**Warc Prize for Social Strategy Entry Form**

Thank you for downloading the Warc Prize for Social Strategy 2013 Entry Form.

To be eligible for the Prize, you must complete this form. Please take a few minutes to read this form and its requirements. The judges are looking for **smart strategies** that can show both **social and business results.** It is important that you address the specific criteria of this Prize.

If you have not done so already, you should download the Entry Kit. This can be found on the Prize website, [www.warc.com/socialprize](http://www.warc.com/socialprize).

Before you start completing this form, please also read the bullet points below. They are designed to help you fill out your entry form in the fullest and most efficient way possible.

* The deadline for entries is **5 December 2013**. Follow us via [@WarcEditors](http://twitter.com/#!/WarcEditors) on Twitter, or on [LinkedIn](http://www.linkedin.com/groups?about=&gid=2559576) and [Facebook](http://www.facebook.com/warc.hub), for all updates and reminders, or sign up for deadline reminder emails from the Warc team.
* There are tips on what makes a good entry at the [Prize website](http://www.warc.com/socialprize).
* To be eligible for the Prize, a campaign should have been running in-market at any time after **1 January, 2012**.
* Embed images (for instance, high quality examples of creative executions) and charts in the relevant section of text in your form, ensuring that all charts are fully and clearly labelled as to what each chart is measuring and the source(s) for its data.
* Other supplementary material such as videos should be sent as separate files. Details of how to do this are included in the registration process.

* Your case study should be up to 3,000 words long, excluding the Executive Summary.
* Write your Executive Summary in an objective, third-person voice as if you were introducing the brand and campaign to a complete stranger. For instance, write “*Brand X, the leading soap manufacturer in France, needed a revamp to reverse its decline in sales*”, and not *“We needed a revamp to arrest our decline in sales*”.
* Ensure you give a source for any data included in your entry form or any claim you make about the impact of your campaign.
* Write without jargon or exaggeration: your case study will be more powerful without these.
* Clearly mark any confidential data that may not be published.

When you have completed the form, [register your entry](http://www.warc.com/warcprizesocial/default.aspx) to receive your Warc Prize Reference and follow the instructions to send us your entry.

We look forward to reading your work.

**Entry Details**

|  |  |
| --- | --- |
| Warc Prize Reference (you will receive this after you have registered details of your entry via our [registration site](http://www.warc.com/warcprizesocial/default.aspx)) |  |
| Case Study Title |  |
| Case Study Author(s) |  |
| Author job title and company |  |
| Agencies involved in entry(Please list all agencies involved in the marketing activity. Indicate where possible which are the ‘primary’ agencies involved.) |  |
| Brand (eg Tide) |  |
| Brand Owner (eg Procter & Gamble) |  |

**Executive Summary**

Summarise briefly the origin, goals and impact of your campaign – why is it worthy of recognition? Write in an objective, third person voice as if you were introducing your work to someone unfamiliar with your market and brand.

Please type here

**1. Market background and business objectives**

In this section judges will be looking for:

* Information on the size and dynamics of the brand owner’s marketplace (specify if this was national, regional or global), the brand’s competitive set and position within it (if an existing brand). If the campaign relates to a brand launch or product innovation, provide details of the target competitor set and target marketplace. Supply supporting data where relevant.
* Clear information on the business objectives of the brand, including commercial targets (eg increased profits, sales, margins or average customer spend) and timeframes to achieve them. If your case is from the non-profit sector, outline the desired change in behaviour or attitude.
* Specific marketing objectives (eg, increasing awareness, increasing penetration/loyalty, encouraging customers to trade up, etc).

 Please type here (embed charts where relevant)

**2. Insight and strategic thinking**

Judges will be looking for the strategic thinking at the heart of the case study:

* Please outline the idea behind the marketing, and explain why it was a ‘social idea’.
* How was the strategy developed? Describe the target audience and how you identified them. Provide information on any behavioural and attitudinal findings about this audience that guided your thinking, including any research that backed up your ideas. If the strategy was built on business or channel insight, explain the thinking that led to your conclusions.
* Explain why this strategy was different from what went before, and why it is worthy of recognition.

Please take the time to explain your thinking in depth. Judges will be looking for clear thought processes based on interesting insight.

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Please type here (embed charts where relevant)

**3. Implementation, including creative and media development**

Judges will be looking for evidence of how the strategy was brought to life:

* In the case of marketing communications work, indicate how the strategy was turned into creative work, and refer to any material uploaded with the submission. Explain how the creative ideas sought to convey the strategy.
* Please describe the media/touchpoint strategy for the activity (paid, owned and earned). Again, relate this to the strategy at the heart of the campaign and explain why different channels were chosen, and how they supported the ‘social’ nature of the strategy.
* Please indicate roughly the weight of spend allocated to different media channels (where relevant), and the timings of media activity.
* If the marketing activity did not include traditional creative executions, please describe how else the strategy was brought to life and why. In the case of product launches, please indicate factors such as distribution that affected the implementation of strategy, and how the brand dealt with them.

Please type here (embed images of creative work where relevant)

**4. Social effects**

Please detail the ‘social effects’ of the marketing activity. These could include any of the following:

* Evidence of sharing – for example, ‘Likes’, ‘retweets’, shares.
* Evidence of participation or co-creation.
* Evidence of conversations, ‘earned media’, viral effects, consumer advocacy or other word-of-mouth activity.
* Evidence of successful relationship-building via social platforms.
* Other evidence of success on specific social media platforms.

Please type here (embed charts where relevant)

**5. Business effects**

Please detail the ‘business effects’ of the marketing activity, referencing the client objectives set out in Section 1. Business effects could include any of the following:

* Impact on sales (volume or value), market share, profit.
* Impact on penetration/customer gain.
* Effects on pricing, including reduced price sensitivity.
* Effects on customer loyalty or repeat purchasing.
* Effects on marketing efficiency (for example, cost-per-acquisition).
* Other brand health effects.
* Attitude or behavioural change (particularly for non-profit campaigns).

Please try to show how these business effects have been driven by the core idea, and try to explain the relationship between the social effects and the business effects. Where possible, please indicate whether there were any other factors outside the marketing that might have contributed to the business effects.

Please type here (embed charts where relevant)

**6. Lessons learned**

Please describe what other marketers can learn from the success of this strategy. Were the insights unique to the brand and market in the case study, or were there general lessons that could be applied elsewhere?

Please type here

**Reminder Checklist:**

After you have written up your paper, please take a few moments to review your entry.

**1.** Have you completed the entry form according to the Prize criteria, and marked any confidential material in the entry?

**2.** Have you shown understanding of a brand’s market and described how a social idea solved a marketing problem?

**3.** Have you provided clear evidence of effectiveness – both social results and business results?

**4.** Have you embedded accompanying images and charts in the relevant places in the text?

If so, you are now ready to enter the Warc Prize for Social Strategy**.**

The next step is to register your details via our [registration site](http://www.warc.com/warcprizesocial/default.aspx), and to receive your Warc Prize Reference number. At this stage you will be asked for details of the campaign budget, geographic markets, relevant product categories and media mix.

When you have completed registration you will receive instructions on how to send us this form, and what to do with accompanying content such as video or audio files.

Good luck!

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