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**2019 Entry Form**

Thank you for downloading the WARC Awards Entry Form.

Please read through the form and the points below and download the accompanying Entry Kit at: [**warc.com/warcawards**](http://www.warc.com/warcawards).

* The deadline for entries is **19 February 2019.**
* To be eligible for the WARC Awards, your work should have been in-market at any time**between 20 February 2017** and **19 February 2019.**
* You cannot enter your work in more than one category, so please select the most appropriate category for your work.
* Your case study should not exceed **3,000** words, excluding your executive summary.
* Embed images (e.g., diagrams of communications plans) and charts in the relevant section in your form, ensuring that all charts are fully and clearly labelled as to what each chart is measuring and the source(s) for its data.
* Other supplementary material such as videos should be sent as separate files. Details of how to do this are included in the registration process.
* Ensure you source any data or any claim about the impact of a campaign.
* Write without jargon or exaggeration: your case study will be more powerful.
* Clearly mark any confidential data that may not be published grouping it at the end of your entry.

When you have completed the form, [**register your entry**](https://www.warc.com/warcawards.prize) to receive your WARC Awards (WA) reference number and follow the instructions to send us your entry. **Please also use your WA reference number on any communication with WARC about your entry and use it to name any files that you upload to** [**Dropbox**](https://www.dropbox.com/request/FmDFV0r0EZm8r1T6bbii) **to support your entry.** We look forward to reading your work.

**Entry details**

|  |  |
| --- | --- |
| **WARC Awards reference number** (you will receive this after you have registered details of your entry at [**warc.com/warcawards**](http://www.warc.com/warcawards)**)** – please fill it in before you send off this form. |  |
| **Case study title** |  |
| **Category** – please choose ONE from:   1. Effective Social Strategy 2. Effective Content Strategy 3. Effective Use of Brand Purpose 4. Effective Innovation |  |
| **Primary agencies**  (List up to two primary agencies involved in the marketing activity) |  |
| **Secondary/supporting agencies**  (List up to four secondary/supporting agencies involved in the marketing activity) |  |
| **Case study author(s)**, job title(s)  and company(ies) |  |
| **Brand** (e.g. Tide) |  |
| **Brand owner** (e.g. Procter & Gamble) |  |

**Executive summary**

Summarise your campaign, its goals and outcomes.   
Write in an objective, third person voice as if you were introducing your work to someone unfamiliar with your market and brand.

**Market background and objectives**

In this section judges will be looking for:

* + An introduction to your brand and market.
  + Information on the size and dynamics of the brand owner’s marketplace (specify if this was national, regional or global), the brand’s competitive set and position within it (if an existing brand). If the campaign relates to a brand launch or product innovation, provide details of the target competitor set and target marketplace. Supply supporting data where relevant.
  + Clear information on the business objectives of the brand, including commercial targets (e.g., increased profits, sales, margins or average customer spend) and timeframes to achieve them. If your case is from the non-profit sector, outline the desired change in behaviour or attitude.
  + Specific marketing objectives (e.g., increasing awareness, increasing penetration/loyalty, encouraging customers to trade up, etc.).
  + Please remember we have international judges who may not be familiar with your brand or its place in your market.

**Insight and strategic thinking**

Judges will be looking for the insight and strategy at the heart of the case:

* + Please explain why this strategy was innovative and worthy of recognition.
  + How did you develop the strategy? Describe target audiences and how you identified them. Provide information on any behavioural and attitudinal findings about this audience that guided your thinking, including any research that backed up your ideas. If the strategy was built on business or channel insight, explain the thinking that led to your conclusions.

Please take the time to explain your thinking in depth. Judges will be looking for clear thought processes based on interesting insight.

**Implementation, including creative   
and media development**

Briefly describe the creative and media implementation   
of this strategy.

Provide examples of creative work where relevant. Entrants are encouraged to embed high quality images of any creative work in this section of the form. Any accompanying creative videos should be put into a zip file, labelled with your WARC Awards reference number, and uploaded to [**Dropbox**](https://www.dropbox.com/request/FmDFV0r0EZm8r1T6bbii).

