



# Warc Prize for Social Strategy 2016

## Entry kit

*"We used to be satisfied with social campaigns affecting consumer attitudes or perceptions about brands and categories. We are now seeing some great examples that go one step further and impact people's behavior."*

**Shubu Mitra**

2015 Prize Chairman,

Director, Connection Planning Effectiveness and Productivity, Coca-Cola



## **Contents:**

- 1. Introduction: a \$10,000 prize for effective social strategy**
- 2. What you need to know**
- 3. What types of campaign can be entered?**
- 4. The Special Awards**
- 5. The Seriously Social report**
- 6. How to enter**
- 7. Case study structure**
- 8. Judging criteria**
- 9. Checklist**
- 10. About Warc**
- 11. Terms and conditions of entry**



## **1. Introduction: a \$10,000 prize for effective social strategy**

Welcome to the third annual Warc Prize for Social Strategy – Warc’s global search for the best examples of **social ideas** that drive **business results**.

This is your opportunity to prove you can use social media effectively. We are looking for marketing programmes that are **‘social by design’** and have made a significant impact on brand performance or influenced consumer behaviour.

In 2016 the Prize has updated to reflect the fast-changing landscape of social media. We are still looking for the best ideas that drive conversation, participation, sharing or advocacy – but at the same time we want to recognise other uses of social media: social-driven content programmes, for example, or social strategies that focus on key moments in a consumer’s path to purchase. We have introduced new awards to reflect some of these areas.

We ask entrants to show **more than short-term social media metrics**. The demonstration of a relevant business effect will be an important focus for the judges. In the case of multichannel campaigns, entrants will need to discuss the impact of other channels, and make a compelling argument for why social media made a difference.

As always, the Prize is **completely free to enter**. We want to make sure this Prize remains genuinely open to everyone. Simply use the entry form to tell the story of a social strategy and the results it achieved, and submit it by **April 28th**. Each campaign needs to be entered just once to be in line for all the prizes on offer.

We’re going to reward the best cases with a **Prize fund of \$10,000**. We’ll be awarding the \$5,000 Grand Prix to the best overall paper, plus \$1,000 each to winners of five Special Awards. Other elements include:

- A **Gold/Silver/Bronze** award system for the highest-scoring entries.
- The best entries will appear in Warc’s **Seriously Social 2016** report – an analysis of the most effective social ideas in the world.

The entries will be judged by an extremely high-calibre jury of marketers and agency-side experts from around the world. We’ll be announcing the Prize chairman and other judges as the competition proceeds via the [Prize website](#).

Over the next few pages we set out what entries should include and what judges will be looking for. We look forward to seeing your work.

Good luck!



## **2. What you need to know**

In this entry kit we outline the steps you should complete and list some information requirements for your entry to be eligible for the Prize. The key points are:

- **Entry is free** – entrants simply need to submit a case study showing a social idea that drove business results. They should follow the case study structure detailed in this entry kit and on the entry form.
- All entries are eligible for the main \$5,000 Grand Prix, plus the Gold/Silver/Bronze awards and the five \$1,000 Special Awards (see section 4 below). Separate entries for the Special Awards are not required.
- The Prize is open to clients and agencies in any marketing or communications discipline, in any territory in the world.
- Activity submitted for the Prize must have been in-market at any time after January 1 2014. (Please see the Terms and Conditions below for full details.)
- Warc will publish on Warc.com all entries for the Prize that meet the key information requirements. Selected winning entries will also be published in the next edition of Warc's Seriously Social report. Please ensure you have all necessary permissions (see the Terms and Conditions below for full details).
- **Confidentiality:** If necessary, you may mark parts of your entry as 'confidential – not for publication'. Text or figures marked in this way will not be published by Warc.
- The deadline for entries is **April 28th**. [Sign up](#) for deadline reminder emails from the Warc team. Updates will also be posted on the [Prize website](#), on Twitter via [@WarcEditors](#), and on Warc's [LinkedIn](#) and [Facebook](#) pages.

