



Entry Rules and Terms & Conditions for the 2010 Warc Prize for Ideas and Evidence

Thank you for your interest in the 2010 Warc Prize for Ideas and Evidence.

Entry is **free** and the Warc Prize will be awarded to the case study judged to provide the best demonstration of innovation in effective, integrated communications during the period in question.

Below we outline three steps you are required to complete and a list of some information requirements for your entry to be eligible for the \$10,000 Warc Prize. If key components are absent from your entry, Warc may contact you and give you the opportunity to submit missing information before judging takes place.

Please note that Warc will publish on Warc.com all entries for the Warc Prize that meet the key information requirements as well as publishing a selected number of entries in Warc's magazine, Admap.

By submitting an entry, you confirm that the work submitted is either your original work and you are the exclusive owner of such work or, in the event that any part of the work is owned or controlled by a third party, you have obtained all necessary permissions for Warc to exploit the work in the manner set out in the Terms & Conditions below.

If necessary, you may mark a small part of your entry as "Confidential – not for publication", though the judges may take this into account when scoring your paper.

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

Required Elements

Entrants must complete elements A-C, and agree to the Terms & Conditions as set out below.

A. Case Study Paper: Provide a written paper in Word or PDF format of 2,000-3,000 words (excluding the words in your Executive Summary) that addresses the detailed criteria below.

B. Executive Summary: At the start of your Case Study Paper, provide a summary of up to 250 words of the main achievements of your entry paper case.

C. Upload your Case Study Paper and Associated files to www.warc.com/prize.

Detailed Prize Criteria

1. Background & Strategy: (Worth 20% of Total Score)

Please provide information on the size and dynamics of your marketplace (specify if this was national, regional or global), and your brand's competitive set and position within it (if an existing brand). Supply charts and supporting data where relevant. If the campaign relates to a brand launch, provide details of the launch brand's target competitor set and target marketplace.



Provide clear information on the business objectives of the brand, the commercial targets (eg, increased profits, sales, margins or average customer spend etc) that were agreed and the target time period for these to be achieved in.

If your case is from the non-profit sector, outline the change in behaviour or attitude that was the goal of the campaign.

Detail how the business or non-profit objectives of the brand owner shaped the campaign's specific marketing objectives (eg, increasing awareness, encouraging activity, increasing penetration/loyalty, encouraging customers to trade up, etc).

Describe the target audience - how you identified them and why you chose them. Provide information on any behavioural and attitudinal findings about this audience that guided your communications thinking.

2. Integrated Implementation (Worth 25% of Total Score)

Briefly describe the central creative idea in this strategy and explain how it was designed to work across different parts of the marketing mix etc.

During the process of uploading papers to the Prize website, entrants are asked to complete a media grid highlighting the channels used in your campaign. (You can see a grid with the media channel grid by clicking on the "criteria" link on www.warc.com/prize.) In your written paper, please provide more details of the communications platforms used and the rationale for choosing these.

Note that you should describe activity from four or more communications channels to be considered an integrated campaign. You should include an explanation of the different roles (awareness, response, information etc) played by different media channels in the campaign.

Provide several examples of creative work. (See the Terms & Conditions below for formats in which to submit creative material.)

During the process of uploading papers to the Prize website, entrants are required to allocate their total media and production budget to one of several budgetary bands. In your paper, provide further details of the total campaign budget (how did this compare to the brand's competitor set and the trend in the general market?), and give approximate shares allocated to media channels. Outline the reasons for this weighting.

Sample Media Weighting:

| | |
|-------------------|----|
| TV | X% |
| Radio | X% |
| Press | X% |
| Mobile | X% |
| Social Media | X% |
| Out of Home | X% |
| Event Sponsorship | X% |

Total Media Budget: 100%



Provide information on the timing of the various media channel elements in the campaign and the reasons for this. Identify how you tracked the results across different channels. If you changed the media weighting during the campaign, please explain why.

3. Results (Worth 30% of Total Score)

Provide evidence of what happened as a result of your marketing activity. Describe the specific role and impact that your communications strategy had for the brand and put this in the context of other concurrent factors – such as changes in pricing or distribution – which might have also benefited the brand at the time of the campaign.

You may supply relevant charts and data as evidence in support of your case.

Provide evidence of any sales and market share shifts achieved during the campaign period, compared to the underlying trend in volume and value for the market during the period in question. Compare the results to the original targets.

If your campaign is for the non-profit sector, provide evidence of attitudinal or behavioural changes achieved, compared to the agreed target and to the underlying sector trend.

Explain the contribution of the different elements of the marketing mix. Was there any evidence that one element of the campaign was a greater contributor to the success than others? Were any elements changed - ie upgraded or downgraded - mid-campaign to optimise effectiveness? How did elements work together to maximise impact?

For commercial sector activity, provide robust evidence of a return on marketing investment, and show how you calculated this. Quantify the additional revenue/profit generated by the marketing and advertising activity and explain why this was sustainable for the brand beyond the campaign period.

4. Innovation (Worth up to 25% of Total Score)

Explain why you consider your campaign to be innovative in terms of the brand's heritage, existing sector behaviour, conventional marketing practice or some other measure.

Outline the sustainable new learning that you believe can be absorbed from this campaign, and describe why you think this is important.

You can choose to identify this innovation in relation to overall strategy, creative approach, measurement, use of media, level or type of integration, or another measure that you should justify.

Word lengths:

Entrants are free to decide exactly how much to write to address each of the four main criteria, provided the total word length of their paper does not exceed 3,000 words (not counting the Executive Summary).

Reminder checklist:

After you have written up your paper, please take a few moments to review your entry. Have you included all the required elements and addressed all the questions set out above? Have you shown conclusively that your paper demonstrates integration? Effectiveness? Innovation?



If so, you are now in the running for the \$10,000 Warc Prize for Ideas and Evidence. See overleaf for Terms & Conditions.

Detailed terms and conditions of entry

Please read this agreement before you submit your case study to the Warc Prize. 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 Warc 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. An entrant can submit several different entries, but these must be clearly labelled as distinct entries during the submission process.
4. An individual can also upload several 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.
5. Campaigns from any communications discipline can be submitted.
6. Some element of the submitted campaign must have run between May 11, 2008 and June 2, 2010. Submitted campaigns may have started before May 11, 2008, but the results section of your entry must refer to activity which took place between May 11, 2008 and June 2, 2010.
7. Entrants can submit digital files of creative or supporting charts and data to accompany entry papers. If you have multiple supporting files for your case study, please place them in a zip/rar archive along with the case study and upload this file. The maximum file size to upload is 10MB. If entrants wish to send larger files, these should be burned onto CD and posted to The Warc Prize, 85 Newman Street, London, W1T 3EX, United Kingdom. Please remember to label any such package with your contact details and the entry campaign's name.
8. All entries must be written in the English language.
9. 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
10. 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.



11. The shortlisting of entries and the award of the Warc 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.

12. Warc will not be held responsible for any incorrect or incomplete entries.

13. 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.

14. By agreeing to the terms & conditions, authors will give their consent to feature in post Prize publicity celebrating Prize entrants.

15. 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 12 above.

16. 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.

17. Entrants will assert their Moral Rights to be identified as authors of the submitted entry under the Copyright Designs and Patents Acts 1988, and Warc Ltd will ensure that entrants' names are always clearly associated with the entry.

18. 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.

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