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Warc announces shortlist for 2016 Prize for Asian Strategy

More than one fifth of this year's shortlisted entrants for the Warc Prize for Asian Strategy hailed from smaller markets including the Philippines, Malaysia, Thailand. Nearly half of the 34 shortlisted entries came from India. This year, Warc received a record number of entries for the Prize.

Represented on this year's list are local brands, including two travel and tourism brands: Diu Tourism's successful awareness-raising campaign through Ogilvy India and Onomichi's memorable Cat Street View initiative through I&S BBDO / BBDO Japan that boosted visits to the city in Hirsohima Prefecture.

DDB Mudra's campaign for Indian food brand Nutralite leveraged the popularity of Ganesh to encourage Indians to eat more healthily, while Leo Burnett India's work for Bajaj Motorcycles honed in on Indians' sense of national pride.

Multinationals such as Nestle, Mars, P&G, Lego, Vodafone, Amazon and Unilever are well represented in this year's shortlist, alongside non-profits such as Make Love Not Scars, Love Yourself and The Akanksha Foundation, which was also shortlisted for the Warc Prize for Social Strategy and was featured in the 2016 Warc 100.

"This year's shortlist demonstrates the very best in smart strategic thinking delivering awesome business results," said Sanjeeb Chaudhuri, Global Head of Brand and Chief Marketing Officer, Standard Chartered Bank and Chair of the judging panel. "The wide range of brands, categories and markets represented is a fitting testament to the reputation within the industry that the Warc Prize for Asian Strategy has built since its inception in 2011," he added.

Agencies with a strong showing in this year's shortlist include BBDO, BBH, McCann, MullenLowe and Ogilvy & Mather.

The winners for this year's Warc Prize for Asian Strategy will be announced at an event in Singapore on 3 November.

Warc subscribers can access all of the shortlisted papers [here](#).

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