If, after reading this entry kit and the Terms and Conditions, you have any unresolved questions, please email us at [warcprizesocial@warc.com](mailto:warcprizesocial@warc.com).

## **3. What types of campaign can be entered?**

The Prize is open to any campaign or marketing programme that is (or has important elements that are) '**social by design**', irrespective of the specific social mechanisms (earned or paid for) that have been deployed.

To illustrate, this could include (but is not limited to):

- Multimedia campaigns that are significantly amplified or developed via social channels. Social channels include paid social, but it is anticipated there will also be a significant 'earned' effect.
- Content that is designed to be distributed and shared via social channels.



- Long-term 'grassroots' engagement.
- Social media-led strategies, including social-led customer service, and targeting of consumers based on social data.
- Co-creation campaigns, or campaigns that require consumer participation, including games, competitions and treasure hunts.

See section 7 (Case Study Structure) for details of how to present your case.

#### **4. The Special Awards**

As well as the Grand Prix for the best overall case study, there will be five Special Awards, each of which comes with a \$1,000 Prize. These reflect excellence in specific areas. The Special Awards for 2016 are:

- **The Social Content Award** for strategic use of socially-driven content.
- **The Customer Journey Award** for social strategy built around understanding of the path-to-purchase.
- **The Long-Term Idea Award** for social strategy that has delivered sustained success for a brand.
- **The Analytics Award** for use of data to demonstrate effectiveness.
- **The Low Budget Award** for social strategy built on a budget of under £500,000.

You do not have to submit a separate entry for these Awards; all entries to the Prize will be eligible (with the exception of the Low Budget Award, for which only strategies with a production and media budget of under £500,000 will be considered). As part of the judging process, the Prize judges will be asked to nominate entries they think deserve to be considered for these Awards.

#### **5. The 'Seriously Social' report**

Selected papers that win an award (Grand Prix, Gold, Silver, Bronze and the Special Awards) will be featured in Warc's **Seriously Social 2016** report.

Warc recently published [Seriously Social 2015](#), an analysis of social strategy based on entries to the Warc Prize for Social Strategy 2015. This report is promoted to Warc's global audience of brand and agency strategists.



## **6. How to enter**

The basis of every entry should be a written case study (maximum 3,000 words) that details a marketing or communications strategy that drove both social effects and business effects (see Section 7).

Visit the [Prize website](#) to download the entry form. The site also contains lessons from previous years' entries and tips on how to make your entry stand out.

The entry form details what is required in each section – please make sure you fill in all sections, embedding images and charts.

You are welcome to enter supplementary material that helps bring the case to life, including videos and creative work.

Entrants should follow the process below.

### **A. Read the Terms & Conditions:**

- These may affect how you write your entry, so please check them first.

### **B. Download and fill out the entry form:**

- Complete all sections of the entry form, barring the Warc Prize Reference. The entry form can be found at [www.warc.com/socialprize](http://www.warc.com/socialprize) (please keep the form as a Word document).
- Entrants may mark confidential information as 'Confidential – not for publication'.
- Images, including creative material and charts, should be embedded within the entry form at the relevant point.

### **C. Register your entry details online:**

- Visit the [registration site](#) and follow directions to register your entry.
- At the end of the registration process, you will receive onscreen and by email a Warc Prize Reference number.
- If you are submitting multiple entries, we will need you to go through the registration process for each one separately.
- Please note that to complete registration you will need to tell us about the campaign's budget, geographic markets, product category and media mix.

*You must quote Warc Prize references on all entry forms and in any communications with Warc regarding the Prize.*

### **D. Send us your completed entry form including your Warc Prize Reference:**

- If you're sending a form WITHOUT accompanying video or audio files, email it to [warcprizesocial@warc.com](mailto:warcprizesocial@warc.com), quoting in your email subject line the Warc Prize Reference you received during the online registration process.
- If you're sending a form WITH accompanying video or audio files, use our [Hightail dropbox](#) to send us all your materials saved in a single zip/rar file, quoting your Warc Prize Reference in the subject line of your message.