Provide details of the communications platforms used, where relevant, and the rationale for choosing these. Give as much detail as you can on the specific contribution of the channels in your mix, as well as on how channels worked in combination. Were these channels phased?

**Media used**

Please complete the chart below. Information provided here will remain unpublished as it will contribute towards WARC’s own benchmarking tools.

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of media** | **Date of implementation** | **Budget / media spend (specify currency)** | **% of overall budget** |
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**Performance against objectives**

Please detail the results of the marketing activity, using as your basis the business and marketing objectives outlined earlier. Judges will be looking for evidence of how well a particular social-, content-, innovation- or purpose-led strategy has delivered on its objectives.

The judges want to see case studies that provide clear evidence of achieving business objectives.

If your campaign is for the non-profit sector, provide evidence of attitudinal or behavioural changes achieved, compared to the agreed target and to the underlying sector trend.

Please try to show that these effects cannot be explained by the existence of other factors such as pricing or promotional activity, distribution changes or reduced competitor activity.

**Lessons learned**

This is one of the most important sections of your entry,   
so please take extra time to assemble your evidence and arguments here. This is your opportunity to make your case and win over the judges with concrete evidence.

Please describe what other marketers can learn from the success of this strategy.

**ROI (optional)**

If you can calculate a figure for return on investment (based on sales, profit, etc.), please include it here. (This section is voluntary; entrants that cannot calculate an ROI figure will still be included in the judging.) Please mark with an X what kind of ROI figure you are sharing.

**ROI figure:**   
(please express as a ratio – for example 4:1)

|  |  |
| --- | --- |
| Sales/revenue |  |
| Profit |  |
| Value of exposure/coverage |  |
| Other (please state) |  |
| No ROI figure available |  |

**Reminder checklist**

After you have written up your paper, please take a few moments to review your entry.

**1.** Have you completed the entry form according to the Awards criteria, and grouped any confidential material at the end of your entry?

**2.** Have you made a strong case for why your strategy was innovative?

**3.** Have you shown the results the strategy delivered?

**4.** Have you embedded accompanying images and charts in the relevant places in the text?

If so, you are now ready to enter the 2019 WARC Awards**.**

Visit [**warc.com/warcawards**](http://www.warc.com/warcawards) to register your details, and to receive your WARC Awards reference number and instructions on how to send us this form. **Please remember** to fill in your WARC Awards reference number at the start of this form and to use it when uploading any video or additional material to [**Dropbox**](https://www.dropbox.com/request/FmDFV0r0EZm8r1T6bbii) or when emailing WARC about your entry.

Good luck!

**Now please could we ask you to spare a few moments to complete our survey.**

This will form the basis of research that WARC conducts for each category which will be published after the WARC Awards have been announced. There is one questionnaire per category so please select the correct category for your entry and complete the survey, returning it as part of your entry form. Your answers will remain anonymous.

Thank you for your co-operation.

**WARC Awards Survey**

**Effective Content Strategy**

**1.** Did the campaign/ activity have commercial objectives in mind from the outset   
(or if an NFP organisation – growth, behavioural or other equivalent metrics?)

**2.** In your view how clear were the objectives of the campaign:

**Very Clear Clear Neither Not very clear Unclear**

Comment as necessary:

**3.** Which of the following would you consider to be primary objectives of the campaign/activity and which secondary, if appropriate:

* Sales volume gain
* Sales value gain
* Market share gain
* Market share defence / arrest decline
* Increase profit
* Development of the category or new product launch
* Drive web traffic / social media affiliations
* Reduce price sensitivity
* New customer acquisition
* Customer retention / increase purchase loyalty
* Acquire customer contacts for future use
* Strengthen the brand / its appeal
* Behavioural Change – Not for profit campaign
* None of these   
  (Please write reason)

* Other

**4.** Using your own subjective experience of advertising and marketing communication, can you assess the scale of the impact of the activity to   
each of the above objectives:

**Considerable Moderate Small None**

**5.** Were you able to identify any soft metrics strongly impacted (such as brand awareness, image, trust etc.)? Which ones?

