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The Admap Prize 2012 has been won by Nick Hirst, associate planning director at London-based agency Dare.

Entrants to the inaugural [Admap Prize](#) were required to address the future of the planning function by submitting an essay on the topic of 'Planning 3.0: The Planning Landscape in 2020'.

Hirst took the Gold Award in competition with 60 essays submitted by entrants from agencies and brand owners from all around the world at all levels of seniority within the industry. The Prize was judged by a panel of senior figures, each responsible for global planning within their companies.

In his Gold Award-winning essay titled 'Why experience architecture is the future of planning', Hirst describes the status quo in planning as a division of activities into 'conceptual' – ideas and insights developed at creative agencies – and 'practical' – tangible, measurable actions developed at media agencies. He argues that planners need to transcend this division and become 'architects' of the user experience, creating communications that perfectly fit the channel in which they are received, at the right time and in the right mood.

He concludes that to extract the maximum benefits from this approach, planners need to extend this "experience architecture" into areas such as customer service, retail, and even pricing.

The Silver Award was won by independent consultant Tom Woodnutt. In his essay 'Planning 3.0: The feeling is mutual', Woodnutt predicts that the future of planning lies in creating mutually beneficial partnerships of brands and consumers. According to Woodnutt, the existence of such partnerships would encourage greater openness and trust and encourage consumers to permit brands greater freedom to mine their data and use it to engage with them via highly targeted and appealing communications.

Philippa Dunjay, a business executive at London-based agency Albion, took the Bronze Award. In her essay 'Culture will eat itself: the importance of microcultures in a data-driven world' Dunjay predicts that planning will move from insight mining to culture creating. She argues that a key role for planners will be to identify microcultures consisting of communities bonded together by shared, niche interests, and then create touchpoints that connect these communities to a brand.

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The level of entries was praised by the six award judges. Marco Rimini, Mindshare Worldwide, said: "The Admap Prize generated a stimulating, exciting, infuriating collection of essays, which were passionate and heartfelt. Like the best planners."

The inaugural Admap Prize - **Planning 3.0: The Planning Landscape in 2020** - was free to enter and aimed to reward bold and strategic thinking on how the challenges and opportunities in brand communications will be served by planning over the next decade. Prize judge John Woodward, Publicis Worldwide, said: "The Admap Prize has stimulated some really innovative thinking. It's clear that there are many schools of thought about the future of planning. The Admap Prize has started an important dialogue; it should not be the end".

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About Admap

Admap is Warc's monthly magazine that addresses the big challenges in brand communications today. It promotes effectiveness in marketing communications with ideas and expertise to make your campaigns work harder and better. In Admap you will learn and be inspired by the best thinkers in the business with a uniquely global perspective. Admap's broad coverage takes in subjects from consumer insight and strategy development through to campaign planning, execution and evaluation. It brings you relevant, information from around the world, saving you time so you can get on with producing results. To subscribe, visit www.warc.com/myadmap