



**WARC**  
ideas and evidence  
for marketing people

## **Warc Prize for Asian Strategy 2013 Entry kit**

*"The Warc Prize for Asian Strategy 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."*

*Charles Wigley (Chairman, Asia, BBH)  
Prize Chairman 2012*

*"The entries that stood out the most were the ones that got to the heart of what strategy is all about: uncovering interesting insights that lead to solving well-defined problems in original ways."*

*James Hurman (MD, Y&R New Zealand)  
Prize Judge 2012*



## Welcome to the 2013 Prize

Welcome to the Warc Prize for Asian Strategy – Warc’s search for the best example of brilliant strategic thinking from Asia’s marketing industry.

The Prize is back for its third year – bigger and better than ever. This year we’ve raised the Prize fund to \$10,000. We’ll still be awarding \$5,000 to the best overall paper. But this year we want to recognise more papers that show how brands are responding to Asia’s big strategic challenges. With that in mind, in 2013 we are:

- Introducing a **Grand Prix/Gold/Silver/Bronze** award system to ensure the best entries receive the recognition they deserve.
- Launching five **Special Awards**, each with a \$1,000 Prize attached – you’ll find more details in this Entry Kit.
- Publishing and promoting all winning entries in the inaugural **Warc Asian Strategy Report** – a casebook showing how the region’s smartest brands and agencies are responding to Asia’s strategic challenges.

Some things haven’t changed. The Prize remains **completely free to enter**. We know brilliant strategy can come from anywhere, so we want to make sure it is genuinely open to everyone. The only barrier to entry is the power of your thinking.

And the prize remains dedicated to strategic thinking – the only awards scheme for the region with this focus. The goal is to create a body of evidence that will prove decisively that strategy is worth investing in.

The Prize fund may be bigger, but the set-up remains simple: use the entry form to tell the story of a great piece of marketing strategy. Each campaign or initiative needs to be entered just once to be in line for all the prizes on offer.

Once again, we have an extremely high-calibre jury, this year led by Leanne Cutts, VP Marketing Asia Pacific at Mondelez International. The judges will include regional marketing directors for some of the world’s biggest brands, plus planning and strategy experts from around the world. It will be down to them to pick out the best entries and decide who will take home the cash prizes.

Over the next few pages we set out what entries should include and what judges will be looking for. We look forward to seeing your work.

Good luck!

A handwritten signature in black ink, appearing to read 'David Tiltman'. The signature is fluid and cursive, with a long horizontal stroke at the end.

**David Tiltman**

Development Director, Warc  
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## What you need to know

In this entry kit we outline the steps you should complete and list some information requirements for your entry to be eligible for the Prize. The key points are:

- Entry is free and the Prize will be awarded to the case study judged to provide the best demonstration of strategic marketing thinking in Asia.
- All entries are eligible for the main \$5,000 Grand Prix, plus the Gold/Silver/Bronze awards and the five Special Awards. Separate entries for the Special Awards are not required.
- Marketing activity submitted for the Prize must have been developed or significantly adapted for markets in Asia (not including the Pacific countries) and must have been in-market after 1 June 2011. (Please see the Terms and Conditions below for full details.)
- Warc will publish on Warc.com all entries for the Prize that meet the key information requirements. The winning entries will also be published in the inaugural Warc Asian Strategy Report. (Please see the Terms and Conditions below for full details.)
- If necessary, you may mark small parts of your entry as 'confidential – not for publication'. These sections will not be published by Warc, within reason.
- The deadline for entries is **27 June 2013**. [Sign up](#) for deadline reminder emails from the Warc team. Updates will also be posted on the Prize website [www.warc.com/asiaprize](http://www.warc.com/asiaprize), on Twitter via [@WarcAsia](#) or [@WarcEditors](#), and on Warc's [LinkedIn](#) and [Facebook](#) pages.

If, after reading the Terms and Conditions, you have any unresolved questions, please email us at [warcprizeasia@warc.com](mailto:warcprizeasia@warc.com).

## How to enter

The basis of every entry should be a written case study (maximum 3,000 words) that details a brilliant piece of strategic thinking and the difference it made to a brand.

