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for marketing people

WARC LAUNCHES 2013 PRIZE FOR ASIAN STRATEGY

- **Prize returns with expanded US\$10,000 fund, including five new awards**
- **Leanne Cutts, VP Marketing, Mondelez Asia Pacific, to chair judging panel**

Singapore, April 3 2013

Warc today launches the 2013 Warc Prize for Asian Strategy, a cash prize for the case study that demonstrates the most insightful marketing strategy in the region.

The Prize returns for its third year with an **expanded Prize fund of US\$10,000**. In addition to the \$5,000 Grand Prix for the region's best strategy case study, Warc has introduced **five \$1,000 Special Awards** that recognise brands and agencies responding to Asia's biggest strategic challenges.

Leanne Cutts, VP Marketing, Mondelez International, Asia Pacific, will chair a judging panel of senior client-side marketers and strategy experts from around the world.

Other judges announced so far include: **Martin Weigel**, Head of Planning, Weiden + Kennedy Amsterdam; **BV Pradeep**, VP Consumer & Market Insight for D&E markets, Unilever; **Ajay Kakar**, Chief Marketing Officer – Financial Services, Aditya Birla Group; **Rohini Miglani**, Director, Brand Building Integrated Communication P&G Asia; and **James Thompson**, Chief Marketing Officer, Diageo Asia Pacific.

Once again, the Prize is completely **free to enter**, and is open to brand owners and agencies in any discipline. Entrants must submit a case study detailing an example of strategic thinking making a difference to a brand. Further details can be found on the Prize website, www.warc.com/asiaprize

The purpose of the Prize is to showcase great strategic thinking – the ability to turn insight into breakthrough marketing ideas that transform brands.

As well as the \$5,000 Grand Prix, 2013 Prize entrants will be in the running for five Special Awards, the winners of which will each receive a \$1,000 cash prize (separate entries are not required). The Special Awards were developed after industry feedback that the Prize should recognise major Asian strategic challenges. They are:

- **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 Cultural Connection Award** for the best example of a brand building its strategy around a cultural insight specific to Asia.
- **The Channel Insight Award** for the best example of a brand building its strategy around new understanding of media consumption and other touchpoint behaviour in Asia.
- **The Local Hero Award** for the best example of a challenger Asian brand using smart marketing strategy to take on bigger competitors.
- **The Asia First Award** for the best example of insight or innovation that the rest of the world can learn from.



In addition to these awards, Warc will adopt a Gold/Silver/Bronze award structure to recognise entries that score highly with the judges.

The deadline for entries is **June 14 2013**, and the winner will be announced in September. All cases that win an award will be showcased in the inaugural **Asian Strategy Report**, a study of smart strategic thinking in the region published after the competition has ended.

“We think it’s really important that the best Asian thinking is celebrated and promoted around the world,” said David Tiltman, Warc’s Development Director. “We’ve launched the five Special Awards to give added recognition to the smartest Asian marketing, and we’ll use the Asian Strategy Report to showcase that thinking in front of Warc’s global audience.”

In 2012, the Prize attracted 160 entries from brands and agencies across Asia. The 2012 Warc Prize for Asian Strategy was awarded to a paper from BBH Singapore on the repositioning of financial services brand NTUC Income.

Case studies entered for the Prize 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.

“We’re delighted at how the Prize has built up such an extensive collection of best practice from the region,” said Ed Pank, Managing Director of Warc Asia. “With so much great thinking coming from Asia, it is important to share these insights to help the industry develop smarter marketing programmes in this region and beyond”

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

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Editors’ Notes:

About Warc:

Warc is the global provider of ideas and evidence to marketing people.

Warc has become the resource of choice for brand owners, agencies, media owners and market researchers worldwide. Search over 6,000 global case studies on the winning strategies of successful brands from over 50 international sources. Access best practice guides, articles and detailed conference reports from key events influencing the marketing world. Stay ahead of the latest major industry news and trends with our blogs from around the world. We also have comprehensive advertising expenditure data from Asia-Pacific and all other major global economies. Visit www.warc.com/trial for a free trial.

In addition to the online service, Warc publishes five magazines, provides industry data and forecasts and runs insightful conferences.

About Leanne Cutts:



Leanne Cutts is Vice President, Marketing, for Mondelez International, Asia Pacific. She is responsible for driving the growth of the gum, candy, and powdered beverages categories as well as leading consumer insights & analytics and driving marketing excellence in the region. Launched on October 1, 2012, Mondelez International is comprised of global snacking and food brands of the former Kraft Foods Inc. Mondelez International is a whole new company that has been reimagined with a single focus in mind: create delicious moments of joy. We create life's delicious moments by sharing the world's favorite brands, such as *Cadbury Dairy Milk*, *Oreo*, *Halls*, *Biskuat*, *Tang* and *Halls*.

Leanne joined the company in July 2011. A veteran in the FMCG industry, Leanne has over 20 years of deep marketing and general management experience across Asia Pacific. She was previously with GlaxoSmithKline Consumer Healthcare (GSKCH) in Hong Kong, where she was responsible for the Consumer Healthcare business in North Asia including Hong Kong, Taiwan, Korea, Vietnam and the China Nutritionals business. Prior to Hong Kong, Leanne was Marketing Director of GSK Consumer Healthcare in India. Prior to joining GSKCH she worked with Unilever in the ice cream division.

Leanne has an MBA from the Australian Graduate School of Management, University of NSW and a Bachelor of Economics from Sydney University. Originally from Sydney, Leanne has lived in London, New Delhi and Hong Kong, and is currently based in Singapore.