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DORITOS ‘MARIACHI’ SCOOPS GRAND PRIX IN WARC PRIZE FOR SOCIAL STRATEGY

- UK campaign by AMVBBDO wins \$5,000 Grand Prix in hunt for the world's best social strategy
- Five further entries win cash prizes
- 18 papers win Gold, Silver or Bronze awards

LONDON: The Facebook-led ‘Mariachi’ campaign for Doritos has been named the world’s best social strategy.

The case study, authored by Tom White of agency AMVBBDO, won the Grand Prix at the inaugural Warc Prize for Social Strategy, taking home a \$5,000 prize. It described how Doritos had sent a Mariachi band playing 80s hits around the UK to liven up parties. The strategy opened up a new audience to the brand, without alienating its core youth market.

The Mariachi paper also won a \$1,000 Special Award for best use of analytics. A separate paper from AMVBBDO, on the ‘#Youdrive’ campaign for Mercedes-Benz, won a \$1,000 Special Award

The Prize set out to find the best example of a marketing strategy that drives conversation, sharing, participation or advocacy. Entries were asked to show how their strategies had delivered credible business results.

A total of 18 papers, submitted from 12 different markets, won Gold, Silver, or Bronze awards (see full list below). The \$10,000 Prize, in its inaugural year, attracted 130 entries, and a shortlist of 37 was announced last month.

As well as the two campaigns from AMVBBDO, four other papers won cash prizes: The Evian ‘Baby&Me’ campaign from BETC Paris won a \$1,000 Special Award for the best long-term idea; Mizuno Running’s US campaign ‘The Mezamashii Run Project’ won the \$1,000 Special Award for the best social business idea; and the \$1,000 Special Award for the best low-budget entry was split between a New Zealand animal-rights campaign for Paw Justice, and an anti-smoking effort from Ontario Ministry of Health and Long-Term Care.

The Prize was judged by a panel of senior advertisers and agency-side strategy experts. The panel was led by Prize Chairman Pete Blackshaw, Global Head of Digital and Social Media at Nestlé.

“I was really impressed with both the quantity and the quality of entries,” said Blackshaw. “The winner really stood out because it was fundamentally social by design and was well executed. It struck a good balance between appealing to parents and to teenage boys.”

Blackshaw added that the Prize had left him “really encouraged” about the efforts to show the business impact of social strategy. “As an industry we have a lot more to learn in this area. All of us in our companies are still trying to figure out norms and benchmarks in terms of what drives impact.”

Further details on the Prize, including interviews with some of the judges, can be found at www.warc.com/socialprize. For prize-related queries, please email warcprizesocial@warc.com.



Winning entries (Advertiser / Market of origin / Author (Organisation))

Grand Prix (\$5,000 prize)

Doritos: Doritos Mariachi

PepsiCo / UK / Tom White (AMVBBDO)

Special awards (\$1,000 prize each)

Long term idea

Evian: Baby&Me

Danone / France / Gaelle Gicqueau and Charlotte Bals (BETC Paris)

Analytics

Doritos: Doritos Mariachi

PepsiCo / UK / Tom White (AMVBBDO)

Channel Strategy

Mercedes A Class: #YouDrive

Mercedes-Benz / UK / David Edwards (AMVBBDO)

Social Business

Mizuno Running: The Mezamashii Run Project

Mizuno USA / US / Walt Barron and Swapnil Patel (McKinney)

Low-Budget (prize split between two entries)

Paw Justice: Animal Strike

Paw Justice / New Zealand / Michiel Cox (DDB Group New Zealand)

Ontario Ministry of Health and Long-Term Care: Quit the Denial

Government of Ontario / Canada / Paul Forrest (BBDO Toronto)

Gold

ASB Bank: ASB Like Loan

ASB Bank / New Zealand / Murray Streets and Fee McLeod (Saatchi & Saatchi)

Doritos: Doritos Mariachi

PepsiCo / UK / Tom White (AMVBBDO)

Evian: Baby&Me

Danone / France / Gaelle Gicqueau and Charlotte Bals (BETC Paris)

Mercedes A Class: #YouDrive

Mercedes-Benz / UK / David Edwards (AMVBBDO)

Mizuno Running: The Mezamashii Run Project

Mizuno USA / US / Walt Barron and Swapnil Patel (McKinney)

Silver

Lifebuoy: Help A Child Reach 5



Unilever / India / Varsha Chawda (Lowe Lintas + Partners), John Gamvros (PHD, Singapore), Christopher Bell (SapientNitro), Jane Dorsett (Lowe Lintas + Partners) and Saji Abraham (Lowe Lintas + Partners)

MINI UK: A not normal relationship

BMW / UK/ Ben Essen (iris Worldwide)

Ontario Ministry of Health and Long-Term Care: Quit the Denial

Government of Ontario / Canada / Paul Forrest (BBDO Toronto)

Oscar Mayer: Say It With Bacon

Kraft Foods / US / Katie Perry (360i)

Paw Justice: Animal Strike

Paw Justice / New Zealand / Michiel Cox (DDB Group New Zealand)

Bronze

Bissell Sweepers: Solving for the P.I.T.A.

Bissell / US / Judi Friedman (Fizz)

British Heart Foundation: Hands only CPR

British Heart Foundation / UK / Ruth Chadwick (Grey)

Cambodia National Rescue Party (C.N.R.P.): Using social media to mobilize the youth and change the political game

Cambodia's Opposition Leader: Mr Sam Rainsy / Cambodia / Lorya Nosedra, Jamie Oliver Macfarlane and Pete Heskett

Chobani Australia: Bringing Soul to a Category Dominated by Science

Chobani / Australia / Maria Gioffre (Whybin\TBWA\ DAN Sydney)

Coca-Cola Foundation: Amwaj Farah (Ripples of Happiness)

Coca-Cola Middle East / UAE / Tahaab Rais (FP7/DXB (Part of McCann Worldgroup))

McDonald's: Build your own burger - Social co-creation as recipe for success

McDonald's / Netherlands / Daan de Raaf and Joris Fonteijn (Tribal Worldwide Amsterdam)

ONLY: The Liberation

Bestseller / Denmark / Lars Samuelson and Charlotte Porsager (UncleGrey)

The Philippines: It's More Fun In The Philippines

Philippine Department of Tourism / Philippines / Cristina Buenaventura (BBDO Guerrero)

For Media Enquiries, contact:

David Tiltman
Head of Content, Warc
e david.tiltman@warc.com
t +44 (0) 754 0000 373

Imaad Ahmed
Marketing Director, Warc
e Imaad.ahmed@warc.com
+44 (0) 207 467 8138

**About Warc**

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Warc's premium online intelligence service, warc.com, includes more than 6,000 case studies and a huge resource of articles on new thinking and best practice across all areas of marketing. With users in over 100 countries, it is a unique resource relied upon by agencies, brand owners and media groups.

Alongside the Warc service we publish five highly respected magazines and journals: Admap, Market Leader, International Journal of Advertising, Journal of Advertising Research and International Journal of Market Research. We also host market leading conferences on key industry issues such as measuring advertising performance.