Visit [www.warc.com/asiaprize](http://www.warc.com/asiaprize) to download the entry form. The site also contains lessons from previous years' entries and tips on how to make your entry stand out.

The entry form details what is required in each section – please make sure you fill in all sections. You are welcome to enter supplementary material that helps bring the case alive, including videos, creative work and charts.



## New for 2013: the Special Awards

This year we're introducing five Special Awards, each of which comes with a \$1,000 Prize. After consulting with the industry, we felt it was worth giving extra recognition to entries that show how brands are rising to certain challenges that are common in Asian marketing. The Special Awards are:

- **The Market Pioneer Award** for the best example of a brand creating a category or targeting a new market – for example, lower-tier or low-income consumers, or an otherwise underserved market.
- **The Cultural Connection Award** for the best example of a brand building its strategy around a cultural insight specific to Asia.
- **The Channel Insight Award** for the best example of a brand building its strategy around new understanding of media consumption and other touchpoint behaviour in Asia.
- **The Local Hero Award** for the best example of a challenger Asian brand using smart marketing strategy to take on bigger competitors.
- **The Asia First Award** for the best example of insight or innovation that the rest of the world can learn from.

You do not have to submit a separate entry for these Awards; all entries to the Prize will be eligible. The Prize judges will be asked to nominate entries they think deserve to be considered for these Awards.

## New for 2013: the Asian Strategy Report

All papers that win an award (Grand Prix, Gold, Silver, Bronze and the Special Awards) will be featured in the inaugural Warc Asian Strategy Report.

The Report, which will be launched after the competition, will showcase and promote the best of Asian strategic thinking to Warc's global audience.

As well as cases, the Report will analyse key themes emerging from the competition, and link to relevant material from Warc's database of new thinking and research.



## Required Elements

Entrants should follow the process below.

### A. Read the Terms & Conditions below:

- These may affect how you write your entry, so please check these first.

### B. Download and fill out the entry form:

- Complete all sections of the entry form, barring the Warc Prize Reference. The entry form can be found at [www.warc.com/asiaprize](http://www.warc.com/asiaprize) (please keep the form as a Word document).
- Entrants may mark confidential information as 'Confidential – not for publication'.
- Images, including creative material and charts, should be embedded within the entry form at the relevant point.

### C. Register your entry details online:

- Visit [www.warc.com/asiaprize](http://www.warc.com/asiaprize) and follow directions to register your entry.
- At the end of the registration process, you will receive onscreen and by email a Warc Prize Reference number.
- If you are submitting multiple entries, we will need you to go through the registration process for each one separately.
- Please note that to complete your registration you will need to tell us about the campaign's budget, geographic markets, product category and media mix. You will also need to agree to the Terms & Conditions below.

*You must quote Warc Prize references on all entry forms and in any communications with Warc regarding the Prize.*

### D. Send us your completed entry form including your Warc Prize Reference:

- If you're sending a form WITHOUT accompanying video or audio files, email it to [warcprizeasia@warc.com](mailto:warcprizeasia@warc.com), quoting in your email subject line the Warc Prize Reference you received during the online registration process.
- If you're sending a form WITH accompanying video or audio files, use our [Yousendit dropbox](#) to send us all your materials saved in a single zip/rar file, quoting your Warc Prize Reference in the subject line of your dropbox message.
- If you are submitting MULTIPLE entry forms, each with accompanying video or audio files, put each form and its associated video files into a different zip file. Then send the files via our dropbox. Please remember to quote all your Warc Prize References in the subject line of your dropbox message.



## Case Study Structure

Entrants should structure their case studies in five separate sections.

### 1. Market background and business objectives (up to 500 words)

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).
- For international campaigns, business and marketing objectives should relate specifically to markets in Asia.

### 2. Insight and strategic thinking (maximum 1000 words)

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

- Please explain why this strategy was innovative and worthy of recognition.
- 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.
- In the case of international campaigns or product launches, please explain how they were adapted for an Asian audience. (In these cases entrants must show that they have significantly adapted the strategy to meet the needs of markets in Asia – see the Terms and Conditions for more information).

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

### 3. Implementation, including creative and media development (up to 500 words)

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. Again, relate this to the strategy at the heart of the campaign and explain why different channels were chosen. Please indicate roughly the weight of spend allocated to different media channels, 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.