## **7. Case Study Structure**

Entrants should structure their case studies in six separate sections, as detailed below and on the entry form. The overall wordcount should not exceed 3,000 words.

### **1. Market background and objectives**

In this section judges will be looking for:

- Information on the size and dynamics of the brand owner's marketplace (specify if this was national, regional or global), the brand's competitive set and position within it (if an existing brand). If the campaign relates to a brand launch or product innovation, provide details of the target competitor set and target marketplace. Supply supporting data where relevant.
- Clear information on the business objectives of the brand, including commercial targets (eg increased profits, sales, margins or average customer spend) and timeframes to achieve them. If your case is from the non-profit sector, outline the desired change in behaviour or attitude.
- Specific marketing objectives (eg, increasing awareness, increasing penetration/loyalty, encouraging customers to trade up, etc), and an understanding of how the marketing objectives would deliver the business objectives.

### **2. Social strategy**

Judges will be looking for the strategic thinking at the heart of the case study:

- Please outline the idea behind the marketing, and explain why it was a 'social idea' – how was a social element 'baked in'?
- How was the strategy developed? Describe the target audience and how you identified them. Provide information on any behavioural and attitudinal findings about this audience that guided your thinking, including any research that backed up your ideas. If the strategy was built on business or channel insight, explain the thinking that led to your conclusions.
- Explain why this strategy was the right one to meet the client's objectives, and why it is worthy of recognition.

### **3. Implementation, including creative and media development**

Judges will be looking for evidence of how the strategy was brought to life:

- In the case of communications work, indicate how the strategy was turned into creative work, and refer to any material uploaded with the submission. Explain how the creative ideas sought to convey the strategy.
- Please describe the media/touchpoint strategy for the activity (paid, owned and earned). Again, relate this to the strategy at the heart of the campaign and explain why different channels were chosen, and how they supported the 'social' nature of the strategy.
- Please indicate roughly the weight of spend allocated to different media channels (where relevant), and the timings of media activity.
- If the strategy did not include traditional communications work, please describe how else the strategy was brought to life and why. In the case of



product launches, please indicate factors such as distribution that affected the implementation of strategy, and how the brand dealt with them.

#### **4. Performance against objectives**

Please detail the impact of the marketing activity, and how it delivered on the objectives set out at the start of the entry.

You may include social-specific measures such as evidence of sharing or evidence of 'earned media' or viral impact.

Please also detail the business or behavioural impact of the marketing activity.

Business effects could include any of the following:

- Impact on sales (volume or value), market share, or profit.
- Impact on penetration/customer gain.
- Effects on customer loyalty or repeat purchasing.
- Effects on marketing efficiency (for example, cost-per-acquisition).
- Other brand health effects.
- Other behavioural change measures (particularly for non-profit campaigns).

Please try to show how these business effects have been driven by the social media activity. Where possible, please indicate whether there were any other factors outside the marketing that might have contributed to the business effects.

#### **5. ROI**

If you are able to calculate a figure for return on investment (based on sales, profit or other value), please include it here. (Please note this section is voluntary; entrants that are unable to calculate an ROI figure will still be included in the judging.)

#### **6. Lessons learned**

Please describe what other marketers can learn from the success of this strategy. Were the insights unique to the brand and market in the case study, or were there general lessons that could be applied elsewhere?

Entrants will also need to provide an **Executive Summary (up to 200 words)**.

### **8. Judging criteria**

Judges will be asked to score papers according to the following criteria (percentage figures indicate weighting of marks):

**1. Social strategy (30%)** Does the case study show powerful strategic thinking based on an understanding of the brand's objectives? Does the paper make a strong argument for why the strategy to drive business outcomes was 'social' in nature? In short, was it 'social by design'?



