



Frito-Lay North America and Juniper Park win global Warc Prize for Ideas and Evidence

Monday 9th August 2010

Frito-Lay SunChips' "stunning" green branding campaign has won the inaugural \$10,000 Warc Prize for Ideas and Evidence in recognition of its successful combination of innovation and effectiveness.

The *Building a Pre-eminent Green Brand* case study beat more than 70 rival entries from 23 countries to scoop the prize created by Warc (www.warc.com), the global provider of ideas and evidence to marketing people.

The case study, jointly submitted by Toronto-based Juniper Park and Frito-Lay North America, showed how communications helped SunChips re-establish its environmental credentials and increase the brand's profile.

The campaign combined innovations such as solar-themed newspaper and billboard advertisements and an original self-composting piece of packaging, with more conventional television and magazine placements.

An international jury (see notes) chaired by **Alex Bogusky**, formerly of Crispin Porter + Bogusky, selected SunChips ahead of strong competition from cases featuring Coca-Cola, Unilever, Pedigree, Pepsi and others.

The judges praised all eight shortlisted cases which frequently put social media, mobile and practices such as PR and branded content at the heart of integrated plans.

They ultimately chose SunChips because of its "great channel choice", "risky and refreshing" approach, clear objectives and convincing commitment to brand values. Like all the eligible Warc Prize entries, the SunChips paper had to provide a written demonstration of its innovation, integration, strategic thinking and results.

Commenting on the winner, Prize Chairman Alex Bogusky, said: "To be innovative *and* commercially effective is one of the hardest combinations to achieve in today's marketing world. Many of the Warc Prize entries did just that.

"The SunChips work went even further by proving it is also possible, even in a recession, to advance personal and corporate values through innovation. It's a stunning accomplishment and a worthy winner of the first year's Prize. It sets a high bar for the years to come."

Carlos Grande, Warc Editor, said: "SunChips used fewer channels than some other entries, but demonstrated the effectiveness of its choices more convincingly. There was real discussion among the Warc Prize judges about what integration means today, and our winner shows that focused innovation is more important than simply multiplying the number of channels."



The Warc Prize caps a successful run for the partnership between Frito-Lay and Juniper Park which has picked up several national awards for its work together over the last 18 months.

Gannon Jones, Vice President Marketing, Frito-Lay North America, said: "We always strive to build a story that extends beyond just our product attributes. Our greatest successes have come when we find that intersection between the brand truth and our consumer's values...something that Juniper Park does exceptionally well."

Alan Madill, Executive Creative Director at Toronto-based Juniper Park, said: "To be recognized on a global stage is an honour."

The global nature of the Prize encouraged a high standard of competition with the largest number of entries coming from China (10) and India (9), the UK (8), Australia (7), and Thailand (5).

Reflecting this internationalism, the **Highly Commended** other shortlisted entries for the Warc Prize were (in alphabetical order):

Axe – *Wake Up Service*, BBH Asia (Japan)
I Lohas – *Crush Eco*, Coca-Cola (Japan)
Pedigree – *Adoption Drive*, Starcom MediaVest Group (Australia)
Pepsi – *The Game*, JWT Delhi (India)
Rexona Teens – *Love*, Ponce Buenos Aires (Argentina)
Tourism Queensland – *The Best Job in the World*, Sapient Nitro (Australia)
PepsiCo Walkers – *Do us a Flavour*, AMV BBDO (UK)

Several others such as Tele2 Latvia's *Meteorite* by Inspired, Pringles' *Get to the Crunch* by Grey Hong Kong and Nissan's *370 Reasons to Take the Wheel* Australian campaign by Whybin/TBWA/Tequila were also singled out for acclaim.

Among the shortlisted entries, the mean number of communications channels used was nine, though some featured as many as 19.

All the qualifying Warc Prize entries are now available for download by Warc subscribers from the Warc database of thousands of award-winning case studies at www.warc.com/warcprize.

If you are not a Warc subscriber, but would like to see some of the Prize entries in full, you can arrange for a trial at www.warc.com/trial.

Members of the media can request the winning case study for selective quotation only.

Ends

Contacts

Rufus Olins, Chief Executive
e rufus.olins@warc.com
t +44 (0) 20 7467 8125

Carlos Grande, Warc Editor
e carlos.grande@warc.com
t +44 (0) 20 7467 8130
m +44 (0)7831 491 856



Juniper Park
Jill Nykolation, Partner and President
e: jill.nykolation@juniperpark.com
t + 1 416 972 5457 (Calling from outside Canada)
t + 416 972 5457 (Calling from within Canada)

Notes

The 2010 Warc Prize Judges in full:

Alex Bogusky - Chair: founding partner of Crispin Porter + Bogusky and former chief creative insurgent of MDC Partners

Sital Banerjee: Senior Director, Global Head of Media, Integrated Marketing Communications, Philips

Tim Broadbent: Global Effectiveness Director, Ogilvy & Mather Beijing

Laura Chaibi: Director of EU Research, Yahoo!

Jerry D'Angelo: European media director, Kraft Europe

Linda Kovarik: Regional Creative Director Asia Pacific, Coca-Cola

Nigel Morris: Chief Executive Officer, Aegis Media North America

Simon Pestridge: Global Brand Director, Sportswear, Nike

Gabriel Saenz de Buruaga: Co-CEO, Havas Digital

Charlotte West: Regional Marketing Director, Reckitt Benckiser South Asia

John Woodward: Planning Director, Publicis Worldwide

Tony Wright: Chairman, Lowe + Partners Worldwide

Biographies of all 2010 judges can be found at <http://warcprize.warc.com/judges.aspx>.

About Warc:

Warc.com is the single best source of case studies, best practice guides, marketing intelligence, consumer insight, industry trends and latest news from around the world. To reflect its international outlook, Warc created the Warc Prize as a unique global contest to reward successful and integrated innovation in communications worldwide.

Alongside warc.com we have two other areas of activity:

- Magazines and journals: we publish five highly respected magazines and market leading journals for people working in advertising, marketing, media and research; Admap, Market Leader, International Journal of Advertising, Journal of Advertising Research and International Journal of Market Research.
 - Events: we organise a range of premium conferences and seminars covering topical issues of interest to marketing people across the globe.
-