#### **4. Performance against objectives (up to 800 words)**

Please detail the results of the marketing activity, using as your basis the business and marketing objectives outlined in Section 1. Judges will be looking for evidence that the strategic thinking has made a real difference to the brand.

In the case of global campaigns, results should be specific to markets in Asia.

#### **5. Lessons learned (up to 200 words)**

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?

Entrants will also need to provide an **Executive Summary (up to 200 words)**.

### **Judging criteria**

Judges will be asked to score papers according to the following criteria (percentage figures indicate weighting of marks):

**1. Quality of insight behind the strategy.** Does the case study show an in-depth understanding of the brand and its market? What steps did the entrants take to find new insight, or to look at existing information in a new light? (15%)

**2. Quality of strategic thinking.** Does the case study show a strategic 'leap' that others have not taken? Did it produce a strong idea that could be turned into effective marketing activity? (40%)

**3. How well was the strategic idea brought to life,** including creative work and channel thinking? (15%)

**4. How did the strategy perform against its objectives?** Does the case study show that the investment in strategy was worthwhile? (20%)

**5. Can other marketers learn from this case study?** Is it a useful addition to Asia's body of marketing knowledge? (10%)

Remember, the Warc Prize for Asia Strategy is looking for more than creative craft or evidence of effectiveness. It is looking for examples of inspirational strategic thinking that drives marketing and business performance. The judges will have plenty of cases to read, so try to tell a compelling, straightforward story and avoid marketing jargon.



## Checklist

Things to check before entering:

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 **great strategic thinking solved a marketing problem**?
3. Have you provided **clear evidence of effectiveness**?
4. Have you **registered your entry online** at [www.warc.com/asiaprize](http://www.warc.com/asiaprize) (including submitting details of budget, geographic markets, product category and media mix) and received your Warc Prize Reference Number?
5. Have you grouped any **supporting materials** into a zip/rar file, labelled with your Reference Number?
6. Have you **read the Terms and Conditions**?

If so, you're ready to submit your entry. Email it to [warcprizeasia@warc.com](mailto:warcprizeasia@warc.com), or in the case of large files upload it to our [Yousendit dropbox](https://www.yousendit.com). Don't forget to use your Warc Prize Reference number in all correspondence.

## About Warc

Warc is the most comprehensive marketing information service in the world. We are a trusted resource, recognised for the provision of the latest in-depth information and cutting-edge thinking from around the globe.

- We help you make sense of change
- We provide stimulus for your thinking
- We let you see what's on the horizon
- We help you make your case

Warc.com, our unique online service, is relied upon by the global marketing, advertising, media, research and academic communities. Alongside warc.com we have two other areas of activity: magazines and journals, including Admap and the Journal of Advertising Research; and a series of premium events.

In 2011 Warc launched the Warc Prize for Asian Strategy and opened an office in Singapore to drive its expansion in Asia. It also launched a dedicated Asia home page to showcase content from the region.



## Terms and Conditions of Entry

Please read the Terms and Conditions before you submit a case study to the Warc Prize for Asian Strategy (hereafter 'the Prize'). By submitting a case study you agree to be bound by these terms and conditions, which represent a legal agreement between you and Warc Ltd.

