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The Admap Prize 2013 has been won by Mike Follett for his essay titled 'Thinking in three dimensions'

Follett, who is currently studying for an MBA at Imperial College Business School, was formerly the planning director at The Red Brick Road agency in London and group head of planning at DDB India.

Entrants to the Admap Prize were asked to write an essay addressing the question 'Can brands maximise profits and be a force for social good?' Follett argued that the quest for profit can never be the sole goal of business. Instead, marrying multiple objectives together three-dimensionally is the route to business success.

Commenting on the winning essay, Colin Mitchell, worldwide planning director at Ogilvy & Mather and an Admap Prize judge, said: "The issue spans beyond branding to touch on ethics, law and business strategy. So I was grateful for the sheer depth of research in this essay. It was an education. Above all, it had a strong central idea. Companies have different objectives and these require trade-offs. Trade-offs feels closer to the truth and a more practical way of thinking about policy, than, say, a Balanced Scorecard."

The Admap Prize encourages and rewards excellence in strategic thinking in brand communications. For nearly half a century, Admap magazine has been synonymous with thought leadership and the propagation of ideas. The Gold award and a \$5,000 cheque will be presented to Follett at a special Admap Prize celebration event at Cannes Lions on June 19th.

The Silver award was won by Andrew Curry, a director of The Futures Company, and Andy Stubbings, global consumer insights manager at Bacardi. Their essay titled 'The brand: the machine that makes a difference' argued that the concept of businesses purely chasing shareholder value is a relatively recent – and flawed – one; those that also have a social purpose stand out more, engender loyalty and drive the business to greater heights than it would otherwise attain.

There were two Bronze awards. Guy Champniss of Meltwater Consulting is awarded a Bronze for his essay titled 'Social Good, Personal Best: how a basic selfish desire may be just what business and society need'. A second Bronze went to Brian Millar of Sense Worldwide for his essay titled 'Syrup, cows and the voice of the commons: how planning skills can save the world for fun and profit.'

The judges also commended two essays: 'What do you do for a living?' by JWT's board planning director Claire Jackson and 'The rise of the new billion dollar brands' by Ogilvy & Mather's group planning director Freya Williams.

Admap Prize judge Miguel Veiga-Pestana, VP global external affairs & media relations at Unilever, said the theme of this year's Admap prize was both timely and prescient. "More than ever we need to mobilise the power of marketing communications to promote sustainable behaviours and lifestyles. It was reassuring to see so many high quality thought provoking and stimulating entries, which shows

how far this theme has struck a chord. It would be great to have an annual Admap sustainability prize.”

Admap Editor Colin Grimshaw said cause marketing and its role in commercial enterprises was one of the most hotly debated issues in brand communications today, and a major challenge for brands, big and small, across every region in the world.

He added: “Consumers now expect that brands will not only sell them useful products and services, but that they will make a positive difference to society. This can be manifested in many ways, including making a positive contribution to the environment/sustainability, the community, the quality of life, or in more personal areas, such as health, personal esteem, or simply happiness.

“The question for brands is, are the pursuit of profit and doing social good conflicting objectives, or does one beget the other? Does corporate social responsibility directly add value and grow the business, or is it simply a marketing/PR expense, a cost of doing business?”

Mandy Pooler, director of Kantar, which sponsored the Admap Prize commented: “Sustainability is an issue which continues to broaden in scope - from the early implications of environmental impact and the necessary good work around supply chains and carbon footprints, to a broader definition of corporate good citizenship. So a celebration of smart thinking around this topic feels very timely.”

All the awarded and commended essays will be published in the June issue of Admap and online at www.warc.com/admap from June 1st. Visit www.warc.com/admapprize2013 for more details.

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