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for marketing people

WARC UNVEILS SHORTLIST FOR 2012 ASIAN STRATEGY PRIZE

Singapore, 6 September 2012

32 papers from across Asia shortlisted
India supplies more entries than any other market

A total of 32 case studies have been shortlisted for the 2012 Warc Prize for Asian Strategy, the cash prize for the most insightful marketing strategy in the region.

Warc, the marketing intelligence service, give the \$5,000 Prize to the region's best strategy case study, plus a \$2,000 prize to best example of low-budget strategy.

Shortlisted entries came from eight different markets around Asia, and from a mix of major networks and local independents. For the second year running, India supplied the largest number of shortlisted entries (9), though Singapore (7) and China (6) were close behind.

The shortlist of 32 has been drawn from the 160 entries submitted to the Prize in June. The Prize, now in its second year, saw a 20% rise in entries in 2012.

Charles Wigley, Chairman of BBH Asia-Pacific and the 2012 Prize Chairman, commented "At BBH we talk of 'ZAG thinking' when we see something that breaks with convention in a brilliant way. There was enough of that in the entries this year to feel that the industry is very much coming of age from a strategic perspective in Asia."

Entrants were asked to specify the media channels used in their cases. On average, the shortlisted campaigns used 9 channels each, higher than the average of 7.5 used across all entries. Television was the most commonly used channel in the shortlist, with 22 cases employing this channel. The same number used events or experiential work, while social media was used by 20 of the 32 shortlisted entries.

The judging panel, made up of senior client-side marketers and agency-side strategy experts, is currently deciding which entries will be awarded Highly Commended status and which will take home the cash prizes. Their picks will be announced at a closed-door event in Singapore on the evening of 20th September.

Warc subscribers can view the shortlisted papers via the Prize site, www.warc.com/asiaprize

The full shortlist can be found below, and viewed 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

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For enquiries:

David Tiltman
International Editor, Warc
e david.tiltman@warc.com
t +44 (0) 754 0000 373

Ed Pank
Managing Director, Warc Asia
e edward.pank@warc.com
+65 3157 6201

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.

Shortlisted entries (Agency / Client)

Be Idiot Safe with CEAT Tyres
Ogilvy & Mather / CEAT Gripp

Chok! Chok! Chok!
McCann Worldgroup Hong Kong, UM / Coca-Cola

Drive into the Big League – An idea and some space helps Vodafone generate a SME database worth \$ 57.7 million in India
Ogilvy & Mather / Vodafone

Flavors of Life
BBDO China / Wrigley's Extra

Getting India to love chocolates – Cadbury Dairy Milk's growth story of 2004-2011
Ogilvy & Mather / Cadbury

Hero Pleasure: Question Marks
Draft FCB Ulka / Hero MotoCorp

I Hate Slow
McCann Worldgroup / Smartfren Telecom

I Quit: From Anti-Smoking To Pro-Quitting
Ogilvy & Mather Singapore / Health Promotion Board

It's More Fun In The Philippines



BBDO Guerrero / Philippines Department of Tourism

'Jaani Na' (I Don't Know)

BBH Communications India / Nihar Naturals

Johnnie Walker Yulu Campaign

BBH China / Johnnie Walker

Launching the Lynx effect in China

BBH China, Razorfish Shanghai, PHD China / Unilever

Let's Gap Together

Y&R China, Gap

Little V Diary

Raynet Ogilvy / GYNO Daktarin

Love Karaoke

DDB Group Singapore / Action for Aids

Messages Interrupt, Utility Delights

Advocacy WOM / Dettol

Meters\Bonwe 'Xinguohuo' Movement

NIM Digital / Meters\Bonwe

Milo Cans Next Games

Ogilvy & Mather Kuala Lumpur / Milo

Modernising Singapore's Oldest Insurance Brand

BBH Asia Pacific / NTUC Income

Mothers Against Secret Sugars

OMD Malaysia, BBDO Singapore / Annum Essential

Nescafé Dolce Gusto: Singapore Launch 2011

McCann Erickson, Social@Ogilvy, Mindshare / Nestlé

Polident Kilauan Emas: Breaking A Psychological Barrier and Improving Lives of Denture Wearers

Grey Group / GlaxoSmithKline

Selling The Dad's Bike to The Young Dude

JWT / Hero MotoCorp

Shave Sutra – Or, How To Turn A Mundane Solitary Chore Into A Pleasurable Duet

BBDO India / Procter & Gamble



Shoot the Music

JWT Bangkok / Heineken

The Power of Silence

DDB Mudra Group / BIG Cinemas

The Value Of Dirt

Lowe & Partners / Unilever

The Web Is What You Make Of It

BBH Singapore, BBH India, BBH New York, Phibious Thailand / Google Chrome

Tiger Beer '50 Must Do Things In Asia'

JWT Bangkok / Tiger Beer

Uplifting Simple Food Moments Everyday

McCann Worldgroup / Coca-Cola

Whisper Gives You Wings

Leo Burnett Mumbai / Procter & Gamble

Wyeth Gold Truth and Dare

OMD Hong Kong / Pfizer Hong Kong