



WARC
ideas and evidence
for marketing people

JUDGING PANEL UNVEILED FOR \$5,000 WARC PRIZE FOR ASIAN STRATEGY

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FOR IMMEDIATE RELEASE

Eight senior clients and five global strategy experts will form the judging panel for the US\$5,000 Warc Prize for Asian Strategy.

The cash Prize was launched in December by Warc, the global marketing intelligence service. It will be awarded to the case study that demonstrates the most insightful marketing strategy in Asia. The Prize is free to enter, and is open to brand owners and agencies in any discipline.

- **P. Miles Young (Prize Chairman)**, Chief Executive Officer, Ogilvy & Mather Worldwide
- **James Best**, former Chief People & Strategy Officer, DDB Worldwide
- **Kevin Brown**, Global Director of Engagement Planning, BBH
- **Mike Cooper**, Worldwide CEO, PHD
- **Reynold D'Silva**, Global Brand Director, Pond's (Unilever)
- **Brendan Inns**, Vice President – Brand Communications, Shangri-La Hotels and Resorts
- **Gareth Kay**, Director of Brand Strategy, Goodby Silverstein & Partners
- **Jean Lin**, CEO, Isobar Asia-Pacific; Global Chief Strategy Officer, Isobar Global
- **Mark Luce**, Commercial Director, SABMiller Asia
- **Julie Lyle**, Chief Marketing Officer, Prudential Corporation Asia
- **Ian Stewart**, Marketing Director, Asia, Converse
- **Seck Wee Tan**, Strategic Business Group Director, Digital Capture and Devices, Asia-Pacific Region; Vice-President, Consumer Digital Group, Eastman Kodak
- **Sumeet Vohra**, General Manager, Asia Marketing, Procter & Gamble
- **Shawn Warren**, Vice President Marketing, Asia-Pacific, Kraft

The Prize's focus on insight and strategy complements existing award schemes in Asia, which reward creativity and effectiveness. Young, who until 2009 was Chairman of Ogilvy & Mather Asia-Pacific, described the Prize as the "one and only vehicle for really assessing the ability of businesses to grasp the true strategic challenges and for establishing the highest standards against which they can be measured."

The case studies will appear on Warc's global platform of marketing best practice, building a body of knowledge that will inspire Asian marketers and raise standards across the industry. They will be promoted in front of Warc's audience of brand owners, agency executives, media owners and academics, and the winner will be published in Admap, the leading global magazine on new ideas and new thinking in brand communications.

The deadline for entries is 18 March 2011 and the winner will be announced in May.

To find out more about the Prize, visit www.warc.com/asiaprize. For any other prize-related queries please email warcprizeasia@warc.com.



Editors' Notes:

About Warc

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.

www.warc.com

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