

WARC

Press Release

For immediate release

WARC Prize for Asian Strategy 2017 – Shortlist announced

14 September 2017 – A total of 31 campaigns from China, Hong Kong, India, Japan, Pakistan, The Philippines and Singapore have been shortlisted for WARC's Prize for Asian Strategy 2017, a search for the best strategic ideas that have driven results in Asia.

A wide variety of global brands across a range of industries including Amazon, Coca-Cola, Levi's and MasterCard, as well as local brands such as Colour Academy, Metro Manila Development Authority and Singtel have made the shortlist.

The WARC Prize for Asian Strategy, now in its seventh year, is being judged by an eminent panel of 25 client- and agency-side experts, chaired by Nicole McMillan, Vice-President, Marketing of The Wrigley Company, Asia-Pacific and including Michael McComb, VP Brand Communication, Greater China, SAP; Anita Kanal, Senior Director, Consumer Marketing Asia Pacific, Visa; and Ranjit Jathanna – Chief Strategy Officer, MullenLowe Singapore.

The winners showcasing Asia's smartest thinking, highlighting breakthrough ideas from across the region, will be revealed at an event in Singapore on Monday 30 October.

The top winning entries will be awarded Grand Prix, Gold, Silver and Bronze awards. Five Special Awards will also be presented for specific areas of excellence: The Market Pioneer Award, The Research Excellence Award, The Channel Thinking Award, The Local Hero Award and The Asia First Award.

[View the shortlist here](#)

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About jury chair: Nicole McMillan, Vice-President, Marketing, The Wrigley Company, Asia-Pacific

In addition to her VP responsibilities, Nicole is also the Brand Strategic Lead for the Doublemint brand globally, and a member of the Wrigley global marketing leadership team.

Nicole has over twenty years' experience in packaged goods companies. As well as spending 15 years within various segments of Mars, she has also held senior marketing roles at the Campbell Soup Company and Fosters Australia.

About WARC – Your global authority on advertising and media effectiveness

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 runs four global and two regional case study competitions: WARC Awards, WARC Innovation Awards, WARC Media Awards, The Admap prize, WARC Prize for Asian Strategy and WARC Prize for MENA Strategy.

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

Founded in 1985, WARC is privately owned and has offices in the UK, U.S. and Singapore.