



WARC UNVEILS SHORTLIST FOR SOCIAL STRATEGY PRIZE

- 37 papers from 14 markets shortlisted for \$10,000 Prize fund
- US is leading market with 8 shortlisted papers

EMBARGOED UNTIL 12.01am (UK time), Wednesday 12th March

A total of 37 case studies have been shortlisted for the Warc Prize for Social Strategy, a global case study competition for social ideas that drive business results.

Warc, the marketing intelligence service, will award the \$5,000 Grand Prix to the best example of a marketing strategy that drives conversation, sharing, participation or advocacy. Entries must show how their strategies have delivered credible business results.

Warc will also award five Special Awards of \$1,000 each, plus Gold, Silver and Bronze awards. In its inaugural year, the Prize received 130 entries.

Shortlisted entries came from 14 different markets around the world, and from a mix of creative agencies, digital and social specialists, PR agencies, and client-side marketers. The US supplied the largest number of shortlisted entries (8), well ahead of India (7) and the UK (6).

The judging panel, made up of senior client-side marketers and agency-side strategy experts, is currently deciding which entries will be awarded Gold, Silver and Bronze awards, and which will take home the cash prizes. Their picks will be announced at an event in London on 11th April.

“These case studies show that smart social strategy is not confined to particular markets, nor is it the preserve of particular marketing disciplines,” said David Tiltman, Warc’s Content Development Director. “The feedback from several of the judges was that they were blown away by the range of ideas, and the quality of the thinking. To make it onto this list is a real achievement.”

Entrants were asked to specify the media channels used in their cases. On average, the shortlisted campaigns used 7.8 channels each. Unsurprisingly, social media was the most common media channel, being used in 97% of shortlisted entries. Television was used in 43% of shortlisted entries, below online video (54%), PR (65%) and online microsites (68%).

The full shortlist can be found below, and viewed on the Prize website, www.warc.com/socialprize. Further details on the Prize, including the full judging panel, can also be found there. For prize-related queries please email warcprizesocial@warc.com.

Warc subscribers can view the shortlisted papers via the Prize site, www.warc.com/socialprize.



Shortlisted entries (Agency / Client / Campaign Market)

ASB Bank: ASB Like Loan

(Saatchi & Saatchi / ASB Bank / New Zealand)

Bissell Sweepers: Solving for the P.I.T.A.

(Fizz / Bissell / US)

British Heart Foundation: Hands only CPR

(Grey / British Heart Foundation / UK)

Cambodia National Rescue Party (C.N.R.P.): Using social media to mobilize the youth and change the political game

(Cambodia National Rescue Party / Cambodia)

Chobani Australia: Bringing soul to a category dominated by science

(Whybin\TBWA\ DAN Sydney / Chobani / Australia)

Citi Bike: The battle to win back New York

(Publicis Kaplan Thaler / Citi / US)

Clorox Bleach: Bleach It Away

(Ketchum / The Clorox Company / US)

Coca-Cola Foundation: Amwaj Farah (Ripples of Happiness)

(FP7/DXB (Part of McCann Worldgroup) / Coca-Cola Middle East / UAE, Pan Arab)

Coca-Cola Philippines: Social Logistics

(McCann Worldgroup, MRM Philippines / Coca-Cola Far East / Philippines)

DBS DriveShield: Expect the even more unexpected

(Tribal Worldwide / DBS Singapore / Singapore)

Doritos: Doritos Mariachi

(AMVBBDO / PepsiCo / UK)

Evian: Baby&Me

(BETC / Danone / Global)

Ford EcoSport: Urban discoveries

(Global Team Ford / Ford / India)

GEMS Up: Sparking a world class service culture - An innovative social experiment

(XM Asia Pacific / Singapore Tourism Board / Singapore)

ICICI Bank: Building India's most social bank on Facebook

(OgilvyOne Worldwide / ICICI Bank / India)

Indian Red Cross Society: Blood Search Made Easy

(Ogilvy & Mather / Indian Red Cross Society / India)

Kool-Aid Liquid: Oh yeah! Reigniting a brand icon

(VSA Partners / Kraft Foods / US)

Lifebuoy: Help A Child Reach 5

(Lowe Lintas + Partners / Unilever / Brazil, India, Indonesia, Saudi Arabia)

McDonald's: Build your own burger - Social co-creation as recipe for success

(Tribal Worldwide Amsterdam / McDonald's / Netherlands)

Mediker: How conversations enabled Mediker's journey from lice negative to life positive

(BBH Communications India / Marico Limited / India)



Mercedes A Class: #YouDrive
(AMVBBDO / Mercedes-Benz / UK)

MINI UK: A not normal relationship
(iris worldwide / BMW / UK)

Mizuno Running: The Mezamashii Run Project
(McKinney / Mizuno USA / US)

O2: The power of a community in marketing
(Telefónica / UK)

Once Again: The Tagging Drive
(Ogilvy & Mather / Once Again / India)

ONLY: The Liberation
(UncleGrey / Bestseller / Denmark, France, Germany, Netherlands, Norway)

Ontario Ministry of Health and Long-Term Care: Quit the Denial
(BBDO Toronto / Government of Ontario / Canada)

Oscar Mayer: Say It With Bacon
(360i / Kraft Foods / US)

Paw Justice: Animal Strike
(DDB Group New Zealand / Paw Justice / New Zealand)

Pepsi: Pass-Click-Goal!
(JWT / PepsiCo India / India)

The Philippines: It's More Fun In The Philippines
(BBDO Guerrero / Philippine Department of Tourism / Global)

Pima Air & Space Museum: The Great Paper Airplane Project
(BBDO San Francisco / Pima Air & Space Museum / US)

Snickers: Hungry Tweets
(AMVBBDO / Mars / UK)

Tang: Kid empowerment movement leads to saving the environment
(Ogilvy & Mather, Full Circle Communications / Mondelez International / Philippines)

Temple University: Temple Made
(allen & gerritsen / Temple University / US)

Volkswagen Golf: The One
(DDB Tribal Berlin / Volkswagen / Pan Europe)

White Milk: Music makes more milk
(DDB Canada / BC Dairy Association / Canada)

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**About Warc**

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

Warc's premium online intelligence service, warc.com, includes more than 6,000 case studies and a huge resource of articles on new thinking and best practice across all areas of marketing. With users in over 100 countries, it is a unique resource relied upon by agencies, brand owners and media groups.

Alongside the Warc service we publish five highly respected magazines and journals: Admap, Market Leader, International Journal of Advertising, Journal of Advertising Research and International Journal of Market Research. We also host market leading conferences on key industry issues such as measuring advertising performance.