



WARC Awards

“Talk and sense come to life with readable data and real results.
This is what these awards are about.”

Ivan Pollard, Global Chief Marketing Officer, General Mills
Chair of the Brand Purpose judging panel in the 2020 WARC Awards



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Welcome to the 2020 WARC Awards

The WARC Awards programme is a search for next-generation marketing effectiveness. Winning a WARC Award shows that you are developing and mastering new techniques to deliver business results for clients.

It will reward best-in-class Social Strategy, Content Strategy, Innovation and Brand Purpose initiatives through four categories:

- **Effective Social Strategy**
- **Effective Content Strategy**
- **Effective Use of Brand Purpose**
- **Effective Innovation**

The Awards are free to enter and open to entries from any country and communications discipline. There is a \$40,000 prize fund for the winning papers, spread across the four categories, i.e. \$10,000 per category.

The top entries will be awarded Gold, Silver and Bronze awards. The Grand Prix, for the best overall paper, will receive \$7,000. We will also present three \$1,000 Special Awards that recognise specific areas of excellence.

We will be publishing and promoting all winning entries in reports that will summarise findings from the 2020 WARC Awards.

Once again, we have an extremely high-calibre jury, including senior marketers from some of the world's biggest brands, plus agency-side experts from across the globe.

Over the next few pages we set out what entries should include and what judges will be looking for. Good luck with your entry and please do contact us if you have any questions.

We look forward to seeing your work.

Lucy Aitken, Managing Editor, Case Studies, WARC
lucy.aitken@warc.com

What you need to know

Below, we outline the steps you should complete and list some requirements for your entry to be eligible. The key points are:

- Entry is **free**.
- All entries are eligible for the main \$7,000 Grand Prix, plus the Gold/Silver/Bronze awards and the Special Awards. **Separate entries for the Special Awards are not required.**
- To be eligible, marketing activity should have been in-market at any time **between 13 February 2018 and 12 February 2020**. In the 'Performance against objectives' section, entrants should include proof of effectiveness from within the same time period.
- WARC will publish on warc.com all entries that meet the key information requirements. Winning entries will also be published in reports that will feature on warc.com (please see the Terms and Conditions for full details).
- Should any information in your paper be confidential, please clearly mark it as '**confidential – not for publication**'. This information will not be published by WARC, but will be seen by judges.
- You cannot mark the entire results section as confidential.
- The deadline for entries is **12 February 2020**.

Questions?

If, after reading the Terms and Conditions, you have any questions, please email:

warcawards@warc.com



The categories

Before you complete your entry form, you must choose the category in which you want to enter your work. Please remember: **each case study can only be entered into one category.**

Effective Social Strategy

This category links social strategy to business success.

Judges will be looking for campaign strategies that relied on the benefits of particular social platforms – or a combination of platforms – to fulfil particular business objectives.

They will also be looking for marketing programmes that aren't part of a broader marketing initiative – and that have made a significant impact on brand performance or influenced consumer behaviour.

Campaigns in either earned or paid-for social channels, or a combination of the two, will be accepted.

Judges will also be keen to see campaigns that have effectively deployed engagement tools such as chatbots and live video.

Effective Content Strategy

This category will reward branded content strategies that can demonstrate a business outcome.

The judges will be looking for evidence of how a content strategy – as opposed to a traditional advertising strategy – has helped a brand achieve business goals.

According to the Content Marketing Association, “Content is about sustained attention, gaining your audience’s trust by drawing them into your brand’s community for a desirable amount of time.”

While ‘content’ can be defined in many different ways, for these Awards, WARC is seeking editorial-style content (including audio, video, text and imagery), commissioned by a brand and designed to win attention. This might include short-form social video, long-form video, native advertising, brand-funded TV shows or content-based activations of sponsorship deals.

Effective Use of Brand Purpose

This category is for those marketing initiatives that have successfully embraced a brand purpose and achieved commercial success as well as a benefit for a wider community.

The judges will be looking for clear evidence of how a brand purpose has both achieved societal impact and met commercial goals. In addition to this evidence, they will also want to see a direct relevance between purpose and brand and a commitment on the part of the brand to a particular purpose.

Please note: campaigns for charities or non-profits will not be accepted in this category.

Effective Innovation

This category recognises innovative thinking that has transformed a business or disrupted category conventions to deliver tangible results.

The judges will be looking for innovative ways of using a particular platform, or category innovation. Judges will be looking for how a brand collaborated effectively, or how a brand applied innovative thinking to reframe its business model. The key for entrants is to explain why their ideas marked a break from the norm, and to link their innovations to tangible business results.

