



warc
ideas and evidence
for marketing people

Warc Innovation Awards 2017

Entry kit

**“The need for brands to evolve and innovate has never
been more critical.”**

***Jeremy Basset, Head of Unilever Foundry,
Chair of the Judges, 2016***



Welcome to the 2017 Warc Innovation Awards

Welcome to the Warc Innovation Awards – Warc’s search for breakthrough ideas in marketing.

Now in its fifth year, the Awards showcase for innovative thinking that delivers tangible results. The Awards are free to enter and open to entries from any country and any communications discipline. There is a \$10,000 prize fund for the winning papers.

Entrants are asked to explain why their strategies should be considered innovative – they might use new technology; or they might use old technology in new ways; they might rethink a brand’s products or services, or they might bust a category’s conventions. The key for entrants is to explain why their ideas marked a break from the norm, and link their innovations to real business results.

The top entries will be awarded Gold, Silver and Bronze awards. The Grand Prix, for the best overall paper, will receive \$5,000. We also present five \$1,000 Special Awards that recognise specific areas of excellence: innovation in a product or service, channel innovation, category innovation, co-created innovation and innovation in a not-profit-campaign.

The set-up is simple: **use the entry form to tell the story of a marketing innovation that led to business results.**

We will be publishing and promoting all winning entries in the Warc Innovation Casebook 2017 – our annual report on the world’s freshest communication ideas.

Once again, we have an extremely high-calibre jury, including senior marketers for some of the world’s biggest brands, plus agency-side experts from around the world.

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!

Lucy Aitken
Case Study Editor
Warc (lucy.aitken@warc.com)



What you need to know

Below, we outline the steps you should complete and list some requirements for your entry to be eligible. The key points are:

- Entry is **free**
- Awards will be given to the case study judged to provide the best demonstration of innovation in communications
- All entries are eligible for the main \$5,000 Grand Prix, plus the Gold/Silver/Bronze awards and the five Special Awards. **Separate entries for the Special Awards are not required.**
- To be eligible, marketing activity should have been in-market at any time between January 1 2015 and January 11 2017. In the "Performance Against Objectives" section, entrants should include proof of effectiveness from within the same time period.
- Warc will publish on Warc.com all entries that meet the key information requirements. The winning entries will also be published in Warc's Innovation Casebook. (Please see the Terms and Conditions below for full details.)
- If necessary, you may mark small parts of your entry as 'confidential – not for publication'. These sections will not be published by Warc, within reason.
- The deadline for entries is **26 January 2017**. Sign up for deadline reminder emails from the Warc team. Updates will also be posted on the Prize website www.warc.com/innovationawards, on Twitter via [@WarcEditors](https://twitter.com/WarcEditors), and on Warc's [LinkedIn](#) and [Facebook](#) pages.

If, after reading the Terms and Conditions, you have any questions, please email lucy.aitken@warc.com.



The Special Awards

Each of the five Special Awards comes with a \$1,000 cheque for the winner. **Separate entries are not required;** the Special Awards will be judged based on the case study submitted for the main Awards. The categories are:

- **Product or Service Innovation Award** – for the best example of a brand rethinking its product or service.
- **Channel Innovation Award** – for the best example of innovative use of media.
- **Category Innovation Award** – for the best example of a brand defying category norms or creating a new category.
- **Not-for-Profit Innovation Award** – for innovation in the strategy and execution of a not-for-profit campaign.
- **Co-Created Innovation Award** – the best example of innovation built around consumer feedback or participation.

The judges will be asked to nominate entries they think deserve to be considered for these Awards.

The Innovation Casebook

All papers that win an award (Grand Prix, Gold, Silver, Bronze and the Special Awards) will be featured in Warc's Innovation Casebook.

The Casebook, which will be published after the competition, will showcase and promote the best innovation case studies to Warc's global audience.



Required Elements

Entrants should follow the process below.

A. Read the Terms & Conditions below:

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

B. Download and fill out the entry form:

- Complete all sections of the entry form, barring the Warc Awards Reference number. The entry form can be found at www.warc.com/innovationawards. **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 www.warc.com/innovationawards and follow directions to register your entry.
- At the end of the registration process, you will receive onscreen and by email a Warc Awards Reference number.
- If you are submitting multiple entries, we will need you to go through the registration process for each one separately.
- **Please use your Warc Awards Reference number on all entry forms and in any communications with Warc regarding your entry**
- To complete your registration you will need to tell us about the campaign's budget, geographic markets, product category and media mix. You also need to agree to the Terms & Conditions below.

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 innovationawards@warc.com, quoting in your email subject line the Warc Awards Reference number you received during the online registration process.
- If you're sending a form WITH accompanying video or audio files, use our [Dropbox](#) to send us all your materials saved in a single zip file, quoting your Warc Awards Reference number in the subject line of your dropbox message. **Please also label files and folders that you upload on Hightail with your Warc Awards Reference number.**
- If you are submitting MULTIPLE entry forms, each with accompanying video or audio files, put each form and its associated video files into a different zip file. Then send the files via dropbox. **Please remember to quote your Warc Awards Reference number in the subject line of your message.**



Case Study Structure

Entrants should structure their case studies in five separate sections. The total word count for the entire entry should not exceed 3,000 words.

1. Market Background and Objectives

In this section judges will be looking for:

- An introduction to the brand and its market. Please remember we have international judges who may not be familiar with your brand or its place in your 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, details of the target competitor set and target marketplace should be provided. Supporting data should be supplied 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).

2. Insight and Strategic Thinking

In this section judges will be looking for the insight and strategic thinking at the heart of the case. Please take the time to explain your thinking in depth. Judges will be looking for clear thought processes based on interesting insight.

