**Warc Prize for Innovation 2017 Entry Form**

Thank you for downloading the Warc Innovation Awards 2017 Entry Form.

To enter, you must complete this form. You may also send additional supporting material such as video, audio or other types of files.

Please take a few minutes to read this form and its requirements. The judges are looking for original, innovation-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.

If you have not done so already, you should download the Entry Kit, including the Terms & Conditions. This can be found on the Innovation Awards website: [warc.com/innovationawards](http://www.warc.com/innovationawards).

Before you start completing this form, please also read the bullet points below. They are designed to help you fill out your entry form in the fullest and most efficient way possible.

* To be eligible for the Awards, your work should have been in-market **at any timebetween
1 January 1 2015 and 11 January 2017**.
* Entry is **free** and open to any submissions from any country, industry sector or communications discipline.
* Your case study should be no more than **3,000** words in length, excluding your Executive Summary.
* The deadline for entries is **26 January 2017**. Follow us via [@WarcEditors](http://twitter.com/#!/WarcEditors) on Twitter or the [Warc LinkedIn group](http://www.linkedin.com/groups?about=&gid=2559576) for all updates and reminders.
* All entries are eligible for the main $5,000 and may be selected for one of the five $1,000 innovation category prizes.
* 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 as to what each chart is measuring and the source(s) for its data.
* Other supplementary material such as videos should be sent as separate files. Details of how to do this are included in the registration process.

* Ensure you give a source for any data included in your entry form or any claim you make about the impact of your campaign.
* Write without jargon or exaggeration: your case study will be more powerful without these.
* Clearly mark any confidential data that may not be published.

When you have completed the form, register your entry via the link at [warc.com/innovationawards](http://www.warc.com/innovationawards) to receive your Warc Awards Reference number and follow the instructions to send us your entry.

**Entry Details**

|  |  |
| --- | --- |
| Warc Awards Reference number (you will receive this after you have registered details of your entry at [warc.com/innovationawards](http://www.warc.com/innovationawards)) – please fill it in before you send off this form |  |
| Case Study Title |  |
| Case Study Authors, Job titles and Companies(Please specify a job title and company for each author) |  |
| Brand (eg Tide) |  |
| Brand Owner (eg Procter & Gamble) |  |

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

*Summarise briefly 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

**1. Market Background and Objectives**

*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 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).*
	+ *Please remember we have international judges who may not be familiar with your brand or its place in your market.*

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Please type here

**2. Insight and strategic thinking**

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

* + *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.*

*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

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

*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 of the form. Any accompanying creative videos should be put into a zip file, together with this form, when completed.*

*Provide details of the communications platforms used, where relevant, and the rationale for choosing these. Give as much detail as you can on the specific contribution of the channels in your mix, as well as on how channels worked in combination. Were these channels phased to be used at different times?*

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Please type here

**4. Media used**

Please complete the chart below

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of Media** | **Date of Implementation** | **Budget / media spend** | **% of overall budget** |
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**5. Performance against objectives**

*Please detail the results of the marketing activity, using as your basis the business and marketing objectives outlined in Section 1. Judges will be looking for evidence that the innovation has delivered on its objectives.*

*The judges will take particular note of cases which provide clear evidence of having achieved strong business effects, compared to the original objectives and to the underlying sector trend.*

*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

**6. Innovation & lessons learned**

*This is the most important section of your entry, so please take extra time to assemble your evidence and arguments here.*

*Tell us why your campaign was innovative.*

*You may consider your work to be innovative because of its messaging or channel choice, its use of technology, or in terms of a disruption from the brand’s heritage, existing sector behaviour or conventional marketing practice. Or you may gauge its innovation by some other measure altogether. This is your opportunity to make your case and win over the judges with concrete evidence.*

*Please describe what other marketers can learn from the success of this strategy.*

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Please type here

**7. ROI (optional)**

*If you can calculate a figure for return on investment (based on sales, profit, etc), please include it here. (this section is voluntary; entrants that cannot calculate an ROI figure will still be included in the judging.) Please mark with an X what kind of ROI figure you are sharing.*

**ROI figure:**

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

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

**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 Awards criteria, and marked any confidential material in the entry?

**2.** Have you made a strong case for why your strategy was innovative?

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

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

If so, you are now ready to enter the Warc Innovation Awards 2017**.**

Visit [warc.com/innovationawards](http://www.warc.com/innovationawards) to register your details, and to receive your Warc Awards Reference number and instructions on how to send us this form. **Please remember to fill in your Warc Awards Reference number at the start of this form and to use it when uploading any video or additional material to** [Dropbox](https://www.dropbox.com/request/GgN6RG9tjawfu6x7t02X) **or when emailing Warc about your entry.**

Good luck!

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