Please note!

The same campaign cannot be entered into more than one category, so please take some time to consider which category is most appropriate for your work.



The Special Awards

Each of the Special Awards comes with a \$1,000 cheque for the winner. **Separate entries are not required;** the Special Awards will be judged based on the case study submitted for the main Awards. The categories are:

Effective Social Strategy

Path-to-Purchase Award for social strategy that successfully drove sales.

Smart Spender Award for a social strategy that was effective on a budget of \$500K or less.

Live Award for the best real-time campaign that has helped the brand achieve a specific business result.

Effective Content Strategy

The Long-Term Idea Award for a content strategy that has delivered sustained success for a brand.

Best Multiplatform Award for a content strategy that has successfully used a range of different comms channels.

Smart Spender Award for a content strategy that was effective on a budget of \$500K or less.

Effective Use of Brand Purpose

Evaluation Award for a brand purpose strategy that has gone the extra mile in measuring both commercial and societal impact.

Employee Engagement Award rewarding a purpose-led strategy that is consistent both inside and outside an organisation.

Sustainability Award for a brand that has replaced a strategy or business practice with a more sustainable alternative and can prove that it has contributed to long-term brand health.

Effective Innovation

Channel Innovation Award for the best example of an innovative use of media.

Category Innovation Award for the best example of a brand defying category norms or creating a new category.

Partnership Award for the best collaboration that helped a brand rethink a solution to a business challenge.

The judges will nominate entries they think deserve to be considered for these Awards during the judging process.

The WARC Awards Reports

All papers that win an award (Grand Prix, Gold, Silver, Bronze and the Special Awards) will be featured in the WARC Awards Reports. These reports, which will be published after the competition, will showcase and promote the best case studies to WARC's global audience.



How to enter

Entrants should follow the process below.

A. Read the Terms and Conditions

These may affect how you write your entry, so please check these first.

B. Register your entry details online

- Visit warc.com/warcawards to follow directions to register your entry.
- At the end of the registration process, you will receive on screen and by email a WARC Awards reference number.
- If you are submitting multiple entries, we will need you to go through the registration process for each one.
- Please use your WARC Awards reference number on all entry forms and in any communications with WARC regarding your entry.
- To complete your registration, you will need to tell us about the campaign's budget and geographic markets, as well as the category you are entering it for. You also need to agree to the Terms and Conditions.

C. Download and fill out the entry form

- Complete all sections of the entry form, which can be found at warc.com/warcawards. Please keep the format as a Word document.
- Entrants may mark small confidential parts as '**Confidential – not for publication**'.
- Images, including creative material and charts, should be embedded within the entry form at the relevant point.
- Please keep formatting to a minimum and avoid text boxes.



D. Send us your completed entry form including your WARC Awards reference number

- **Sending entry form only**
 - ▶ Rename using your WARC Awards reference number
 - ▶ Email it to warcawards@warc.com
- **Sending form with videos**
 - ▶ Save all material in a single zip file
 - ▶ Rename using your WARC Awards reference number
 - ▶ Upload to our [Dropbox](#)
- **Sending multiple forms with videos**
 - ▶ Put each form and its associated video files into a different zip file
 - ▶ Rename each using your WARC Awards reference numbers
 - ▶ Upload to our [Dropbox](#)



Case study structure

Entrants should structure their case studies in five separate sections. The total word count for the entire entry should not exceed 3,000 words.

Please keep formatting to a minimum.

Executive summary

Entrants will need to provide an executive summary (up to 200 words, not included in the overall word count).

Market background and objectives

In this section judges will be looking for:

- An introduction to the brand and its market. Please remember we have international judges who may not be familiar with your brand or its place in your market.
- Information on the size and dynamics of the brand owner's marketplace (specify if this was national, regional or global), the brand's competitive set and position within it (if an existing brand). If the campaign relates to a brand launch or product innovation, details of the target competitor set and target marketplace should be provided. Supporting data should be supplied where relevant.
- Clear information on the business objectives of the brand, including commercial targets (e.g., increased profits, sales, margins or average customer spend) and timeframes to achieve them. If your case is from the non-profit sector, outline the desired change in behaviour or attitude.

- Specific marketing objectives (e.g., increasing awareness, increasing penetration/loyalty, encouraging customers to trade up, etc.).

Insight and strategic thinking

In this section judges will be looking for the insight and strategic thinking at the heart of the case. Please take the time to explain your thinking in depth. Judges will be looking for clear thought processes based on interesting insight.

