



**WARC**  
ideas and evidence  
for marketing people

**EMBARGOED UNTIL 00.01GMT May 13, 2013**

## **Eighteen case studies on long list for Warc Prize for Innovation 2013**

- Case histories from 16 countries in running for \$10,000 global Prize
- Lowe and Partners, McCann, Leo Burnett, Naked Communications, Mindshare and Starcom MediaVest most represented networks
- Additional trophy to be awarded to most popular Prize entry

Australia and India head the list of countries with most entries through to the next stage of judging for the [Warc Prize for Innovation 2013](#).

Five entries from Australia and three from India are among the 18 cases long listed for the Warc Prize for Innovation. Among agency networks, Lowe and Partners, McCann, Leo Burnett, Naked Communications, Starcom MediaVest and Mindshare all have two entries each on the list.

The full list, detailed over the page, features examples of effective innovation from 16 countries and nine sectors. It pits work from big brands such as McDonald's, Honda, K-mart, Mars, and OREO against lesser known organisations.

The judges have praised the innovative thinking and insights displayed by this year's entries. The panel of 15 judges, chaired by Howard Draft, Executive Chairman of Draftfcb, will award the Prize to the case study that best demonstrates effective innovation based on a written submission scored according to five criteria.\* The winner will be announced in June.

Subscribers to Warc, the global marketing knowledge service, can read the long-listed case studies in full now on [www.warc.com/prize](http://www.warc.com/prize). If you are not a subscriber but would like to request a trial, please visit [www.warc.com/trial](http://www.warc.com/trial).

This year for the first time, Warc is also awarding a Popular Vote trophy for the entry that attains the highest combination of "likes" of its video on our free [Warc Prize Vimeo page](#) and downloads of its case study on warc.com. [Terms and Conditions](#) apply.

### **For Media Enquiries, contact:**

Carlos Grande, Editorial Director, Warc  
m: (+ 44) 7831 491 856  
e: [carlos.grande@warc.com](mailto:carlos.grande@warc.com)

85 Newman Street  
London W1T 3EX

t +44 (0) 20 7467 8100  
[www.warc.com](http://www.warc.com)

Registered in England  
number 3383627



2013 Warc Prize for Innovation Long List (A-Z by brand)

Warc subscribers can read the shortlisted cases at [www.warc.com/prize](http://www.warc.com/prize).

Brand: *Art Series Hotels*  
Title: *Overstay Checkout (Australia)*  
Agency: *Naked Communications Melbourne*  
Authors: *Adam Ferrier, Lach Hall*

Brand: *ecostore*  
Title: *Little Treasures (New Zealand)*  
Agency: *O P E N*  
Authors: *Matt O'Sullivan, Sophie Joiner*

Brand: *Fundación Paralife*  
Title: *I will work for free (Mexico)*  
Agency: *Publicis Mexico*  
Authors: *Jessica Appellaniz, Luis Enriquez "Madruga", Alan Alexis Ramírez, Magdalena Barceló, Hector Fernández, Iván Santos Muñoz, Selene Cuadra, Paulina Arce, Ileana Lopez*

Brand: *Group of Humanitarian Attention to the Demobilised*  
Title: *Rivers of Light (Colombia)*  
Agency: *Lowe-SSP3*  
Authors: *Juan Pablo Garcia, Marialejandra Urbina, Mihir Warty, Jane Dorsett*

Brand: *Honda Civic*  
Title: *Psicodriving (Spain)*  
Agencies: *Starcom MediaVest, Spotless*  
Authors: *Roser Puig, Elena Gris, Daniel Martínez Tessier*

Brand: *IKEA*  
Title: *Human Coupons (Canada)*  
Agency: *Leo Burnett*  
Authors: *Heather Morrison*

Brand: *Kissan Ketchup (Hindustan Unilever)*  
Title: *When tomato ketchup grew tomato farmers (India)*  
Agency: *Mindshare India*  
Authors: *Anagha Ingle, Baljeet Singh*

Brand: *Kmart*  
Title: *Can you feel it? (Australia)*  
Agencies: *Forethought Research and BWM*  
Authors: *Ken Roberts*

Brand: *Lifebuoy*  
Title: *Saving lives with soap (India, Indonesia, Kenya and Nigeria)*  
Agency: *Lowe Lintas and Partners*  
Authors: *Saji Abraham and Pooja Rawat*

Continues overleaf/



2013 Warc Prize for Innovation Long List (A-Z by brand) Contd.  
Warc subscribers can read the shortlisted cases at [www.warc.com/prize](http://www.warc.com/prize).

Brand: *McDonald's*  
Title: *Coin Hunters (Denmark)*  
Agencies: *DDB Copenhagen, OMD Denmark*  
Authors: *Pernille Zillmer, Kim Jørgensen, Pia Niemann*

Brand: *McDonald's*  
Title: *Real Time Olympics (China)*  
Agencies: *Nim Digital*  
Authors: *Jamo Woo, Icy Han*

Brand: *Metro Trains Melbourne*  
Title: *Dumb ways to die (Australia)*  
Agency: *McCann Australia*  
Author: *Karl Bates, Adrian Mills, Danish Chan*

Brand: *OREO*  
Title: *Daily Twist (United States)*  
Agencies: *Draftfcb*  
Authors: *Auro Trini-Castelli, John Campbell, Susan Polachek*

Brand: *Peres Center for Peace*  
Title: *Blood Relations (Israel)*  
Agencies: *BBR Saatchi & Saatchi*  
Author: *Rachel Friend*

Brand: *Slice (Pepsi)*  
Title: *Seduction in a bottle (India)*  
Agency: *Mindshare India, JWT India*  
Author: *Shefali Mahadevia*

Brand: *Tiger Beer*  
Title: *Blue Christmas (Vietnam)*  
Agency: *Leo Burnett Vietnam/M&T*  
Author: *Abhijit Das*

Brand: *TWIX*  
Title: *Pause (Australia)*  
Agency: *Starcom MediaVest*  
Authors: *Peter Toone, Hayley Clarke, Patrick Whitnall*

Brand: *V/Line*  
Title: *Guilt Trips (Australia)*  
Agency: *McCann Australia*  
Author: *Karl Bates, Adrian Mills, Danish Chan*

Continues overleaf/



*\*Criteria: Warc Prize for Innovation entries are scored for five different criteria: Campaign Background (15% of total marks); Insight & Strategy (20%); Implementation (15%); Performance against Objectives (20%); Innovation & Lessons Learned (30%).*

***About the Warc Prize for Innovation:***

*The Warc Prize for Innovation 2013 was free to enter and open to case studies featuring any country, sector, type of communications, discipline and budget range. It is one of several prizes created by Warc to reward and showcase new thinking and effective strategy across communications industries. To find out more, visit our [Warc Prizes](#) page.*

***About Warc:***

*Warc is a global provider of marketing knowledge. Warc's premium online service, [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. It has subscribers in over 100 countries and is a unique resource relied upon by agencies, brand owners and media groups. To sample some of this content, request a trial at [www.warc.com/trial](http://www.warc.com/trial)*

***ENDS***