

**2018 Entry Form**

Thank you for downloading the WARC Prize for Asian Strategy 2018 Entry Form. To be eligible for the Prize, you must complete this form so please read it and understand the entry requirements. The judges are looking for strategy-led case studies and it is important that you address the specific criteria of this Prize and not submit exact duplicates of papers entered into previous competitions (including those run by WARC). Please download the Entry Kit, including the Terms and Conditions. You can find this on the Prize website, [**www.warc.com/asiaprize**](https://www.warc.com/asiaprize.prize)**.**

**Before writing, please read the points below as they will help you fill out the form efficiently.**

* The deadline for entries is **10 July 2018**. Follow us via [**@WarcEditors**](http://twitter.com/#!/WarcEditors) and [**@WarcAsia**](https://twitter.com/#!/WarcAsia) or on [**LinkedIn**](http://www.linkedin.com/groups?about=&gid=2559576)and [**Facebook**](http://www.facebook.com/warc.hub)**,** for updates and reminders, or **sign up** for deadline reminder emails from the WARC team.
* Tips on what makes a good entry can be found at the Prize website, [**www.warc.com/asiaprize**](https://www.warc.com/asiaprize.prize)**.**
* To be eligible, a campaign needs to have been running in-market in Asia after **11 July 2016**.
* Embed images (for instance, high quality examples of creative executions) and charts in the relevant section of text in your form, ensuring that all charts are fully and clearly labelled. Ensure you provide a source for any data included in your entry form or any claim you make about the impact of your campaign.
* Other supplementary material such as videos should be sent as separate files. Details of how to do this are included in the Entry Kit.

* Your case study can be up to 3,000 words long, excluding the Executive Summary. Follow the word limits in each section.
* Write your Executive Summary in an objective, third-person voice as if you were introducing the brand and campaign to a complete stranger. For instance, write “*Brand X, the leading soap manufacturer in Thailand, needed a revamp to reverse its decline in sales*.”
* Write without jargon or exaggeration: your case study will be more powerful.
* Clearly mark up any confidential data that may not be published.

When you have completed the form, register your entry via the link at [**www.warc.com/asiaprize**](http://www.warc.com/WarcPrizeAsia2017.prize) to receive your WARC Prize Reference Number and follow the instructions to send us your entry.

We look forward to reading your work.

**Entry details**

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| WARC Prize Reference Number (you will receive this after you have registered details of your entry at [**www.warc.com/asiaprize**](https://www.warc.com/asiaprize.prize)) and will need to add it here before you send off your entry |  |
| Case study title |  |
| Case study authors, job titles and companies(Please specify a job title and company for each author) |  |
| Agency |  |
| Brand (e.g., Tide) |  |
| Brand owner (e.g., Procter & Gamble) |  |

**Executive summary (Up to 200 words)**

Summarise the origin, goals and impact of your campaign. Write in an objective, third person voice as if you were introducing your work to someone unfamiliar with your market and brand.

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| Please type here (Up to 200 words) |

**1. Market background
and cultural context**

In this section judges will be looking for:

* + An introduction to the brand and its market.
	+ 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 marketplace. Supply supporting data where relevant.
	+ Please remember we have judges from all over Asia who may not be familiar with your particular brand or its place in your market.

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| Please type here (embed charts where relevant, citing the source of the data) |

**2. Objectives**

In this section judges will be looking for:

* + Clear information on the objectives of the brand, including commercial targets (e.g., 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 (e.g., increasing awareness, increasing penetration/loyalty, encouraging customers to trade up, etc.).
	+ For international campaigns, business and marketing objectives should relate specifically to markets in Asia.

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| Please type here (embed charts where relevant, citing the source of the data) |

**3. Insight and strategic thinking**

Judges will be looking for the insight and strategy at the heart of the case:

* + Explain why this strategy was innovative and worthy of recognition.
	+ Is this strategy based on consumer/cultural insight, channel insight, fresh insight into the brand – or something else?
	+ How was the strategy developed? Describe the target audience and how you identified it. 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.
	+ In the case of international campaigns or product launches, explain how they were adapted for an Asian audience (in these cases entrants must show that they have significantly adapted the strategy to meet the needs of markets in Asia – see the Terms and Conditions for more information).

Please take the time to explain your thinking in depth. Judges will be looking for clear thought processes based on interesting insight.

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| Please type here (embed charts where relevant, citing the source of the data) |

**4. Creative and/or channel execution**

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

* + In the case of marketing 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. Again, relate this to the strategy at the heart of the campaign and explain why different channels were chosen. Please indicate roughly the weight of spend allocated to different media channels, and the timings of media activity.
	+ If the marketing activity did not include traditional creative executions, 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 the strategy, and how the brand dealt with them.