- Please explain why this strategy is worthy of recognition.
- How was the strategy developed? Describe the target audience and how you identified them. Provide information on any behavioural and attitudinal findings about this audience that guided your thinking, including any research that backed up your ideas. If the strategy was built on business or channel insight, explain the thinking that led to your conclusions.
- For a pre-existing brand strategy, explain how a new insight was found or old one revived to bring the strategy alive.

Implementation, including creative and media development

In this section judges will be looking for:

- A description of the creative and media implementation of this strategy. For non-communications activity, please describe how the strategy was otherwise brought to life.
- Examples of creative work where relevant. Entrants are encouraged to embed high-quality images of any creative work in this section.
- A detailed description of the communications platforms used and the rationale for choosing these. Detail the specific contribution of the channels in the mix, as well as how channels worked in combination.

Media used

Please complete the table showing the breakdown of media used in your campaign. Information provided here will remain **unpublished** as it will contribute to WARC's own benchmarking tools.

Performance against objectives

The judges will take particular note of cases which provide clear evidence of how they managed to achieve strong business effects, compared to the original objectives and to the underlying sector trend. In this section they will be looking for:

- Evidence of how the entrant achieved and delivered on original business and communications goals.
- In the case of campaigns for the non-profit sector, evidence of attitudinal or behavioural changes achieved, compared to the agreed target and to the underlying sector trend.
- Where possible, it should be shown that these effects cannot be explained by the existence of other factors such as pricing or promotional activity, distribution changes or reduced competitor activity.

ROI

If you are able to calculate a figure for return on investment (based on sales, profit or other value), please include it here. (Please note that entrants unable to calculate an ROI figure will still be included in the judging.)

Lessons learned

This is an opportunity to make your case and win over the judges with concrete evidence. Describe what other marketers can learn from the success of this strategy.

Checklist

Things to check before entering:

1. Have you completed the entry form according to the specified criteria?
2. Have you shown an understanding of a brand's market and described how strategic thinking solved a marketing problem?
3. Have you provided clear evidence of effectiveness?
4. Have you registered your entry online at www.warc.com/warcawards (including submitting details of budget, geographic markets and category) and received your WARC Awards reference number?
5. Have you grouped any supporting materials into a zip file, labelled with your WARC Awards reference number?
6. Have you read the Terms and Conditions?
7. If so, you're ready to submit your entry. Email it to warcawards@warc.com, or in the case of large files upload it to our [Dropbox](#). Don't forget to use your WARC Awards reference number in all correspondence.

Judging criteria

Judges will score papers according to the following criteria (percentage figures indicate weighting of marks):

Insight and strategic thinking (30%)

Does the case study show an in-depth understanding of the brand and its business objectives? Does the case study show a strong strategic 'leap'? Did this leap produce a powerful idea that could be turned into effective marketing activity?

Implementation (10%)

How well did the creative execution and/or media channel/touchpoint strategy bring the strategy to life? How well was the activity crafted in terms of potential to drive business and/or behavioural outcomes?

Business effects (50%)

Did the strategy drive powerful business results that met the objectives set out at the start of the case study? How well does it isolate the business effects of the social / content / innovative / purposeful activity, taking account of other factors that may also have contributed to overall business outcomes? Is ROI well demonstrated?

Lessons learned (10%)

Can other marketers learn from this case study? Does the case study offer insights and lessons that other brands from other sectors can be inspired by?

Find out more

For more information about any of WARC's free-to-enter award schemes, please contact lucy.aitken@warc.com




Terms and Conditions of entry

Please read the Terms and Conditions before you submit a case study to the WARC Awards (hereafter ‘the Awards’). By submitting a case study you agree to be bound by these terms and conditions, which represent a legal agreement between you and WARC Ltd.

1. Entry is free.

2. The Awards are open to any advertiser, agency, media company, individual or team involved in marketing or communications in any country. Multi-authored entries – submitted by individuals either from within the same company or from different companies – should be clearly labelled as such at the time of entry. In the event of an Award being awarded to a multi-authored paper, the prize money will be evenly split between all the authors named on the submitted paper, unless WARC receives instructions to the contrary.

3. The Awards are open to case studies of marketing and communications activity in any territory in the world. Campaigns from any communications discipline may be submitted, as well as non-communications activity such as product innovation and brand extension. If you are in any doubt as to whether a campaign is eligible, please contact the organisers at warcawards@warc.com.



4. Some element of the marketing activity entered for the Awards must have been running in any global market at any time after 13 February 2018. Please note: the same entry cannot be entered in more than one category.

