



Press Release

For immediate release

Warc launches The Warc Awards, a global search for next-generation marketing effectiveness

Jim Stengel to chair Best Use of Brand Purpose category

25 January 2017 - Warc has today launched a new global competition, The Warc Awards, to honour the effective use of emerging marketing disciplines.

The Warc Awards are free to enter and are open to submissions from any country and communications discipline. Entries can be submitted into three categories:

Effective Content Strategy: will reward branded content strategies that can demonstrate a business outcome.

Effective Social Strategy: this replaces the Warc Prize for Social Strategy and links social strategy to business success.

Best Use of Brand Purpose: is for marketing initiatives that have successfully embraced a brand purpose and achieved commercial success as well as a benefit for a wider community.

There is a \$30,000 prize fund for the winning entries, spread across the three categories. The top entries will be awarded Gold, Silver and Bronze awards. The Grand Prix for the best overall paper in each category will receive \$7,000 and three Special Awards in each category that recognise specific areas of excellence will each be presented with \$1,000.

"Winning a Warc Award will show that you are ahead of the curve – mastering new techniques and delivering business results for clients," comments Lucy Aitken, Case Study Editor at Warc. "As new marketing disciplines emerge, challenging and changing the way brands communicate with consumers, this new awards scheme will highlight the most effective emerging ways to brand-build."

More than thirty judges across marketers, agencies and consultancies around the globe will be reading the entries.

Jim Stengel, President/CEO of The Jim Stengel Company, is the first jury chair to be announced, and will head up the Best Use of Brand Purpose category. He comments: "The best brands in the world have a strong sense of purpose that guides them in all they do. The Warc Awards will

showcase the marketers and agencies that have been successful in communicating that brand purpose effectively."

Other jury chairs and jury members will be announced in the coming weeks. Registration for entries will open in early February and the deadline for submissions is 20 April 2017. More information on the Warc Awards, and details about how to enter can be found [here](#).

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About Warc – ideas and evidence for marketing people

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

Warc also 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.