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| Please type here (embed charts where relevant, citing the source of the data) |

**5. Media used**

Please complete the chart below. Information provided here will remain unpublished as it will contribute towards WARC’s own benchmarking tools.

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| --- | --- | --- | --- |
| **Type of media** | **Date of implementation** | **Budget / media spend** | **% of overall budget** |
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**6. Performance against objectives**

Please detail the results of the marketing activity, using as your basis the business and marketing objectives outlined in Section 2. Judges will be looking for evidence that the strategic thinking has delivered on its objectives.

In the case of global campaigns, results should be specific to markets in Asia.
If your campaign is for the non-profit sector, provide evidence of attitudinal or behavioural changes achieved, compared to the agreed target and to the underlying sector trend.

Where possible, show that these effects cannot be explained by the existence of other factors such as pricing or promotional activity, distribution changes or reduced competitor activity.

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| Please type here (embed charts where relevant, citing the source of the data) |

**7. 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 not be disadvantaged in the judging).

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| --- | --- |
| Sales/revenue |  |
| Profit |  |
| Value of exposure/coverage |  |
| Other (please state) |  |
| No ROI figure available |  |

**ROI figure:**

(please express as a ratio – for example 4:1)

**8. 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?

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| Please type here  |

**9. Client’s view**

Please include a short testimonial from your client about how your strategy helped them with a specific business challenge (this is not part of the main word count).

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**10. Questionnaire**

Please spend a few moments filling in this questionnaire. Responses will be treated in confidence and won’t be passed onto judges. The dataset from these questionnaires will be used as for the Asian Strategy Report, so your co-operation would be really helpful. Thank you*.*

**1)** Did the campaign/ activity have commercial objectives in mind from the outset (or if an NFP organisation – growth, behavioural or other equivalent metrics?)

**2)** In your view how clear were the objectives of the campaign:

Very Clear / Clear / Neither / Not very clear / Unclear

Comment as necessary:

**3)** Was your campaign a global idea, an idea adapted from a global idea or a locally generated idea?

**4)** Which of the following would you consider to be primary objectives of the campaign/activity and which secondary, if appropriate:

Sales volume gain

Sales value gain

Market share gain

Market share defence / arrest decline

Increase profit

Development of the category or new product launch

Drive web traffic / social media affiliations

Reduce price sensitivity

New customer acquisition

Customer retention / increase purchase loyalty

Acquire customer contacts for future use

Strengthen the brand / its appeal

Behavioural change – Not for profit campaign

None of these (Reason – Write in…)

Other (Write in…)

**5)** Which metrics did you focus on? What was your priority metric? Please state one metric only.

**6)** Were you able to identify any soft metrics strongly impacted (such as brand awareness, image, trust etc.)? Which ones?

**7)** Was the campaign/activity part of an already articulated brand idea or a stand-alone piece?

**8)** Over how long did the campaign run – years/months/weeks?

**9)** How important to the social effects of the campaign (e.g. sharing, buzz etc.) were each of the following possible features of the campaign:

* A worthwhile cause
* Humour
* Irreverence
* Originality
* Understanding of an existing brand idea
* Understanding of an existing brand personality
* Prizes, a competition, challenge or puzzle
* The public were invited to contribute ideas / generate content / customise the product or service
* Association with an event, sport, show or game
* A useful product message or service
* A free offer or promotional incentive
* Experiential / sensory
* Celebrity involvement

**10)** Was there any other feature of the campaign that you think was critical to its success?

**11)** Regarding the use of data and its collection: can you comment on the planning of, availability of, use of, integration of, or any other related data issues when measuring the success of this entry?

**12)** Did the campaign have a clear target audience? If so, please specify who it was targeting.

**13)** How would you describe the position of the brand at the start of the campaign – market leader, follower, challenger/start-up etc. – versus at the end?

**Reminder checklist**

After you have written up your paper, please take a few moments to review your entry.

**1.** Have you completed the entry form according to the Prize criteria, and marked any confidential material in the entry?

**2.** Have you shown clear understanding of a brand’s market and described how great strategic thinking solved a marketing problem?

**3.** Have you shown the results the strategy delivered?

**4.** Have you embedded accompanying images and charts in the relevant places in the text?

**5.** Have you filled in the questionnaire?

If so, you are now ready to enter the WARC Prize for Asian Strategy**.**

The next step is to visit [**www.warc.com/asiaprize**](https://www.warc.com/asiaprize.prize) to register your details, and to receive your WARC Prize Reference Number. At this stage you will be asked for details of the campaign budget, geographic markets, relevant product categories and media mix.

Consult the Entry Kit for instructions on how to send us this form, and what to do with accompanying content such as video or audio files.

**Good luck!**

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