



WARC
ideas and evidence
for marketing people

Entry Kit for the 2011 Warc Prize for Asian Strategy

Welcome to the Warc Prize for Asian Strategy – Warc’s US\$5,000 reward for the best example of brilliant strategic thinking from Asia.

This is a completely new kind of award for Asia’s marketing community. For a start, it’s the first awards scheme for the region that has a real focus on strategy. Strategy – turning insight into breakthrough marketing ideas – has become a key part of the marketing process all over the world. In Asia, new markets and new consumers are demanding new insights. We want the Prize to act as a spur to strategic thinkers across the region. We want to create a body of evidence that will inspire them in the future, and to prove decisively that strategy is worth investing in.

The set-up is simple. There’s no long list of categories; nor will there be a big awards ceremony to attend. There’s just one, US\$5,000 Prize. And it is completely free to enter. We know brilliant strategy can come from anywhere, so we want to make sure it is genuinely open to everyone. The only barrier to entry is the power of your thinking.

We have a hugely experienced jury lined up, including regional marketing directors for some of the world’s biggest brands, plus planning and strategy experts from around the world. They’ll select a shortlist of ten entries – the best examples of strategy the region has to offer – and from these they will pick the eventual winner.

Over the next few pages we set out what entries should include and what judges will be looking for. We look forward to seeing your work.

Good luck!

David Tiltman

International Editor, Warc



Introduction

In this entry kit we outline the steps you are required to complete and list some information requirements for your entry to be eligible for the \$5,000 Prize. The key points are:

- Entry is free and the Prize will be awarded to the case study judged to provide the best demonstration of strategic marketing thinking in Asia.
- Marketing activity submitted for the prize must have been developed or significantly adapted for markets in Asia (not including the Pacific countries) and must have been in-market since 1 January 2009. (Please see the Terms and Conditions below for full details.)
- Warc will publish on Warc.com all entries for the Prize that meet the key information requirements. The winning entry will also be published in Warc's magazine Admap, which looks at ideas, new insight and evidence of effectiveness in marketing communications. (Please see the Terms and Conditions below for full details.)
- If necessary, you may mark small parts of your entry as 'confidential – not for publication'. These sections will not be published by Warc, within reason.

If, after reading the Terms and Conditions, you have any unresolved questions, please email us at warcprizeasia@warc.com.

About Warc

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



How to enter

The basis of every entry should be a written case study (maximum 3,000 words) that details a brilliant piece of strategic thinking and the difference it made to a brand. Entry text should be uploaded online. Please visit www.warc.com/asiaprize and click on the 'Submit Entry' button to begin the process.

Entrants will be asked to register before uploading. Once registered, entrants will be invited to follow steps A to D (see below). You may upload text then return later to edit it. The entry will not be submitted to the Prize until you reach the end of the process and click the 'Submit' button. Once the entry has been submitted, it cannot be edited. You may register and upload an entry on behalf of somebody else.

Entrants should read the Terms and Conditions (below).

Required Elements

Entrants are required to submit information as follows:

A. Entry Details: Full contact details, including names of all authors. Entrants will be asked to supply the names and job titles of their managers and (if the entrant is from an agency) the names and job titles of the client-side marketers who commissioned the work. They will also need to give details of the activity, including the product category of the brand and the markets the work ran in.

B. Executive Summary: At the start of your Case Study Paper, please provide a summary of up to 150 words detailing the key points of the paper.

C. Case Study Paper: Entrants will be asked to upload text in a series of sections (see details below). The total wordcount for the Case Study Paper (not including Executive Summary) should not exceed 3,000 words.

D. Supporting Material: Additional material is not required for an entry. However, entrants are encouraged to upload creative material, charts, campaign summary videos, or any other presentations in support of their written piece. These can help bring the strategy to life for the judges. Material can be uploaded as part of the submission process; very large files can be sent via YouSendIt (the necessary link is included in the submission process).

Entrants can upload a partial submission then come back and edit or add to it later. Once they have completed Sections A to D, they will be given the option to submit the completed paper.