**2. Implementation (10%)** How well did the creative execution and/or media channel/touchpoint strategy bring the strategy to life? How well was the activity crafted in terms of potential to drive business and/or behavioural outcomes?

**3. Performance against objectives (50%)** Did the strategy drive powerful effects that met the objectives set out at the start of the case study? How well does the case study present these effects? How well does it isolate the business effects of the social activity, taking account of other factors that may also have contributed to overall business outcomes?

**4. Can other marketers learn from this case study? (10%)** Does the case study offer insights and lessons that other brands can draw on, in terms of how social can be deployed to business effect, or how such effect can be measured?

## **9. Checklist**

Things to check before entering:

1. Have you **completed the entry form** according to the Prize criteria, and marked any confidential material in the entry?
2. Have you shown smart strategic thinking and explained why your approach was **social by design**?
3. Have you provided **clear evidence** that the strategy delivered on **the brand's business objectives**?
4. Have you **registered your entry online** at the [registration site](#) (including submitting details of budget, geographic markets, product category and media mix) and received your Warc Prize Reference Number?
5. Have you grouped any **supporting materials** into a zip/rar file, labelled with your Reference Number?
6. Have you **read the Terms and Conditions**?

If so, you're ready to submit your entry. Email it to [warcprizesocial@warc.com](mailto:warcprizesocial@warc.com), or in the case of large files upload it to our [Hightail dropbox](#). Don't forget to use your Warc Prize Reference number in all correspondence.



## **10. About Warc**

[Warc.com](http://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 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. Warc hosts four annual case study competitions: [Warc Prize for Innovation](#), [Warc Prize for Social Strategy](#), [Warc Prize for Connection Strategy](#) and [Warc Prize for Asian Strategy](#).

Founded in 1985, Warc is privately owned and has offices in the UK, US and Singapore.

## **11. Terms and conditions of entry**

Please read the Terms and Conditions before you submit a case study to the Warc Prize for Social Strategy (hereafter 'the Prize'). By submitting a case study you agree to be bound by these terms and conditions, which represent a legal agreement between you and Warc Ltd.

1. Entry is free.
2. The Prize is open to any advertiser, agency, media company, individual or team involved in marketing or communications in any country. Multi-authored entries - submitted by individuals either from within the same company or from different companies - should be clearly labelled as such at the time of entry. In the event of the Prize being awarded to a multi-authored paper, the Prize money will be evenly split between all the authors named on the submitted paper, unless Warc receives written instructions to the contrary.
3. The Prize is open to case studies of marketing and communications activity in any territory in the world. Campaigns from any communications discipline may be submitted, as well as non-communications activity such as product innovation. If you are in any doubt as to whether a campaign is eligible, please contact the organisers at [warcprizesocial@warc.com](mailto:warcprizesocial@warc.com).
4. Some element of the marketing activity entered for the Prize must have been running at any time after 1 January 2014.
5. All entries must be written in the English language.
6. Entrants must follow the entry procedure detailed in this Entry Kit and on the Prize website. Shortlisted entries will be notified by email. The shortlist and winners will be announced on Warc.com.