- Please explain why this strategy was innovative and worthy of recognition.
- 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.
- For a pre-existing brand strategy, explanation of how a new insight was found or old one revived to bring the strategy alive.

3. Implementation, including creative and media development

In this section judges will be looking for:

- Briefly describe the creative and media implementation of this strategy. For non-communications activity, please describe how the strategy was otherwise brought to life.
- Provide examples of creative work where relevant. Entrants are encouraged to embed high quality images of any creative work in this section or include campaign videos.



- A detailed description of the communications platforms used and the rationale for choosing these. Detail the specific contribution of the channels in the mix, as well as on how channels worked in combination.

4. Media Used

Please complete the table showing the breakdown of media used in your campaign.

5. Performance against objectives

The judges will take particular note of cases which provide clear evidence of innovating to achieve strong business effects, compared to the original objectives and to the underlying sector trend. In this section they will be looking for:

- Evidence of how innovation helped the entrant achieve and deliver on each of the original business and communications goals.
- If the 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, it should be shown that these effects cannot be explained by the existence of other factors such as pricing or promotional activity, distribution changes or reduced competitor activity.

6. Innovation & Lessons Learned

This is the most important and highest scoring section of the entry and the opportunity to make your case and win over the judges with concrete evidence.

- Explain why the campaign was innovative. The work may be innovative because of its research and insights, its planning, its messaging or channel choice or technology, or in terms of a disruption from the brand's heritage, existing sector behaviour or conventional marketing practice. Or the innovation may be gauged by some other measure altogether.
- Describe what other marketers can learn from the success of this strategy.

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 that entrants unable to calculate an ROI figure will still be included in the judging.)

Entrants will also need to provide an **Executive Summary (up to 200 words, not included in the overall word count)**.



Judging criteria

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

1. **Strategy (20%)**
Does the entrant understand the drivers of the brand's category, and its business and marketing objectives? How well does it link the brand's objectives to its marketing strategy? Does the paper make a case for why innovation was necessary?
2. **Implementation (10%)**
How well was the strategy executed, including creative and media?
3. **Performance against objectives (30%)**
How did innovation help deliver against the brand's objectives? Can the brand show hard business results? How well does the paper demonstrate a link between the innovation and the results?
4. **Innovation and lessons learned (40%)**
How convincing is the paper's case for innovation? Does the paper show a real break from convention, and did the innovation pay off? Can other brands learn lessons from the case?

Checklist

Things to check before entering:

1. Have you **completed the entry form** according to the specified criteria?
2. Have you shown an understanding of a brand's market and described how **innovation solved a marketing problem**?
3. Have you provided **clear evidence of effectiveness**?
4. Have you **registered your entry online** at www.warc.com/innovationawards (including submitting details of budget, geographic markets, product category and media mix) and received your Warc Awards Reference number?
5. Have you grouped any **supporting materials** into a zip file, labelled with your Warc Awards Reference number?
6. Have you **read the Terms and Conditions**?
7. If so, you're ready to submit your entry. Email it to innovationawards@warc.com, or in the case of large files upload it to our [Dropbox](#). **Don't forget to use your Warc Awards Reference number in all correspondence.**



About Warc

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 also publishes leading journals including Admap, Market Leader, the Journal of Advertising Research and the International Journal of Market Research.

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 Innovation Awards, Warc Media Awards, Warc Content Awards and the Warc Awards for Asian Strategy. For more information about any of these free-to-enter award schemes, please contact lucy.aitken@warc.com.

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



Terms and Conditions of Entry

Please read the Terms and Conditions before you submit a case study to the Warc Innovation Awards (hereafter 'the Awards'). 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 Awards are 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 an Award 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 instructions to the contrary.
3. The Awards are 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 and brand extension. If you are in any doubt as to whether a campaign is eligible, please contact the organisers at innovationawards@warc.com.
4. Some element of the marketing activity entered for the Awards must have been running in any global market at any time after 1 January 2015.
5. All entries must be written in English.
6. Entrants must follow the entry procedure detailed in this Entry Kit and on the Awards website. Shortlisted entries will be notified by email. The shortlist and winners will be announced on Warc.com.
7. As well as the main Awards, all entrants will be considered for the five Special Awards, each of which carries a \$1,000 prize.
8. Campaigns entered for the 2016 Warc Prize for Innovation may not be re-entered for the 2017 Warc Innovation Awards, unless there is significant new material to add to the case. If you are in any doubt as to whether a campaign is eligible, contact lucy.aitken@warc.com.
9. An individual may submit several different entries, but these must be clearly labelled as distinct entries during the submission process.
10. 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 Awards' prize money will only be distributed to the authors of the winning paper.



11. The shortlisting of entries and the award of both the main \$5,000 Grand Prix 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.

12. Warc will not be held responsible for any incorrect or incomplete entries.

13. All entries that meet the key criteria (paragraphs 2 to 5), will be published in perpetuity on Warc, with a selected number appearing in the Innovation Casebook and other Warc products. All applicable permissions must be obtained by entrants for all materials submitted as part of the 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.

14. Within reason, entrants may mark short passages of the case study or specific data as 'confidential'. Judges will see this information, but Warc will not publish this information.

15. 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 17 and 18 below.

16. 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.

17. 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.

18. 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, display, 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.



19. 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.

20. By agreeing to the Terms and Conditions, authors will give their consent to feature in post-Awards publicity celebrating winners.

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

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

23. 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 13, 15 and 16 of these Terms and Conditions.

24. Warc shall provide the Entrant with prompt written notice of any Claims and shall provide the Entrant 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.

25. 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.

26. 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.

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