



Press Release

For immediate release

The WARC Awards 2017 – Brand Purpose winners announced

Global, 18 September 2017 – Campaigns for SPC Ardmona, Unilever's Lifebuoy, P&G's Ariel Matic and Whirlpool have been awarded Golds in the Brand Purpose category of the inaugural global WARC Awards 2017, which recognise next-generation marketing effectiveness.

The Brand Purpose category rewards the best marketing initiatives that have successfully embraced a brand purpose and achieved commercial success as well as a benefit for a wider community.

The jury, a panel of 13 senior industry professionals chaired by Jim Stengel, President/CEO, The Jim Stengel Company, awarded four Golds, three Silvers and three Bronzes. Three of winning campaigns came from India (one of which also ran in Pakistan), two from the UK, two from Canada, and Australia, UAE and the US saw one winner each.

The Grand Prix and winners of the three Special Awards in particular areas of excellence - Longevity Award, Analytics Award and Partnership Award, will be announced at an event in London on 20 September.

Gold winning campaign '#MyFamilyCan' by Leo Burnett Melbourne for food brand SPC Ardmona increased sales by quickly reacting to a food scandal hitting Australia by putting local farming families at the front of their campaign.

Jury member Freya Williams, CEO, Futerra, North America said: "We have a lot of clients trying to figure out supply chains and this is a nice human way of doing it."

Soap brand Lifebuoy's 'Future Child' campaign by MullenLowe Singapore and MullenLowe Lintas Group India won gold for successfully changing mothers' hand-washing habits in India with an emotional campaign about child mortality.

Jonathan Wise, Co-Founder, The Comms Lab, said: "This is a campaign that's in it for the long term. To get handwashing into the Sustainable Development Goals creates a change for good."

BBDO India won Gold for 'Dads Share the Load' campaign, for its continuation of the hugely effective original campaign of detergent brand Ariel engagement with its Indian audience about gender inequality in housework.

Tom Knox, Chairman, MullenLowe London, described it as: "A very mainstream brand doing something quite radical."

Finally DigitasLBI (USA) won Gold for Whirlpool's 'Care Counts: brand purpose can make a difference', which saw the US appliances manufacturer installing washers and dryers in schools to give disadvantaged students access to laundry facilities to boost attendance rates.

Jim Stengel, President & CEO, The Jim Stengel Company and former Global Marketing Officer at Procter & Gamble: "It is a brand that's trying to be in a different place, behind purpose, and I applaud them for that."

The list of Gold, Silver and Bronze winners are:

Gold

- Ariel Matic · Dads Share The Load · BBDO India · India
- Lifebuoy · Future Child · MullenLowe Singapore, MullenLowe Lintas Group India · India
- SPC / Goulburn Valley / Ardmona · #MyFamilyCan · Leo Burnett Melbourne · Australia
- Whirlpool · Care Counts: Brand purpose can make a difference · DigitasLBI · North America

Silver

- Huggies · No Baby Unhugged · Ogilvy, Mindshare · Canada
- Persil · The radicalisation of Persil · MullenLowe London · United Kingdom
- U by Kotex · It's Not My Period · Ogilvy, Mindshare · Canada

Bronze

- Art Fund · From purpose to profit · 101 · United Kingdom
- Emirates NBD · The AC Vests · FP7/Dubai, MediaVest Spark · United Arab Emirates
- Surf Excel · When embracing dirt became an act of faith · MullenLowe Lintas Group · India, Pakistan, United Arab Emirates

View [here](#) the Brand Purpose Gold, Silver and Bronze winners as well as the winners of the Effective Content Strategy and Social Strategy categories.

The winners of all the Grands Prix and Special awards across all three categories will be revealed at a free-to-attend 'Learnings from the WARC Awards' event in London on 20 September.

Register [here](#) to attend.

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About jury chair – Brand Purpose category: Jim Stengel – President/CEO, The Jim Stengel Company
Jim Stengel is President/CEO of The Jim Stengel Company, a think tank and consultancy conducting proprietary research, generating thought leadership and applying a new ideals-driven framework to drive business growth in today's global economy. A prolific writer, speaker and advisor, Jim is the author of Grow: How Ideals Power Growth and Profit at the World's Greatest Companies, and author of an exclusive six-part online series with Fortune® on companies activating their ideals and outgrowing their competitors.

Jim has served as Dean of the Cannes Creative Academy for Young Marketers at the Cannes Lions International Festival of Creativity since 2011. In 2013, Jim pioneered the CMO Accelerator program at the Cannes Lions Festival. He serves as an advisor for Myrian Capital, a private equity firm, is Chairman of the International Advisory Board for in/PACT, an interactive cause-marketing firm, and serves as an advisor for Metamorphic Ventures, a venture capital firm.

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.