

WARC

Press Release

For immediate release

Jury named for WARC's Prize for Asian Strategy 2017

12 April 2017 – WARC, the global marketing intelligence service, has today named the first jury members of the WARC Prize for Asian Strategy 2017, a search for the best strategic ideas that have driven results in Asia.

An eminent judging panel of client- and agency-side experts, chaired by Nicole McMillan, Vice-President, Marketing of The Wrigley Company, Asia-Pacific, will decide which entries will be awarded Grand Prix, Gold, Silver and Bronze accolades as well as five Special Awards: The Market Pioneer Award, The Research Excellence Award, The Channel Thinking Award, The Local Hero Award and The Asia First Award.

The judges named so far are:

Anna Chitty – Chief Executive Officer, PHD China

Anish Daryani – Chief Executive Officer, Phibious Indonesia

James Honda-Pinder – Senior Planner, Iris Worldwide

Ranjit Jathanna – Chief Strategy Officer, MullenLowe Singapore

Anita Kanal – Senior Director, Consumer Marketing Asia Pacific, Visa

Stone Lei – Founder and President, 180China

Terence Ling – Head of Strategy, TBWA\Hong Kong

Michael McComb – Regional Director of Brand, Prudential Corporation Asia

Martyn U'ren – Head of Research, Twitter APAC

Full biographies are available [here](#). More judges will be announced shortly.

The top winning papers will share a prize fund of \$10,000. The competition is free to enter and the deadline is 12 June 2017. All winning entries will be published in the Asia Strategy Report, showcasing the region's smartest thinking. More information on the WARC Prize for Asian Strategy 2017 can be found [here](#).

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For further information, please contact:

Amanda Benfell
amanda.benfell@WARC.com
PR Manager
+44 (0) 20 7467 8125

WARC
85 Newman Street
London W1T 3EU
www.WARC.com

About jury chair: Nicole McMillan, Vice-President, Marketing, The Wrigley Company, Asia-Pacific

In addition to her VP responsibilities, Nicole is also the Brand Strategic Lead for the Doublemint brand globally, and a member of the Wrigley global marketing leadership team.

Nicole has over twenty years experience in packaged goods companies. As well as spending 15 years within various segments of Mars, she has also held senior marketing roles at the Campbell Soup Company and Fosters Australia.

About WARC – Advertising evidence, insights and best practice

WARC.com is an online service offering advertising best practice, evidence and insights from the world's leading brands. WARC helps clients grow their businesses by using proven approaches to maximise advertising effectiveness. WARC's clients include the world's largest advertising and media agencies, research companies, universities and advertisers.

WARC runs four global and two regional case study competitions: WARC Awards, WARC Innovation Awards, WARC Media Awards, The Admap prize, WARC Prize for Asian Strategy and WARC Prize for MENA Strategy.

WARC also publishes leading journals including Admap, Market Leader, the Journal of Advertising Research and the International Journal of the Market Research Society. In addition to its own content, WARC features advertising case studies and best practices from more than 50 respected industry sources, including: ARF, Effies, Cannes Lions, ESOMAR and IPA.

Founded in 1985, WARC is privately owned and has offices in the UK, U.S. and Singapore.