Twitter account, @warcasia (<http://twitter.com/#!/warcasia>).



The I Lohas launch in 2009 was recognised in a number of marketing awards – it won a series of golds at the Asia Marketing Effectiveness Awards 2010, and was a finalist for the 2010 global Warc Prize for Ideas and Evidence. The paper entered for the Warc Prize for Asian Strategy extends the case study into the brand's second year, when it consolidated its market leadership position and more than doubled sales.

"The response to the Prize has exceeded all our expectations, and I know from sitting in on the judging that the quality of entries was very high," said David Tiltman, International Editor of Warc. "The goal from the start has been to build a resource for the region's marketing industry. We've published all the entries now, and the next step is to analyse them in more depth, drawing out some common trends and themes within this collection of Asian best practice."

ANALYSIS OF PRIZE ENTRIES

Some key data from the Prize includes:

- India led the way in terms of entries - 32% of total entries, and 52% of shortlisted entries, were either from India or included India within the campaign.
- Telecoms was the most-represented client sector among all entries, representing 17% of entries. However, in the shortlist, food was the best-represented sector, making up 20% of entries.
- Prize entrants used an average of 7.6 media channels each. Television was the most popular medium, with social media the next most common channel.

Read more Prize data and interpretation at www.warc.com/asiaprize

ABOUT THE PRIZE

The \$5,000 Prize recognises the best strategic thinking in Asia. Entrants were asked to supply a written case study on a piece of marketing activity. Entry was free, and open to brand owners and agencies in any discipline.

The judging panel consisted of eight senior client-side marketers and six global strategy experts.

The Prize will be annual competition showcasing Asian strategy.

Editors' Notes:

About Warc (www.warc.com)

Warc is the global provider of ideas and evidence to marketing people. Warc's premium online service, warc.com, is the largest single source of intelligence for the marketing, advertising and media communities worldwide. Information on warc.com is drawn from more than 50 international sources. With subscribers in over 100 countries, it is a unique resource relied upon by major creative and media agency networks, market research companies, media owners, multinational advertisers and business schools, to help tackle any marketing challenge. In addition to the online service, Warc publishes five magazines, provides industry data and runs events.

Warc has long-standing partnerships with many of the world's leading marketing authorities including the Institute of Practitioners in Advertising, Effies Worldwide, Advertising Research Foundation, American Association of Advertising Agencies, the Account Planning Group and bodies in Australia, New Zealand and Japan. Warc Ltd is a privately-owned and independent company.

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