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for marketing people

WARC LAUNCHES 2012 PRIZE FOR ASIAN STRATEGY

- Prize returns with expanded US\$7,000 fund and new low-budget award
- Charles Wigley, Chairman of BBH Asia, to chair judging panel

EMBARGOED UNTIL 9.00am (HK/Singapore time), 15th March 2012

Warc, the marketing intelligence service, today launches the 2012 Warc Prize for Asian Strategy, a cash prize for the case study that demonstrates the most insightful marketing strategy in the region.

The Prize returns for its second year with an expanded Prize fund of \$7,000. In addition to the main \$5,000 Prize for the region's best strategy case study, Warc has introduced a \$2,000 Prize to recognise the best example of low-budget strategy.

Charles Wigley, Chairman of BBH Asia-Pacific, will chair a judging panel of senior client-side marketers and strategy experts from around the world. Charles is a strategic planner by background, and is one of the most vocal advocates of smart strategy in Asia's marketing industry.

Once again, the Prize is completely free to enter, and is open to brand owners and agencies in any discipline. In 2011, the inaugural Warc Prize for Asian Strategy attracted 135 entries from brands and agencies across Asia.

Entrants must submit a case study detailing an example of strategic thinking making a difference to a brand. Further details can be found on the Prize website, www.warc.com/asiaprize

The purpose of the Prize is to showcase great strategic thinking - the ability to turn insight into breakthrough marketing ideas that transform brands.

Charles Wigley commented: "I think the Warc Prize for Asian Strategy is exciting and important for two reasons. Firstly, and obviously, because it's about the work being done in the most vibrant and commercially promising region in the world - a region that will make or break many brands.

"Secondly, because it has the potential to introduce us to radically *fresh* thinking; approaches that borrow less from the West's traditional strategic toolkit and more from a deep understanding of Asian cultures and what works here. With economic confidence comes cultural confidence. We are entering an era when West is not necessarily best."

The deadline for entries is 1 June 2012, and the winner will be announced in September.

All entrants whose media and production budgets total less than US\$1 million will be eligible for the \$2,000 award for best low-budget strategy. The launch of this additional prize reflects the experience of last year's competition.

"Last year we had a lot of low-budget campaigns entered for the Prize," said David Tiltman, Warc's International Editor. "However, sometimes these



campaigns are overshadowed in the final judging by impressive big-budget work. Several of last year's judges suggested that it would be worthwhile giving special recognition to strategies that can make a real difference on a low budget."

The 2011 Warc Prize for Asian Strategy was awarded to Coca-Cola Japan's launch of the I Lohas bottled water brand. The campaign linked smart consumer insight and packaging innovation (a lightweight, crushable bottle) to reframe the Japanese bottled water category and create a billion-dollar brand.

In total, 25 cases were shortlisted in 2011, with nine achieving 'highly commended' status.

Case studies entered for the Prize will appear on Warc's global platform of marketing best practice, building a body of knowledge that will inspire Asian marketers and raise standards across the industry. They will be promoted in front of Warc's audience of brand owners, agency executives, media owners and academics, and the winner will be published in Admap, the leading global magazine on new ideas and new thinking in brand communications.

To find out more about the Prize, visit www.warc.com/asiaprize. For any other prize-related queries please email warcprizeasia@warc.com.

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Editors' Notes:

About Warc:

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

Warc has become the resource of choice for brand owners, agencies, media owners and market researchers worldwide. Search over 6,000 global case studies on the winning strategies of successful brands from over 50 international sources. Access best practice guides, articles and detailed conference reports from key events influencing the marketing world. Stay ahead of the latest major industry news and trends with our blogs from around the world. We also have comprehensive advertising expenditure data from Asia-Pacific and all other major global economies. Visit www.warc.com/trial for a free trial.

In addition to the online service, Warc publishes five magazines, provides industry data and forecasts and runs insightful conferences.

About Charles Wigley:

A strategic planner by trade, Charles has lived and worked in the UK, Hong Kong, Australia and Singapore in over 20 years in advertising. This is his second stint at BBH, having started in London as one of their first graduate recruits. Rejoining the agency in Singapore as Planning Director in 2001, he became Chairman of the Singapore office in 2005 and then Chairman, Asia in 2008.



A frequent speaker at industry events, he is a strong believer in brands having a mission in life, the importance of fame, and this being the beginning of Asia's time creatively. He is not convinced by the efficacy of pre-testing advertising, matrixed organisations and pleasing multiple stakeholders.