



## Press Release

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For immediate release

### Warc Prize for Asian Strategy Winners 2016 Announced

#### BBDO India wins Grand Prix for P&G's Share The Load

3 November 2016 – Warc, the global online service offering advertising best practice, evidence and insights from the world's leading brands, is pleased to announce the winners of the 2016 Warc Prize for Asian Strategy. The annual competition, now in its sixth year, gives recognition for strategic thinking that has driven business results in Asia.

207 submissions from 15 countries across Asia were judged by a 20-strong eminent [judging panel](#), chaired by Sanjeeb Chaudhuri, Global Head of Brand and Chief Marketing Officer of Standard Chartered Bank. After reaching a shortlist of 34, a total of 17 entries have been selected as winners – 1 Grand Prix, 4 Golds, 5 Silvers and 7 Bronzes.

In addition, the jury selected the winners of the five special award categories - The Market Pioneer Award, The Research Excellence Award, The Channel Thinking Award, The Local Hero Award and The Asia First Award - with each receiving \$1,000 prize.

BBDO India takes top honours by winning both The Grand Prix, which comes with a \$5,000 prize, and The Asia First Award for 'Share The Load', P&G's laundry detergent brand Ariel Matic which used the issue of whose responsibility it is to do the laundry to highlight the wider problem of gender inequality, encouraging Indian men to 'Share The Load'.

Commenting on the strategy of BBDO India's winning work, jury chair Sanjeeb Chaudhuri, Global Head of Brand and Chief Marketing Officer of Standard Chartered Bank, said, "Gender empowerment is a very critical initiative that great brands should support. Ariel's 'Share The Load' campaign brings this sensitive subject to life in a very heart-warming way. It stood out among the many brands in Asia which are getting increasingly involved in being associated with social good. This campaign also helped Ariel double value and volume sales, making the campaign a very deserving winner of this year's Grand Prix."

View [here](#) the list of winners. Visit <https://www.warc.com/WarcPrizeAsia2016.prize> to view all the case studies.

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**About Warc – ideas and evidence for marketing people**

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.

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. Warc hosts three annual case study competitions: Warc Innovation Awards, Warc Social Strategy Awards and Warc Asian Strategy Awards.

Founded in 1985, Warc is privately owned and has offices in the UK, U.S. and Singapore.