**6.** Was the campaign/activity part of an already articulated brand idea or a stand-alone piece?

**7.** Over how long did the campaign run?

**Years Months Weeks**

**8.** Was this the first time your client had stepped into the realm of branded content? Why?

**9.** On a scale of 1 to 10 where 1 is easy and 10 is hard, how hard was it for you to dissuade your client of old advertising 'rules'?

**1 2 3 4 5 6 7 8 9 10**

**10.** Will your client be investing in more branded content in the future? If so, why?

**11.** Is branded content the future of marketing messaging, in your opinion?

**12.** Are there categories that shouldn't activate via branded content? If so, why?

**13.** How do we continuously improve our understanding of content's commercial effect?

**14.** How do you define branded content?

**WARC Awards Survey**

**Effective Innovation**

**1.** Did the innovation/activity have commercial objectives in mind from the outset (or if an NFP organisation – growth, behavioural or other quantifiable metrics?)

**2.** In your view how clear were the objectives of the innovation:

**Very Clear Clear Neither Not very clear Unclear**

Comment as necessary:

**3.** Which of the following would you consider to be primary objectives of the innovation/activity and which secondary, if appropriate:

* Sales volume gain
* Sales value gain
* Market share gain
* Market share defence / arrest decline
* Increase profit / reduce operational cost
* Development of the category (“sustaining innovation”) or transformation of the category (“disruptive innovation”)
* Drive web traffic / social media engagement
* Reach customers via new channels / means (mobile, IoT, AR/VR, etc.)
* Reduce price sensitivity
* New customer acquisition
* Customer retention / increase purchase loyalty
* Acquire customer contacts for future use
* Strengthen the brand / its appeal
* Behavioural Change – Not for profit campaign
* None of these   
    
  (Please write reason)
* Other

**4.** And using your own subjective experience of advertising and marketing communication, can you assess the scale of the impact of the activity to   
each of the above objectives:

**Considerable Moderate Small None**

**5.** Were you able to identify any soft metrics strongly impacted (such as brand awareness, image, trust etc.)? Which ones?

**6.** Was the innovation/activity part of an already articulated brand objective or a stand-alone piece?

**7.** Over how long did the campaign run?

**Years Months Weeks**

**8.** Was this the first time your client had attempted this type of innovation? Why?

**9.** On a scale of 1 to 10 where 1 is easy and 10 is hard, how hard was it to convince the business/organisation to invest in the innovation?

**1 2 3 4 5 6 7 8 9 10**

**10.** On a scale of 1 to 10 where 1 is easy and 10 is hard, how hard was it to bring to market the innovation?

**1 2 3 4 5 6 7 8 9 10**

**11.** What were the most difficult technological or operational obstacles to overcome in launching the innovation?

**12.** What are the most difficult obstacles to overcome in sustaining the adoption and growth of the innovation in the marketplace?

**13.** What capabilities, if any, did the innovation incorporate from a strategic partner or other third party? How difficult or easy was this integration, and why?

**14.** From an end user’s perspective (i.e. the point of view belonging to your client’s customers), what was unique or original about the innovation?

**15.** Will your client be investing in more innovation in the future? Why?

**16.** In what way does the innovation represent the future of customer experience, in your opinion?

**17.** Does the innovation face any competitors? If so, who, what level of threat do they represent, and why?

**18.** Are there categories that shouldn't activate via this type of innovation?   
Who and why?

**19.** How do we continuously improve our understanding of the value of the innovation or comparable innovation opportunities?

**20.** How do you source great ideas to fuel innovations in the marketplace?

**21.** Did this innovation support the client’s wider business transformation agenda.   
If so how?

**22.** Has the client indicated that they want to use this innovation again on the basis of this project  – no, the same or differently (explain)

**23.** (a rework of Q15) Would you say this innovation increased the client’s appetite to try new things. Why do you think so?