7. As well as the main Prize, all entrants will be considered for the five Special Awards. For the Low Budget Special Award, only entries detailing strategies with a production and media budget of less than £500,000 (and has been declared as such when the entry is registered) will be considered.
8. An entrant may submit several different entries, but these must be clearly labelled as distinct entries during the submission process.
9. An individual may upload one or more entries on behalf of colleagues and be the contact name on the entry form without being an author of a paper. However, the Prize money will be distributed only to the authors of the winning paper. In the event that an author has left the company at which he or she was employed when the winning entry was submitted to the Prize, Warc shall consult with that company to determine the best allocation of Prize money.
10. The shortlisting of entries and the award of both the main \$5,000 Prize and the \$1,000 Special Awards are at the judges' sole discretion. Judges will base their decision on the written submissions and supporting material only, and no correspondence will be entered into regarding the final decision.
11. Warc will not be held responsible for any incorrect or incomplete entries.
12. All prize entries that meet the key criteria (paragraphs 2 to 5), including supplementary information such as case videos and creative work, will be published in perpetuity on Warc, with a selected number appearing in the Seriously Social report and other Warc products. All applicable permissions must be obtained by entrants for all materials submitted as part of the Prize submission for which they are not the exclusive owner. It will be the responsibility of the entrant to clear all necessary permissions, including client approval where necessary, before submitting an entry.
13. Within reason, entrants may mark short passages of the case study, specific data or other information, as 'confidential'. Judges will see this information, but Warc will not publish this information.
14. Entrants hereby warrant (ie, promise) and represent that the entry is the author or authors' original work save that to the extent it contains material which is owned by a third party, entrants further warrant and represent that they have obtained all necessary permissions from the owner of such materials, consistent with Warc's rights set out in paragraphs 16 and 17 below.
15. Entrants also warrant and represent that the entry does not contain anything which is libellous, unlawful, offensive, harmful, or infringes the rights of others or that is a breach of any duty of confidentiality.
16. By registering online and submitting an entry form, entrants will be assigning the copyright in their written entries, including graphics, charts and illustrations produced to support the entries, to Warc Ltd for the full legal term of copyright and any renewals/extensions thereof. If for any reason copyright cannot be transferred, entrants hereby grant to Warc (with full right for Warc to sublicense such rights) an irrevocable, exclusive licence in perpetuity to publish, reproduce, summarise, index, tag and/or distribute such materials throughout the world, in all languages, in printed, electronic or any other medium, and to authorise others to do the same.



17. In the case of supplementary materials including (but not limited to) images or videos of creative work, or video summaries of case studies, you hereby grant to Warc (with full right for Warc to sublicense such rights) an irrevocable, non-exclusive licence in perpetuity to publish, reproduce, summarise, index, tag and/or distribute such materials throughout the world, in all languages, in printed, electronic or any other medium, and to authorise others to do the same.

18. Entrants will assert their Moral Rights to be identified as authors of the submitted entry under the Copyright Designs and Patents Act 1988 (UK), and Warc Ltd will ensure that entrants' names are always clearly associated with the entry. Entrants will waive all other Moral Rights.

19. By agreeing to the Terms and Conditions, authors will give their consent to be identified as shortlisted entrants, and to feature in post-Prize publicity celebrating Prize entrants.

20. Nothing in these terms shall oblige Warc to publish any entry. In the event of any breach or alleged breach of the obligations, warranties and/or representations in these terms then, without prejudice to Warc's other rights and remedies, Warc may: (i) remove or delete an entry from any website or other medium on which it is published; and/or (ii) disqualify an entry from the competition.

21. By agreeing to the Terms & Conditions, entrants will consent to receive communications from Warc regarding Prize updates, and other relevant Warc editorial developments.

22. Entrants agree to defend, indemnify and hold Warc, its officers, directors and employees harmless from and against any third party claims, alleged claims, demands, losses, damages, liabilities, expenses (including legal costs), judgments, actions, causes of action, made or brought against or incurred by Warc in connection with paragraphs 12, 14 and 15 of these Terms and Conditions ("Claims").

23. Warc shall provide the Entrant with prompt written notice of any Claims and shall provide Contributor with reasonable assistance and cooperation in the defence of any Claims at the Entrant's sole cost and the Entrant will have sole control over the defence and settlement of any Claims.

24. Warc's maximum aggregate liability to the Entrant under or in connection with this Agreement, whether in contract, tort (including negligence) or otherwise, shall in no circumstances exceed \$10,000.

25. This Agreement will be governed by the law of England and Wales. The Courts of England and Wales will have exclusive jurisdiction over any disputes arising under this Agreement.