



WARC
ideas and evidence
for marketing people

WARC ANNOUNCES JUDGES FOR ASIAN STRATEGY PRIZE

Singapore, 15th May 2013

- Panel of 18 senior marketers and strategy experts will judge Warc Prize for Asian Strategy
- Entries are competing for a US\$10,000 prize fund, including five new awards for 2013

EMBARGOED UNTIL 9.00am (HK/Singapore time), 15th May 2013

Warc today unveils the judging line-up for the 2013 Warc Prize for Asian Strategy, a cash prize for the case study that demonstrates the most insightful marketing strategy in the region.

The judging panel consists of 18 senior marketers and strategy experts from around the world. It will be chaired by Leanne Cutts, VP Marketing, Mondelez International.

The panel in full consists of:

Leanne Cutts, VP Marketing, Mondelez International, Asia Pacific (chair)
Steve Blakeman, Chief Executive, OMD, Asia Pacific
Tim Broadbent, Global Effectiveness Director, Ogilvy & Mather
Damien Cummings Regional Marketing Director, Digital & Social Media, Samsung Asia
Mike Ewing, Professor of Marketing, Monash University
Ajay Kakar, Chief Marketing Officer – Financial Services, Aditya Birla Group
Bessie Lee, CEO, WPP China
Siddhartha Loiwal, Head - Marketing Development and Strategy, Marico
Richard McCabe, Regional Strategic Planning Director, McCann Worldgroup Asia Pacific
Rohini Miglani, Director, Brand Building Integrated Communication, P&G Asia
Madeline O'Connor, former Chief Marketing Officer, OCBC
BV Pradeep, VP Consumer & Market Insight for D&E markets , Unilever
Fredrik Sarnblad, SVP, Group Strategy Director, Mullen
Partha Sinha, Managing Partner, BBH India
James Thompson, Chief Marketing Officer, Diageo Asia Pacific
Joanna von Felkerzam, Director, Research and Insights, Asia-Pacific, Starcom MediaVest Group
Martin Weigel, Head of Planning, Weiden + Kennedy Amsterdam
Andy Wilson, Head of Strategy, BBDO/Proximity Asia

The competition, now in its third year, offers a **Prize fund of US\$10,000**. In addition to the \$5,000 Grand Prix for the region's best strategy case study, Warc has introduced **five \$1,000 Special Awards** that recognise brands and agencies responding to Asia's biggest strategic challenges.

Cutts commented: "With the ever-growing influence of emerging markets in Asia, this year's entries promise to reveal inspiring ideas, informed by fresh local perspectives, to ignite creative approaches in targeting new markets, addressing changes in consumer behavior and contending with bigger competitors."



Once again, the Prize is completely **free to enter**, and is open to brand owners and agencies in any discipline. Entrants must submit a case study detailing an example of strategic thinking making a difference to a brand. Further details can be found on the Prize website, www.warc.com/asiaprize

The deadline for entries is **14 June 2013**, and the winner will be announced in September. All cases that win an award will be showcased in the inaugural **Asian Strategy Report**, a study of smart strategic thinking in the region published after the competition has ended.

To find out more about the Prize, visit www.warc.com/asiaprize. For any other prize-related queries please email warcprizeasia@warc.com.

For Media Enquiries, contact:

David Tiltman
Development Director, Warc
e david.tiltman@warc.com
t +44 (0) 754 0000 373

Ed Pank
Managing Director, Warc Asia
e edward.pank@warc.com
t +65 3157 6201

Editors' Notes:

About Warc:

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

Warc has become the resource of choice for brand owners, agencies, media owners and market researchers worldwide. Search over 6,000 global case studies on the winning strategies of successful brands from over 50 international sources. Access best practice guides, articles and detailed conference reports from key events influencing the marketing world. Stay ahead of the latest major industry news and trends with our blogs from around the world. We also have comprehensive advertising expenditure data from Asia-Pacific and all other major global economies. Visit www.warc.com/trial for a free trial.

In addition to the online service, Warc publishes five magazines, provides industry data and forecasts and runs insightful conferences.