



**WARC**  
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Wednesday, May 30, 2012

## Shortlist for \$10,000 Warc Prize for Innovation announced

Case studies from Procter & Gamble, Reckitt Benckiser and GlaxoSmithKline are among the six entries shortlisted for the \$10,000 Warc Prize for Innovation.

The shortlist comprises campaigns from China, Colombia, Iceland, Malaysia, Romania and the United States.

They feature Dettol (Reckitt Benckiser), Febreze (Procter & Gamble), Polident (GlaxoSmithKline), Rom, the Romanian confectionery brand, Promote Iceland and the Colombian Ministry of Defence.

The six have been selected from a total of 70 submissions for the cash Prize which is awarded by Warc, the global marketing information service, for the best case study to demonstrate effective innovation in communications.

Prize Chairman Jonathan Mildenhall said the highly international shortlist showed the globalised nature of innovation in the communications industries.

Mr Mildenhall, The Coca-Cola Company's vice president, global advertising strategy and content excellence, said: *"These six shortlisted cases demonstrate that innovation today is truly borderless, found from Iceland to China, Malaysia to the US. Conversation around great, innovative work and impressive results crosses geographies. It is truly a liquid world we live in."*

The Prize was free to enter and open to case studies featuring any country, sector, type of communications discipline and budget range. It will be awarded next month by a panel of industry experts headed by Mr Mildenhall.

He added: *"The Prize judging discussions have underlined how important it is for brands to have a clear purpose for innovation, and to incorporate this at every stage of their communications from initial insight to post campaign learnings. There is a worthy winner of the Warc Prize here, and I look forward to announcing it very soon."*

Here is the full shortlist including brand and agency details:

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## 2012 Warc Prize for Innovation Shortlist (A-Z)

Warc subscribers can read the shortlisted cases at [www.warc.com/prize](http://www.warc.com/prize).

### **American Rom (Romania)**

Brand: Rom

Brand Owner: (Kandia Dulce)

Agency: BV McCann Erickson

### **Dettol: Messaging Interrupts, Utility Delights (China)**

Brand: Dettol

Brand Owner: Reckitt Benckiser

Agency: Advocacy WOM, China

### **FARC: Operation Christmas (Colombia)**

Brand Owner: Colombian Ministry of Defence

Agencies: Lowe SSP3, Lowe and Partners

### **Febreze: Breathe Happy (USA)**

Brand: Febreze

Brand Owner: Procter and Gamble

Agencies: Grey, MSL, SMG, PWW

### **Kilauan Emas: Breaking the shame barrier and improving the lives of sceptical denture wearers (Malaysia)**

Brand: Polident

Brand Owner: GlaxoSmithKline

Agencies: Grey Asia Pacific and Maxus

### **Promote Iceland: Inspired by Iceland (Iceland)**

Brand: Promote Iceland

Brand Owner: Icelandic Government

Agency: The Brooklyn Brothers, Islenska

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### About Warc

Warc is the global provider of ideas and evidence to marketing people. Warc's premium online service, [warc.com](http://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. It has users in over 100 countries and is a unique resource relied upon by agencies, brand owners and media groups.

To request a trial, visit [www.warc.com/trial](http://www.warc.com/trial).