Case Study Structure

Entrants must upload text for their Case Study Paper in five separate sections.

1. Market background and business objectives (up to 500 words)

In this section judges will be looking for:

- 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 (eg 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 (eg, increasing awareness, increasing penetration/loyalty, encouraging customers to trade up, etc).
- For international campaigns, business and marketing objectives should relate specifically to markets in Asia.

2. Insight and strategic thinking (maximum 1000 words)

Judges will be looking for the strategic thinking at the heart of the case study:

- Please explain why this strategy was innovative and worthy of recognition.
- How was the strategy developed? Describe the target audience 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.
- In the case of international campaigns or product launches, please explain how they were adapted for an Asian audience. (In these cases entrants must show that they have significantly adapted the strategy to meet the needs of markets in Asia – see the Terms and Conditions for more information).

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

3. Implementation, including creative and media development (up to 500 words)

Judges will be looking for evidence of how the strategy was brought to life:

- In the case of marketing communications work, indicate how the strategy was turned into creative work, and refer to any material uploaded with the submission. Explain how the creative ideas sought to convey the strategy.
- Please describe the media/touchpoint strategy for the activity. Again, relate this to the strategy at the heart of the campaign and explain why different channels were chosen. Please indicate roughly the weight of spend allocated to different media channels, and the timings of media activity.
- If the marketing activity did not include traditional creative executions, please describe how else the strategy was brought to life and why. In the



case of product launches, please indicate factors such as distribution that affected the implementation of strategy, and how the brand dealt with them.

3b. Media mix grid: Entrants must complete a media grid highlighting the channels used in the campaign. This is a tick-box grid and requires no uploading of text.

4. Performance against objectives (up to 800 words)

Please detail the results of the marketing activity, using as your basis the business and marketing objectives outlined in Section 1. Judges will be looking for evidence that the strategic thinking has made a real difference to the brand.

In the case of global campaigns, results should be specific to markets in Asia.

5. Lessons learned (up to 200 words)

Please describe what other marketers can learn from the success of this strategy. Were the insights unique to the brand and market in the case study, or were there general lessons that could be applied elsewhere?

Judging criteria

Judges will be asked to score papers according to the following criteria (percentage figures indicate weighting of marks):

1. Quality of insight behind the strategy. Does the case study show an in-depth understanding of the brand and its market? What steps did the entrants take to find new insight, or to look at existing information in a new light? (15%)
2. Quality of strategic thinking. Does the case study show a strategic 'leap' that others have not taken? Did it produce a strong idea that could be turned into effective marketing activity? (40%)
3. How well was the strategic idea brought to life, including creative work and channel thinking? (15%)
4. How did the strategy perform against its objectives? Does the case study show that the investment in strategy was worthwhile? (20%)
5. Can other marketers learn from this case study? Is it a useful addition to Asia's body of marketing knowledge? (10%)

Remember, the Warc Prize for Asia Strategy is looking for more than creative craft or evidence of effectiveness. It is looking for examples of inspirational strategic thinking that drives marketing and business performance. The judges will have plenty of cases to read, so try to tell a compelling, straightforward story and avoid marketing jargon.



Terms and Conditions of Entry

Please read the Terms and Conditions before you submit your case study to the Warc Prize for Asian Strategy. By submitting a case study you agree to be bound by these terms and conditions, which represent a legal agreement between you and Warc Ltd.

