



Warc announces \$10,000 case study prize

1st March 2010

Warc, the information services company, today launches the 2010 Warc Prize for Ideas and Evidence at (www.warc.com/prize). The \$10,000 cash prize will be awarded to the author or authors of the best case study from any marketing discipline worldwide to demonstrate innovation in effective integrated communications.

A publisher of more than 4,000 of the world's leading effectiveness case studies over the last two decades, Warc has created a global prize for a new generation of practitioners.

The aim is to celebrate individual industry talent and the integration of newer channels such as social media, mobile and branded content into successful, multichannel campaigns.

Entries will be free to submit via the website, www.warc.com/prize, and could involve campaigns from any national market, industry sector, communications disciplines or budget size that ran between May 2008 and May 2010.

Warc believes this global competition will provide a true reflection of the best ideas and practice in the industry.

Rufus Olins, Chief Executive of Warc, said: *"At a time of dramatic changes in the communications landscape, Warc is providing an international platform for breakthrough talent and ideas. All entries that meet the criteria will appear on our website and viewed in more than 100 countries round the world."*

To reflect the Prize's global outlook, Warc has assembled a distinguished international panel of senior agency and client judges. It will be chaired by Alex Bogusky, Chief Creative Insurgent of MDC Partners and Founding Partner of ground breaking agency, Crispin Porter + Bogusky.

Alex Bogusky was named Creative Director of the Decade in Adweek's Best of 2000s report and Crispin Porter + Bogusky remains the only agency to have won the Cannes Lions Grand Prix in all five categories: Promotion, Media, Cyber, Titanium and Film.

Alex Bogusky said: *"The Warc Prize is an unconventional award for people unafraid to challenge conventional thinking. I am looking forward to seeing the entries it generates."*

Further judges will be announced in coming weeks.

As part of the competition, there will be a published shortlist of selected entries and one author or set of co-authors will win the \$10,000 cash Prize.

The deadline for entries is May 11. Judging takes place in June with the winner announced in July.

To view the Warc Prize rules and criteria, submit an entry or to read a free Warc analysis of what makes a great case study, visit www.warc.com/prize. For any other prize-related queries please email warcprize@warc.com.



Editors' Notes:

Warc is the global provider of ideas and evidence to marketing people. Warc's 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, ESOMAR, the Advertising Research Foundation, the American Association of Advertising Agencies, the Account Planning Group and bodies in Canada, Australia, New Zealand and Japan. Warc Ltd is a privately-owned and independent company.

www.warc.com

About Alex Bogusky

Alex Bogusky was named Creative Director of the Decade in Adweek's Best of 2000s report and Crispin Porter + Bogusky remains the only agency to have won the Cannes Lions Grand Prix in all five categories: Promotion, Media, Cyber, Titanium and Film. Alex joined Crispin and Porter Advertising in 1989 as an art director, becoming a partner in 1997 and co-chairman in 2008. In 2008, he was inducted into the Art Director's Hall of Fame.

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