

WARC

Press Release

For immediate release

WARC Prize for Asian Strategy 2018 now launched. First judges named

Shekar Khosla, Chief Commercial Officer, Kellogg's Asia Pacific and Africa is jury chair

5 April 2018 – WARC, the international authority on advertising and media effectiveness, today launches the WARC Prize for Asian Strategy 2018, a search for the best strategic ideas from Asia's marketing industry.

Now in its eighth year, this case study competition focusing on strategic thinking is free to enter and is open to clients and agencies in any marketing discipline. There is a \$10,000 Prize fund for the top winning papers that best showcase Asia's smartest marketing campaigns, highlighting breakthrough ideas from across the region.

Lucy Aitken, WARC's case study editor says: "We want to reward strategic thinking that helps clients solve real-life problems and provides a base for future growth. The jury will be looking for case studies that show a link between the strategies and the results of the marketing activity."

The top entries will be awarded Gold, Silver and Bronze awards. The Grand Prix for the best overall paper will receive \$5,000 and five Special Awards, awarded at the judges' discretion, will each be presented with \$1,000 in recognition of specific areas of excellence:

The Category Disrupter Award for the best example of a brand that has successfully broken with category conventions.

The Early Adopter Award for the best example of a brand using a new innovation, emerging tech or platform.

The Local Hero Award for the best example of a challenger Asian brand using a smart marketing strategy to take on bigger competitors.

The Customer Journey Award for the best example of a brand creating a compelling path to purchase.

The Research Excellence Award: for the best use of research in the development of strategic ideas.

Shekar Khosla, Chief Commercial Officer of Kellogg's Asia Pacific and Africa, will chair the jury. He advises entrants: "Humbly pull forward an inspiring future by courageously pushing back on assumptions of the past."

The first judges joining Shekar on the jury, which include senior marketers and strategy experts, are:

- **Richard Bleasdale**, Managing Partner, Asia Pacific, **The Observatory International**
- **Eileen Borromeo**, Planning Director, **McCann Worldgroup Philippines**
- **Vincent Digonnet**, CEO, **MullenLowe Group APAC**
- **Upasana Dua**, Head of Strategic Planning, **Y&R Indonesia Group Companies**
- **Piotr Jakubowski**, CMO, **GO-JEK Indonesia**
- **Joanne Lao**, CEO, **TBWA\Greater China**
- **Lin Liu**, Head of Strategy & Planning, **Isobar China**
- **Sook Ping Chow**, Managing Director, **R/GA Shanghai**
- **Sindhuja Rai**, Director of Media & Digital, **Mondelēz Asia Pacific, Middle East & Africa**
- **Ida Siow**, Head of Planning, **JWT Singapore and Southeast Asia**
- **Nathanit Tantanapornkul**, Head of Strategic Planning, **Publicis Thailand**

More judges will be announced shortly. Entries are now open and the deadline for submissions is 10 July 2018. The winning case studies will be published in WARC's Asia Strategy Report, showcasing the region's smartest thinking.

More information on the WARC Prize for Asian Strategy 2018 can be found [here](#).

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About jury chair: Shekar Khosla, Chief Commercial Officer, Kellogg's

Shekar joined Kellogg's in 2015 as Chief Marketing Officer, Asia Pacific & Africa before assuming his current role in 2016. Prior to Kellogg's, he had an 18-year stint at Unilever, starting out in sales and then becoming a Senior Brand Manager. He became Regional Sales & Marketing Manager in 2004 before being named Global Brand & South Asia Director for Skin Care in 2006. He then moved to Singapore and became VP Skin (South East Asia & Australasia) and then spent three years between 2012 and 2015 in a similar role, but also looking after North Asia and as Global VP, Ponds.

He has a proven track record of building high-performance teams, with an empowering leadership style that fosters entrepreneurial drive, breakthrough thinking and disciplined execution to deliver shareholder value, positive social impact and employee engagement.

About WARC – Advertising evidence, insights and best practice

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 The WARC Prize for Asian Strategy, WARC runs three other case study competitions: The WARC Prize for MENA Strategy, The WARC Media Awards and The WARC Awards.

WARC publishes three global rankings of advertising excellence: Gunn 100 (creativity), WARC 100 (effectiveness) and Gunn Media 100 (media innovation) and publishes leading journals including Admap, Market Leader, the Journal of Advertising Research and the International Journal of the Market Research Society. In addition to its own content, WARC features advertising case studies and best practices from more than 50 respected industry sources, including: ARF, Effies, Cannes Lions, ESOMAR and IPA.

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