



**WARC**  
ideas and evidence  
for marketing people

24 May 2011

## Shortlist unveiled for \$5,000 Warc Prize for Asian Strategy

Warc, the global marketing intelligence service, has unveiled a shortlist of 25 case studies competing for the US\$5,000 Warc Prize for Asian Strategy.

The cash Prize will be awarded to the case study that demonstrates the most insightful marketing strategy in Asia. 140 case studies from across the region were entered for the Prize.

The cases have been scored by eight senior clients and five global strategy experts, led by Prize Chairman Miles Young, CEO of Ogilvy & Mather Worldwide. The shortlist of 25 represents the entries that received the highest scores from the judges.

"The number of entries far surpassed our expectations – and the good thing is that we all thought quality was high," said Young. "The shortlist has been based on the critical factors that we believe underpin strategic excellence – the extent to which the cases deal radically with big business issues and the extent to which they showed the majority of insight. Some of the cases, in particular, showed breakthrough thinking on both accounts."

India leads the way in the shortlist, with 11 entries from clients and agencies in that country. The shortlist also features case studies from Vietnam, Japan, Hong Kong, China, Malaysia, Indonesia and Taiwan, plus two multi-market campaigns. In terms of client sector, consumer goods and telecoms are the best-represented on the list of 25.

The shortlist in full, including client and agency details, is as follows. For further details, visit [www.warc.com/asiaprize](http://www.warc.com/asiaprize).

**Dove: Winning in China**

Unilever China / Ogilvy & Mather Shanghai

**McDonald's 'Let's Meet Up' Campaign**

McDonald's / TBWA Shanghai

**Banking on 'New Standards' to drive business for Citibank**

Citibank / Publicis Hong Kong

**Wyeth DIY Flashcards**

Wyeth Gold / OMD

**How culture codes helped Cadbury Dairy Milk create a new chocolate occasion in India**

Cadbury India / Ogilvy & Mather

**Aircel Pocket Internet**

Aircel / Dentsu India

**How ringing the bell can reduce violence against women**

Breakthrough Foundation / Ogilvy & Mather

**Tata Sky Activ English**



Tata Sky / Ogilvy & Mather

**Parachute Advanced Ayurvedic Hair Oil - Recommended by sufferers**

Parachute (Marico) / BBH

**Aviva's 'Great Wall of Education'**

Aviva / BBDO India

**Gillette WALS**

P&G India / MediaCom

**Pulsar & Stunting: Creating India's best selling sports bike**

Bajaj Auto / Ogilvy & Mather

**Building a Youth Brand in a Youthful Country**

Virgin Mobile India / Bates 141

**BlackBerry Boys**

Vodafone Essar / Ogilvy & Mather

**Nokia 'Saviors of the Planet'**

Nokia India / JWT

**The Anlene Movement**

Fonterra / BBDO

**Crush eco - A simple choice can change the world**

Coca-Cola

**Stride Japan Launch**

Nihon Kraft / McCann Erickson

**KY**

Seiyu / Momentum

**Imam Muda**

Astro / Y&R Malaysia

**Turning a human touch into business advantage**

Shangri-La / Ogilvy & Mather

**Axe, 'Call Me'**

Unilever / BBH

**Invisible Dad**

Sony Handycam / Ogilvy & Mather Taiwan

**Cafe Viet: Are you man enough?**

Nestle Vietnam / Lowe

**OMO: Say it with kids**

Unilever Vietnam / Lowe

Subscribers to [www.warc.com](http://www.warc.com) can read the full shortlisted papers on the site from today.

**NEXT STEPS**



The judges will now discuss the highest-scoring entries and vote for which entries deserve to be highly commended, and which one entry will take home the \$5,000 cash Prize.

The highly commended entries and the winner will be unveiled in early June. To keep up to date with the latest developments, follow [@warcasia](#) and [@warceditors](#) on Twitter, or go to the Prize website at [www.warc.com/asiaprize](http://www.warc.com/asiaprize).

### **Editors' Notes:**

#### *About Warc*

*Warc is the global provider of ideas and evidence to marketing people. Warc's premium online service, [warc.com](http://warc.com), is the largest single source of intelligence for the marketing, advertising and media communities worldwide. Information on [warc.com](http://warc.com) is drawn from more than 50 international sources. With subscribers in over 100 countries, it is a unique resource relied upon by major creative and media agency networks, market research companies, media owners, multinational advertisers and business schools, to help tackle any marketing challenge. In addition to the online service, Warc publishes five magazines, provides industry data and runs events.*

*Warc has long-standing partnerships with many of the world's leading marketing authorities including the Institute of Practitioners in Advertising, Effies Worldwide, Advertising Research Foundation, American Association of Advertising Agencies, the Account Planning Group and bodies in Australia, New Zealand and Japan. Warc Ltd is a privately-owned and independent company.*

[www.warc.com](http://www.warc.com)

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

David Tiltman  
International Editor, Warc  
e [david.tiltman@warc.com](mailto:david.tiltman@warc.com)  
t +44 (0) 754 0000 373

Edward Pank  
Managing Director, Warc Asia  
e [edward.pank@warc.com](mailto:edward.pank@warc.com)  
t +65 3157 1214