1. Entry is free.
2. The Prize is open to any advertiser, agency, media company, individual or team involved in marketing in any country. Multi-authored entries - submitted either by different individuals within the same company or by combinations of different companies - should be clearly labelled as such at the time of entry. In the event of the Prize being awarded to a multi-authored paper, the Prize money will be evenly split between all the authors named on the submitted paper, unless Warc receives written instructions to the contrary.
3. The strategy for Prize entries must have been developed in or specifically for Asian markets. In the case of international campaigns, the strategy must have been significantly adapted for at least one Asian market; campaigns that reuse global strategy in Asia without alteration are not eligible. The results section of the case study must refer to results in Asian markets. For the purposes of the Prize, Asia is defined as the countries in the regions commonly known as East Asia, South Asia and Southeast Asia. This includes, but is not limited to, Japan, South Korea, China, Taiwan, Hong Kong, India, Pakistan, Sri Lanka, Thailand, Vietnam, Malaysia, Singapore, Indonesia and the Philippines. It does not include Russia, the Pacific countries (including Australia and New Zealand) or the Middle East. If you are in any doubt as to whether a campaign is eligible, please contact the organisers at [warcprizeasia@warc.com](mailto:warcprizeasia@warc.com).
4. Some element of the marketing activity entered for the Prize must have been running in Asia at any time after 1 June 2011.
5. All entries must be written in the English language.
6. As well as the main Prize, all entrants will be considered for the five Special Awards, each of which carries a \$1,000 prize.
7. Campaigns entered for the 2012 Warc Prize for Asian Strategy may not be re-entered for the 2013 Prize, unless there is significant new material to add to the case. If you are in any doubt as to whether a campaign is eligible, contact Warc at [warcprizeasia@warc.com](mailto:warcprizeasia@warc.com).
8. An entrant can submit several different entries, but these must be clearly labelled as distinct entries during the submission process.
9. An individual can upload one or more entries on behalf of colleagues and be the contact name on the entry form without being an author of a paper. However, the Prize money will only be distributed to the authors of the winning paper.
10. Campaigns from any communications discipline can be submitted, as well as non-communications activity such as product innovation and brand extension.
11. All applicable permissions must be obtained by you for all materials submitted as part of the Prize submission for which you are not the exclusive owner. All prize entries that meet the key criteria will be published in perpetuity on Warc, with a selected number appearing



in the Asian Strategy Report and other Warc products. It will be the responsibility of the entrant to clear all such permissions before submitting an entry.

12. Within reason, entrants may mark short passages of the case study or specific data as 'confidential'. Warc will not publish this information.

13. Entries must be submitted to Warc Ltd by the published deadline. Shortlisted entries will be notified by email. The shortlist and winners will be announced on Warc.com.

14. The shortlisting of entries and the award of both the main \$5,000 Prize and the \$1,000 Special Awards are at the judges' sole discretion. Judges will base their decision on the written submissions and supporting material only, and no correspondence will be entered into regarding the final decision.

15. Warc will not be held responsible for any incorrect or incomplete entries.

16. By submitting materials for which you are the exclusive owner, entrants hereby assign, with full title guarantee, all intellectual property rights in such materials (and in the case of copyright by way of present assignment of future rights) to Warc Ltd for the full legal term of copyright and any renewals/extensions thereof. In the case of materials submitted by you to Warc for which you are not the exclusive owner you hereby grant to Warc (with full right for Warc to sublicense such rights) an irrevocable, non-exclusive licence in perpetuity to publish, reproduce and/or distribute such materials throughout the world, in all languages, in printed, electronic or any other medium, and to authorise others to do the same. Warc will give full and generous consideration to all requests by entrants to be able to use submitted papers, or extracts from submitted papers, for marketing purposes or for use in other awards submissions after the Prize is awarded.

17. By agreeing to the Terms and Conditions, authors will give their consent to feature in post-Prize publicity celebrating Prize entrants.

18. Entrants hereby warrant (ie, promise) and represent that the entry is the authors' original work save that to the extent it contains material which is owned by a third party, you further warrant and represent that you have obtained all necessary permissions from the owner of such materials, consistent with Warc's rights set out in paragraph 16 above.

19. Entrants also warrant and represent that the entry does not contain anything which is libellous, unlawful, offensive, harmful, or infringes the rights of others or that is a breach of any duty of confidentiality.

20. Entrants will assert their Moral Rights to be identified as authors of the submitted entry under the Copyright Designs and Patents Act 1988 (UK), and Warc Ltd will ensure that entrants' names are always clearly associated with the entry.

21. Nothing in these terms shall oblige Warc to publish any entry you may submit. In the event of any breach or alleged breach by you of your obligations, warranties and/or representations in these terms then, without prejudice to Warc's other rights and remedies, Warc may: (i) remove or delete your entry from any website or other medium on which it is published; and/or (ii) disqualify your entry from the competition.

22. By agreeing to the Terms & Conditions, entrants will consent to receive communications from Warc regarding Prize updates, and other relevant Warc editorial developments.

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