1. Entry is free.
2. The Prize is open to any advertiser, agency, media company, individual or team involved in marketing in any country. Multi-authored entries - submitted either by different individuals within the same company or by combinations of different companies - should be clearly labelled as such at the time of entry. In the event of the \$5,000 Prize being awarded to a multi-authored paper, the Prize money will be evenly split between all the authors named on the submitted paper, unless we receive written instructions to the contrary.
3. The strategy for Prize entries must have been developed in or specifically for Asian markets. In the case of international campaigns, the strategy must have been significantly adapted for at least one Asian market; campaigns that reuse global strategy in Asia without alteration are not eligible. The results section of the case study must refer to results in Asian markets. For the purposes of the Prize, Asia is defined as the countries in the regions commonly known as East Asia, South Asia and Southeast Asia. This includes, but is not limited to, Japan, South Korea, China, Taiwan, Hong Kong, India, Pakistan, Sri Lanka, Thailand, Vietnam, Malaysia, Singapore, Indonesia and the Philippines. It does not include Russia, the Pacific countries (including Australia and New Zealand) or the Middle East. If you are in any doubt as to whether a campaign is eligible, please contact the organisers at warcprizeasia@warc.com.
4. Some element of the marketing activity entered for the Prize must have been running in Asia since 1 January 2009. The results section of the case study must include results achieved in the calendar year 2010.
5. An entrant can submit several different entries, but these must be clearly labelled as distinct entries during the submission process.
6. An individual can upload one or more entries on behalf of colleagues and be the contact name on the entry form without being an author of a paper. However, the Prize money will only be distributed to the authors of the winning paper.
7. Campaigns from any communications discipline can be submitted, as well as non-communications activity such as product innovation and brand extension.
8. Entrants can submit digital files of creative work, charts, campaign videos and other supporting information to accompany entry papers. These can be uploaded as part of the entry process. Entrants wishing to send large files (upwards of 10MB) can be sent via YouSendIt (a link is included in the submission process). If using other document transfer systems, entrants should use the email warcprizeasia@warc.com
9. All entries must be written in the English language.
10. All applicable permissions must be obtained by you for all materials submitted as part of the Prize submission for which you are not the exclusive owner. All prize entries that meet



the key criteria will be published in perpetuity on Warc, with a selected number appearing in Admap magazine. It will be the responsibility of the entrant to clear all such permissions before submitting an entry

11. Within reason, entrants may mark sections of the case study or specific data as 'confidential'. Warc will not publish this information.
12. Entries must be submitted to Warc Ltd by the published deadline. Shortlisted entries will be notified by email. The shortlist and winners will be announced on Warc.com.
13. The shortlisting of entries and the award of the \$5,000 Prize are at the judges' sole discretion. Judges will base their decision on the written submissions and supporting material only, and no correspondence will be entered into regarding the final decision.
14. Warc will not be held responsible for any incorrect or incomplete entries.
15. By submitting materials for which you are the exclusive owner, entrants hereby assign, with full title guarantee, all intellectual property rights in such materials (and in the case of copyright by way of present assignment of future rights) to Warc Ltd for the full legal term of copyright and any renewals/extensions thereof. In the case of materials submitted by you to Warc for which you are not the exclusive owner you hereby grant to Warc (with full right for Warc to sublicense such rights) an irrevocable, non-exclusive licence in perpetuity to publish, reproduce and/or distribute such materials throughout the world, in all languages, in printed, electronic or any other medium, and to authorise others to do the same. Warc will give full and generous consideration to all requests by entrants to be able to use submitted papers, or extracts from submitted papers, for marketing purposes or for use in other awards submissions after the Prize is awarded.
16. By agreeing to the Terms and Conditions, authors will give their consent to feature in post-Prize publicity celebrating Prize entrants.
17. Entrants hereby warrant (ie, promise) and represent that the entry is the authors' original work save that to the extent it contains material which is owned by a third party, you further warrant and represent that you have obtained all necessary permissions from the owner of such materials, consistent with Warc's rights set out in paragraph 15 above.
18. Entrants also warrant and represent that the entry does not contain anything which is libellous, unlawful, offensive, harmful, or infringes the rights of others or that is a breach of any duty of confidentiality.
19. Entrants will assert their Moral Rights to be identified as authors of the submitted entry under the Copyright Designs and Patents Act 1988 (UK), and Warc Ltd will ensure that entrants' names are always clearly associated with the entry.
20. Nothing in these terms shall oblige Warc to publish any entry you may submit. In the event of any breach or alleged breach by you of your obligations, warranties and/or representations in these terms then, without prejudice to Warc's other rights and remedies, Warc may: (i) remove or delete your entry from any website or other medium on which it is published; and/or (ii) disqualify your entry from the competition.