



## Industry pioneer Howard Draft to chair Warc Prize for Innovation 2013

London, March 22 2013

Howard Draft, the renowned executive chairman of the Draftfcb agency network, will chair the judges of the Warc Prize for Innovation 2013.

Mr Draft will head a distinguished panel of clients and agency leaders that will award the \$10,000 Prize to the best case study worldwide of effective innovation in communications.

The Prize is a truly global contest with entry being free and open to submissions from any communications discipline or industry category.

Howard Draft has a track record of agency reinvention going back more than three decades.

During his tenure, Draft has transformed itself from a small direct marketing agency into a global, fully integrated operation, uniting the former Draft and FCB businesses, and employing staff in 90 markets.

Mr Draft describes himself as a serial entrepreneur and argues that marketing today is "all about influencing in-control consumers in a multi-segmented, multi-tasking world".

Draft said: "Draftfcb has always prioritized innovation - whether in our agency structure or our work. Life and business are what you make of them, and I will be intrigued to see what the Prize entrants made of the challenge to explain and prove how innovative their work has been."

Carlos Grande, Editorial Director of Warc, said: "We're delighted that Howard Draft has agreed to be our Prize chair. This news underlines the importance of awarding a Prize to the most innovative marketers worldwide at a time when both clients and agencies are looking for new solutions to communications challenges."

The full line-up of judges will be announced in coming weeks, with all details available on [www.warc.com/prize](http://www.warc.com/prize).

The 2013 Prize winners will be announced in mid-June. In recent years, the Prize was won by the Romanian campaign, American Rom, by BV McCann Erickson for Kandia Dulce, and in 2010 by the Sun Chips campaign, Building a Pre-eminent Green Brand, created for Frito-Lay by Juniper Park, the Canadian agency.

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**About Warc**

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

Warc's premium online intelligence service, [warc.com](http://warc.com), includes more than 7,000 case studies and a huge resource of articles on new thinking and best practice across all areas of marketing. With users in over 100 countries, it is a unique resource relied upon by agencies, brand owners and media groups.

Alongside the Warc service we publish five highly respected magazines and journals: Admap, Market Leader, International Journal of Advertising, Journal of Advertising Research and International Journal of Market Research. We also host market leading conferences on key industry issues such as measuring advertising performance.

**For more information, visit [www.warc.com](http://www.warc.com)**

**About Drafftcb**

With an equal focus on creativity and accountability, Drafftcb is committed to producing brilliant ideas that change consumer behavior. As a global, fully integrated marketing communications agency operating against a single P&L, Drafftcb provides clients with highly collaborative, channel-neutral thinking that delivers engagement and, most importantly, action. With nearly 140 years of combined expertise, Drafftcb has roots in both consumer advertising and behavioral, data-driven direct marketing. The Drafftcb network spans 150 offices in 90 countries and employs nearly 9,000 people. The agency is part of the Interpublic Group of Companies (NYSE:IPG).

**For more information, visit [www.drafftcb.com](http://www.drafftcb.com)**