5. All entries must be written in English.

6. Entrants must follow the entry procedure detailed in this Entry Kit and on the Awards website. The shortlist and winners will be announced on warc.com/warcawards.

7. As well as the main Awards, all entrants will be considered for the three Special Awards, each of which carries a \$1,000 prize.

8. Campaigns entered for the 2019 WARC Awards may not be re-entered. If you are in any doubt as to whether a campaign is eligible, contact lucy.aitken@warc.com.

9. An individual may submit several different entries, but these must be clearly labelled as distinct entries during the submission process.


10. An individual may upload one or more entries on behalf of colleagues and be the contact name on the entry form without being an author of a paper.

11. The shortlisting of entries and the award of the Grand Prix and the Special Awards are at the judges' sole discretion. Judges will base their decision on the written submissions and supporting material only, and no correspondence will be entered into regarding the final decision.

12. WARC will not be held responsible for any incorrect or incomplete entries.

13. All entries that meet the key criteria (paragraphs 2 to 5), will be published in perpetuity on WARC, with a selected number appearing in the WARC Awards Strategy Report and other WARC products. All applicable permissions must be obtained by entrants for all materials submitted as part of the submission for which they are not the exclusive owner. It is the responsibility of the entrant to clear all necessary permissions, including client approval where necessary, before submitting an entry.

14. Within reason, entrants may mark short passages of the case study or specific data as 'confidential' in a small section at the end of their paper. Judges will see this information, but WARC will not publish this information.



15. Entrants hereby warrant (i.e., promise) and represent that the entry is the author or authors' original work save that to the extent it contains material which is owned by a third party, entrants further warrant and represent that they have obtained all necessary permissions from the owner of such materials, consistent with WARC's rights set out in paragraphs 17 and 18 below.

16. Entrants also warrant and represent that the entry does not contain anything which is libellous, unlawful, offensive, harmful, or infringes the rights of others or that is a breach of any duty of confidentiality.

17. By registering online and submitting an entry form, entrants will be assigning the copyright in their written entries, including graphics, charts and illustrations produced to support the entries, to WARC Ltd for the full legal term of copyright and any renewals/extensions thereof. If for any reason copyright cannot be transferred, entrants hereby grant to WARC (with full right for WARC to sublicense such rights) an irrevocable, exclusive licence in perpetuity to publish, reproduce, summarise, index, tag and/or distribute such materials throughout the world, in all languages, in printed, electronic or any other medium, and to authorise others to do the same.

18. In the case of supplementary materials including (but not limited to) images or videos of creative work, or video summaries of case studies, you hereby grant to WARC (with full right for WARC to sublicense such rights) an irrevocable, non-exclusive licence in perpetuity to publish, reproduce, display, summarise, index, tag and/or distribute such materials throughout the world, in all languages, in printed, electronic or any other medium, and to authorise others to do the same.

19. Entrants will assert their Moral Rights to be identified as authors of the submitted entry under the Copyright Designs and Patents Act 1988 (UK), and WARC Ltd will ensure that entrants' names are always clearly associated with the entry. Entrants will waive all other Moral Rights.

20. By agreeing to the Terms and Conditions, authors will give their consent to feature in post-Awards publicity celebrating winners.

21. Nothing in these terms shall oblige WARC to publish any entry you may submit. In the event of any breach or alleged breach by you of your obligations, warranties and/or representations in these terms then, without prejudice to WARC's other rights and remedies, WARC may: (i) remove or delete your entry from any website or other medium on which it is published; and/or (ii) disqualify your entry from the competition.



22. By agreeing to the Terms and Conditions, entrants will consent to receive communications from WARC regarding Awards updates, and other relevant WARC editorial developments.

23. Entrants agree to defend, indemnify and hold WARC, its officers, directors and employees harmless from and against any third party claims, alleged claims, demands, losses, damages, liabilities, expenses (including legal costs), judgments, actions, causes of action, made or brought against or incurred by WARC in connection with paragraphs 13, 15 and 16 of these Terms and Conditions.

24. WARC shall provide the Entrant with prompt written notice of any Claims and shall provide the Entrant with reasonable assistance and cooperation in the defence of any Claims at the Entrant's sole cost and the Entrant will have sole control over the defence and settlement of any Claims.

25. WARC's maximum aggregate liability to the Entrant under or in connection with this Agreement, whether in contract, tort (including negligence) or otherwise, shall in no circumstances exceed \$10,000.

26. This Agreement will be governed by the law of England and Wales. The Courts of England and Wales will have exclusive jurisdiction over any disputes arising under this Agreement.

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