

WARC

Press Release

For immediate release

WARC Prize for Asian Strategy 2017 now open for entries

Nicole McMillan, VP Marketing of Wrigley Asia-Pacific named jury chair

6th April 2017 – WARC, the global marketing intelligence service, has today launched the Warc Prize for Asian Strategy, a search for the best strategic ideas that have driven results in Asia.

Now in its seventh year, the case study competition, which focuses on strategic thinking, has showcased 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. Although the Prize is not primarily an effectiveness competition, entrants need to show a link between their strategies and the results of the marketing activity."

The Prize is free to enter and is open to clients and agencies in any marketing discipline.

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 Market Pioneer Award: for the best example of a brand creating a category or targeting a new market – for example, lower-tier or low-income consumers, or an otherwise underserved market.

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

The Channel Thinking Award: for the best example of a brand achieving its objectives using an innovative channel strategy.

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

The Asia First Award: for the best example of insight or innovation from which the rest of the world can learn.

Nicole McMillan, Vice-President Marketing of The Wrigley Company, Asia-Pacific, will chair the jury.

In addition to her VP responsibilities, Nicole is also the Brand Strategic Lead for the Doublemint brand globally, and a member of the Wrigley global marketing leadership team.

Nicole has over 20 years of experience in packaged goods companies. As well as spending 15 years within various segments of Mars, she has also held senior marketing roles at the Campbell Soup Company and Fosters Australia.

She comments: "Winning strategies are underpinned by a clear definition of the business challenge. Understanding the barriers to growth is critical to delivering effective marketing strategy."

The full jury line-up will be announced shortly. Entries are now open and the deadline for submissions is 12 June 2017. All winning entries will be published in the Asia Strategy Report, showcasing the region's smartest thinking.

More information on the WARC Prize for Asian Strategy 2017 can be found [here](#).

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