



WARC
ideas and evidence
for marketing people

Warc launches \$10,000 Prize for Innovation

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Warc, the global marketing intelligence service, is offering a \$10,000 cash prize for the world's best case study of innovation in communications ([details at www.warc.com/prize](http://www.warc.com/prize)).

The **Warc Prize for Innovation 2012** is free to enter and open to entries involving any country, communications discipline, product category and size of budget.

Entrants can define communications innovation in any way they want, but they must provide evidence of the market knowledge, strategy, proven performance and sustainable new learning demonstrated by their approach. The deadline for entries is **January 31, 2012**.

Jonathan Mildenhall, Vice President, Global Advertising Strategy and Content Excellence at the Coca-Cola Company, will chair a distinguished international panel of senior brand owner and agency executives who will award the Prize in the spring of 2012.

Mildenhall said: *"Successful brands today have to create ideas so contagious that they cannot be controlled. Innovation has a key role to play in this process, and I'm excited to be leading this global hunt for the best example of communications innovation."*

The Prize follows on the success of the previous **Warc Prize for Ideas and Evidence in 2010** and the first ever **Warc Prize for Asian Strategy** earlier this year. These competitions have added to the huge bank of more than 6,000 evidence-based case studies on warc.com which span all the major industries, territories, campaign objectives, audiences and media channels.

Carlos Grande, Editor of Warc, said: *"At a time of global economic uncertainty, we wanted to invest in finding and celebrating the people who create genuine success through innovation in communications. We therefore decided to create a Prize with innovation at its core and no cost or category barriers that could prevent anyone from entering worldwide."*

"In addition to providing \$10,000 for the overall Prize winner, Warc will also be publishing all the Prize entries on warc.com, adding to the industry's single biggest source of rigorous communications case studies."

For further detail on the Prize criteria and entry process, visit www.warc.com/prize.

For free Prize-related content, including the latest information on the Prize judges or any deadline updates, follow Warc via [@WarcEditors](https://twitter.com/WarcEditors) on Twitter and the discussions on the [Warc LinkedIn Group](#).

Enquiries

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About Warc

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

At the heart of Warc, is warc.com, the go-to resource for the latest knowledge and trends in marketing and brand communications. The service is the largest single source of intelligence for the marketing, advertising and media communities worldwide. Information on warc.com is drawn from more than 50 international sources. With subscribers in over 100 countries, it is a unique resource that helps tackle any marketing challenge. 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 conferences.