

ADMAP

The Admap Prize 2012

Planning 3.0: the planning landscape in 2020

Welcome to the Admap Prize 2012 for the best essay in original thinking on the theme of the future of planning in brand communications.

This is a unique opportunity to have the quality of your ideas recognised by some of the leading thinkers in planning globally today.

The Prize will reward bold and strategic thinking on how the challenges and opportunities in brand communications will be served by planning over the next decade. For clarity, planning encompasses the disciplines of account planning, media planning, communications planning, strategic planning, brand planning, digital planning and integrated planning.

Judges will score essays for the quality of their ideas, argument, evidence and writing style. Essays should be between 2,000 and 2,600 words long.

Gold, silver and bronze awards will be made to the best three essays. These will be published in *Admap*. Other commended essays could also be published in *Admap*, the world's leading magazine for effectiveness in brand communications. All essays suitable for publication will be published at www.warc.com

The judging panel is:

- Guy Murphy, *Worldwide Planning Director*, JWT
- John Woodward, *Global Planning Director*, Publicis Worldwide
- Colin Mitchell, *Worldwide Head of Planning*, Ogilvy & Mather
- Craig Mawdsley, *Joint Head of Planning*, AMV BBDO
- Marco Rimini, *Leader, Business Planning*, Mindshare Worldwide
- Sarah Ivey, *EVP, Director of Communication Planning*, Initiative Worldwide

Entry is free and the deadline for submission is **20 February 2012**.

To enter, download the entry form and full Terms & Conditions at www.warc.com/admapprize. To register your interest and request a deadline reminder, email admapprize@warc.com putting "Reminder" in the subject line.

Good luck. We look forward to reading your work.