**24.** If you know what you know now what would you do differently?

**WARC Awards Survey**

**Effective Use of Brand Purpose**

**1.** Did the campaign/ activity have commercial objectives in mind from the outset?

**2.** In your view how clear were the objectives of the campaign:

**Very clear Clear Neither Not very clear Unclear**

Comment as necessary:

**3.** Which of the following would you consider to be primary objectives of the campaign/activity and which secondary, if appropriate:

* Sales volume gain
* Sales value gain
* Market share gain
* Market share defence / arrest decline
* Increase profit
* Development of the category or new product launch
* Drive web traffic / social media affiliations
* Reduce price sensitivity
* New customer acquisition
* Customer retention / increase purchase loyalty
* Acquire customer contacts for future use
* Strengthen the brand / its appeal
* Behavioural Change – Not for profit campaign
* None of these   
    
  (Please write reason)
* Other

**4.** And using your own subjective experience of advertising and marketing communication, can you assess the scale of the impact of the activity to each   
of the above objectives:

**Considerable Moderate Small None**

**5.** Were you able to identify any soft metrics strongly impacted (such as brand awareness, image, trust etc.)? Which ones?

**6.** Was the campaign/activity part of an already articulated brand idea or a stand-alone piece?

**6.** Over how long did the campaign run?

**Years Months Weeks**

**7.** How many years have you been going to market with this brand purpose?    
How significant was this initiative in your journey?

**8.** What are your criteria to evaluate a strong brand purpose?

**9.** What are the criteria you use to decide whether to commercialize a brand-purpose initiative?

**10.** How do you source great ideas to activate your purpose in the marketplace?

**WARC Awards Survey**

**Effective Social Strategy**

**1.** Did the campaign/ activity have commercial objectives in mind from the outset   
(or if an NFP organisation – growth, behavioural or other equivalent metrics?)

**2.** In your view how clear were the objectives of the social campaign/ activity:

**Very clear Clear Neither Not very clear Unclear**

Comment as necessary:

**3.** Which of the following would you consider to be primary objectives of the campaign/activity and which secondary, if appropriate:

* Sales volume gain
* Sales value gain
* Market share gain
* Market share defence / arrest decline
* Increase profit
* Development of the category or new product launch
* Drive web traffic / social media affiliations
* Reduce price sensitivity
* New customer acquisition
* Customer retention / increase purchase loyalty
* Acquire customer contacts for future use
* Strengthen the brand / its appeal
* Behavioural Change – Not for profit campaign
* None of these   
    
  (Please write reason)
* Other

**4.** And using your own subjective experience of advertising and marketing communication, can you assess the scale of the impact of the activity to each of the above objectives:

**Considerable Moderate Small None**

**5.** Were you able to identify any soft metrics strongly impacted (such as brand awareness, image, trust etc.)? Which ones?

**6.** Which of the following approaches or combination of approaches did your social strategy adopt?

* Brand-generated content
* A worthwhile cause (social, political etc.)
* User-generated content
* Other

**7.** Was the campaign/activity part of an already articulated brand idea or a stand-alone piece?

**8.** How integrated does social tend to be into the rest of the brands’ activities?

**9.** How important to the social effects of the campaign (e.g. sharing, buzz etc.) were each of the following possible features of the campaign?

**Very Moderately Little / not at all**

* A worthwhile cause
* Humour
* Irreverence
* Originality
* Understanding of an existing brand idea
* Understanding of an existing brand personality
* Prizes, a competition, challenge or puzzle
* The public were invited to contribute ideas / generate content / customise the product or service
* Association with an event, sport, show or game
* A useful product message or service
* A free offer or promotional incentive
* Experiential / sensory
* Celebrity involvement

**10.** Was there any other feature of the campaign that you think was critical to its success?

**11.** Over how long did the campaign run?

**Years Months Weeks**

**12.** Re the use of data and its collection: can you comment on the planning of, availability of, use of, integration of, or any other related data issues when measuring the success of this entry.

**13.** How important is “learning” to this client and what processes, if any, are in place to gather this?

**14.** Finally, how would you rate your client’s use and management of social compared to the rest of their marketing communication activity?

**Much better Better The same Worse Much worse Don’t know**

Thank you

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