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PHILIPPINES TOURISM CAMPAIGN WINS WARC STRATEGY PRIZE

- 'It's More Fun in the Philippines' from BBDO Guerrero wins \$5,000 Grand Prix.
- 18 papers awarded at event in Singapore. Ogilvy and BBDO dominate Gold winners.
- Five papers awarded \$1,000 Special Awards.

Singapore, 27 September 2013

A campaign that revitalised tourism to the Philippines has won the 2013 Warc Prize for Asian Strategy, the competition to find the best example of strategic thinking in Asian marketing.

'It's More Fun in the Philippines', a campaign developed by BBDO Guerrero for the Philippines Department of Tourism, used social media to enlist the help of Filipinos in creating the campaign. It helped drive visitors to the country to a record high, even though the Philippines' marketing budget was far smaller than those of rival markets.

At an event in Singapore on 26 September, Warc, the marketing intelligence service, announced that the paper, authored by Cristina Buenaventura, had won the \$5,000 Warc Prize for Asian Strategy Grand Prix. The Prize was set up to reward the region's best strategy case study. In addition to the Grand Prix, Warc offered five further Special Awards of \$1,000 each.

Leanne Cutts, the 2013 Prize chair and President & Managing Director Japan at Mondelez International, said the Grand Prix winner stood out due to the simplicity of the idea, and its potential to evolve across media and across time. "The winning campaign was not only an idea for its own category, but it spilled over into other parts of life. We felt that this was an enormously valuable idea that could be sustainable and grow over time."

A total of 18 papers were awarded Gold, Silver or Bronze (see full list below). The five Special Award winners were:

- **'SMART TXTBKS'**, an initiative to load school textbooks onto phone SIM cards, from DDB DM9 JaymeSyfu in the Philippines, won the Market Pioneer award for the best paper targeting an underserved market segment. (Authors: Diday Alcudia and Asterio Gutierrez)
- The Chinese reworking of Nike's **'Greatness'** campaign, by Wieden & Kennedy, Mindshare, Razorfish and AKQA, won the Cultural Connection award. (Author: Rodion Yudasin)
- **'The Tagging Drive'**, a Facebook campaign by Ogilvy & Mather for Indian not-for-profit Once Again, won the Channel Insight award. (Authors: Manasi Trivedi, R S Siju and Venkataraghavan Srinivasan)
- **'All Weather AC'**, a campaign by Ogilvy and Mather to revive Indian air-conditioning brand Voltas, won the Local Hero award for Asian challenger brands. (Author: Neha Chopra)
- **'THPF Smoking Kid'**, a digital anti-smoking campaign from Ogilvy & Mather in Thailand, won the Asia First award for insight or innovation that the rest of the world can learn from. (Authors: Sutatip Chadavadh and Kusuma Kusoltawee)

"The winning campaigns stood out for the simplicity of their creative ideas, clearly articulated strategies and genuine Asian insights. The winners this year were a mix of leaders and challengers in their own industries, but stood out for demonstrating remarkable persistence in the face of all sorts of



competition,” said Cutts. “Finally, the winning campaigns were determined to take a disproportionate share of culture and be around for years to come.”

The 18 winning entries came from six different markets – eight from India, four from China, three from the Philippines, and one each from Singapore, Thailand and Malaysia.

More details on the winners and analysis of the entries is available on the Prize website, www.warc.com/asiaprize. Further details on the Prize, including the full judging panel, can also be found there. For prize-related queries please email warcprizeasia@warc.com.

Winning entries (Agency / Client / Campaign Market)

Gold

It's More Fun In The Philippines

(BBDO Guerrero / The Philippines Department of Tourism / Regional)
Also winner of the Grand Prix

THPF Smoking Kid: A Personal Message to the Smokers

(Ogilvy & Mather Thailand / Thai Health Promotion Foundation / Thailand)
Also winner of the Asia First Special Award

Voltas All Weather AC – how a pure play Indian brand turned a giant killer

(Ogilvy & Mather / Tata / India)
Also winner of the Local Hero Special Award

Milo Cans: Twisted Football

(Ogilvy & Mather Kuala Lumpur / Nestlé / Malaysia)

Gillette: Shave Sexy

(BBDO China, @PR / Procter & Gamble / China)

Silver

Nike China: Greatness Campaign

(Wieden+Kennedy, Mindshare, AKQA, Razorfish / Nike / China)
Also winner of the Cultural Connection Special Award

Once Again: The Tagging Drive

(Ogilvy & Mather Bangalore / Once Again / India)
Also winner of the Channel Insight Special Award

SMART TXTBKS

(DDB DM9 JaymeSyfu / Smart Communications / Philippines)
Also winner of the Market Pioneer Special Award

Baileys: Cream With Spirit

(BBH Shanghai / Diageo / China)

Corona: Let the World Wait

(TBWA\ Singapore, Digital Arts Network (DAN), INTO-DIGITAL OY, Wicked Digital Media / Grupo Modelo / Regional)

Lifebuoy: Help A Child Reach 5



(Lowe Lintas & Partners, PHD / Unilever / India, Indonesia)

Realtime Olympics

(NIM Digital / McDonald's / China)

Taking On A Religion Called Cricket

(JWT India / PepsiCo / India)

Women For Women

(McCann WorldGroup / Stayfree / India)

Bronze

Ariel Shirt Flag: How a detergent not only lifted stains, but the spirit of an entire nation

(Ace Saatchi & Saatchi Advertising / Procter & Gamble / Philippines)

Mediker Anti-Lice Treatment: The Journey from Lice Negative to Life Positive in Rural India

(BBH Communications India, Madison Media Group, Radiowani, Perfect Relations, School / Marico / India)

Mission Kerala: Times Of India's Final Frontier

(JWT India / Bennett Coleman / India)

Vat Man

(BBH Communications India / Diageo / India)

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About Warc

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

Warc's premium online intelligence service, warc.com, includes more than 6,000 case studies and a huge resource of articles on new thinking and best practice across all areas of marketing. With users in over 100 countries, it is a unique resource relied upon by agencies, brand owners and media groups.

Alongside the Warc service we publish five highly respected magazines and journals: Admap, Market Leader, International Journal of Advertising, Journal of Advertising Research and International Journal of Market Research. We also host market leading conferences on key industry issues such as measuring advertising performance.