



Press Release

For immediate release

The Warc Awards: Brand Purpose Jury named

9 March 2017 – A panel of senior industry figures make up the jury for the Best Use of Brand Purpose category of the Warc Awards, a new global competition in search for next-generation marketing effectiveness.

The Best Use of Brand Purpose category, for marketing initiatives that have successfully embraced a brand purpose and achieved commercial success as well as a benefit for a wider community, will be chaired by Jim Stengel, President/CEO of The Jim Stengel Company and the former Global Marketing Officer at Procter & Gamble. He is the author of The Stengel 50 study, which showed how the highest-performing businesses are the ones driven by brand ideals.

Joining him on the jury are:

Leila Fataar, Head of Culture & Entertainment, Diageo Europe

Maria Garrido, Chief Insights & Analytics Officer, Havas Media Group

Laurence Green, founding partner, 101

Tom Knox, Chairman, MullenLowe London

Andy Last, co-founder, Salt Communications

Susan Machtiger, President, Brand & Marketing Strategy, OgilvyRED

Rajat Mendhi, EVP/Planning, BBDO Mumbai

Leslie Pascaud, EVP/ Purpose Branding and Innovation, Kantar Added Value

Thomas Kolster, Author, Goodvertising

Freya Williams, CEO, Futerra North America

Jonathan Wise, co-founder, The Comms Lab

Full biographies are available [here](#)

The Best Use of Brand Purpose, one of the Warc Awards' three categories, looks for evidence that brands are integrating purpose into their marketing and their wider enterprise to produce a tangible return, rather than investing in bolt-on CSR programmes.

There is a \$7,000 prize for the Grand Prix winner, as well as \$1,000 prize for each of the three special awards in this category: the Longevity Award, for the best purpose-led strategy with a long-term sustainability commitment of three years or more; the Analytics Award, for use of data to demonstrate effectiveness of a brand purpose-led strategy; and the Partnership Award, for the best purpose-led strategy that relies on a collaboration.

The Warc Awards are free to enter and are open to submissions from any country and communications discipline. The closing date for entries is 20 April 2017. More information and details about how to enter can be found [here](#).

Ends

For further information, please contact:

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

Warc
85 Newman Street
London W1T 3EX
www.warc.com

About Warc – ideas and evidence for marketing people

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.

In addition to The Warc Awards, Warc runs three other case study competitions: The Warc Prize for Asian Strategy, The Warc Media Awards and The Warc Innovation Awards.

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.