



About The Warc Prize for Innovation 2012

Welcome to the Warc Prize for Innovation 2012, a unique \$10,000 cash prize for the world's best case study of innovation in communications.

The Warc Prize for Innovation is a prize for our age. It is free to enter, and open to entries involving any sector, country, communications discipline or budget size.

Our jury of leading industry executives will use their huge combined client and agency experience to select a shortlist of the best entries, some Highly Commendeds and one ultimate winner of the \$10,000 cash prize.

Further, **all** the entries that meet the key requirements will be published on warc.com, the industry's leading global source of rigorous, evidence-based case studies.

In the following pages, we set out what entries should include, the Prize Terms & Conditions and the qualities that judges will be looking for. However, in brief, the main points of the Prize are:

- Entry is free.
- The deadline is **February 29, 2012**, with all deadline updates and other Prize information released first via [@WarcEditors](#) and the [Warc LinkedIn group](#).
- Your entry must concern work that has run **at any time since January 1, 2010**, until the final deadline of the Warc Prize and you must include at least some evidence of performance against objectives from the period after **November 1, 2010**.
- Entry requires you to download and complete the [Warc Prize entry form](#) (except for the Warc Prize Reference). Then [register](#) your details online to receive your Warc Prize Reference. You should then follow the instructions for sending us your completed entry including its Reference.
- The judges are looking for **original, innovation-led case studies** that have not been entered into other competitions, including previous Warc Prizes.
- It is important that you use the Warc Prize Reference(s) you are given when you submit your entry form(s), and in all Prize-related communications.

We look forward to reading your work. Good luck.



How to Enter

The 2012 Warc Prize for Innovation will be awarded to the case study judged to provide the best demonstration of innovation in communications.

It is that simple. It is also free and quick to enter.

Below, we outline the steps required to submit your entry for the Prize, the Prize Terms & Conditions and the criteria against which your entry will be judged. If key components are absent or unclear from your entry either on your completed form or when you register your entry online, Warc will contact you and give you the opportunity to remedy this quickly before judging takes place.

We want to celebrate the communications industry's ability to innovate. Warc will therefore publish on warc.com all entries for the Warc Prize that meet the Prize's key information requirements as well as publishing at least one entry in Warc's monthly magazine, [Admap](#).

By submitting an entry, you will be confirming that you are happy for your work to be published by Warc and Admap, and that you have obtained any necessary permissions, including any related to copyright and client approval. We will also ask you to provide contact details for your line manager and commissioning client, in case we need to verify your entry details.

For further information, read our full Terms & Conditions below.

Required Elements

Entrants must complete elements A, B, C & D

- A. Read the Terms & Conditions below:** These may affect how you write your entry, so please check these first.
- B. Download and fill out the Warc Prize [entry form](#)** (keep this as a Word document in its original font): Complete all sections of the entry form, barring the Warc Prize Reference.
- C. Register your entry details online:** Register your entry details at www.warc.com/prizeregistration, including agreeing to our Terms & Conditions below, to get your Warc Prize Reference. If you are submitting multiple entries, we will need you to tell us about each one. At the end of the registration process, you will receive onscreen and by email a Warc Prize Reference for each entry you have told us about.

You must quote Warc Prize references on all entry forms and in any communications with Warc regarding the Prize.

- D. Send us your completed entry form including your Warc Prize Reference:** Use one of the three choices below:
 - i)** If you're sending a form WITHOUT accompanying video or audio files, email it to warcprize@warc.com, quoting in your email subject line the Warc Prize Reference you received during the online registration process.
 - ii)** If you're sending a form WITH accompanying video or audio files, use our [drop box](#) to send us all your materials saved in a single zip/rar file, quoting your Warc Prize Reference in the subject line of your dropbox message.



- iii) If you are submitting SEVERAL entry forms, each with accompanying video or audio files, put each form and its associated video files into a different zip file. Then send the files via our [drop box](#). Please remember to quote all your Warc Prize References in the subject line of your drop box message.

DETAILED TERMS & CONDITIONS OF ENTRY

Please read these terms before you submit your completed entry form to the Warc Prize for Innovation 2012. By submitting your entry form, you agree to be bound by these Terms & Conditions, which represent a legal agreement between you and Warc Ltd.

1. The Warc Prize for Innovation 2012 (hereafter “the Warc Prize”) is open to any agency, advertiser, media company, organization, individual or team involved in communications in any country, industry sector or communications discipline.
2. The Warc Prize is free to enter.
3. To enter the Prize, entrants must:
 - Download and complete all fields on their Warc Prize [entry form](#) (keep this as a Word document in its original font), except for their Warc Prize Reference.
 - [Register entry details](#) to receive a Warc Prize Reference onscreen and by email.
 - Send us their entry form, with its Warc Prize Reference added, with the option to include supporting video, audio or digital files, using the instructions provided at the end of online registration or below (see point 12).

At the time of writing, the Prize deadline is **February 29, 2012**: please follow [@WarcEditors](#) and/or the [Warc LinkedIn group](#) for latest deadline information. Submitting incomplete or false information or failing to meet the final deadline could result in your entry being rendered ineligible for the Warc Prize.

4. Entrants must quote the appropriate Warc Prize Reference (s) in the subject line of all Prize-related emails or messages (if using the Warc Prize drop box), and on each entry form they submit.
5. Entry forms must be between 2,500 and 3,000 words in length, excluding the Executive Summary and any text included in the section headings of the Warc Prize entry form.
6. Co-authored entries are eligible for the Warc Prize. Co-authored entries – submitted either by different individuals within the same company or by combinations of different companies – should be clearly labeled as such on entry forms and during the online registration process. In the event of the Warc Prize being awarded to a co-authored paper, the Prize money will be evenly split between all the authors identified during the registration process and/or on the winning entry form, unless Warc receives written instructions to the contrary.
7. The Warc Prize judges will reward original work. They are looking for innovation-led case studies that address the specific criteria of this Prize and not exact duplicates of papers previously entered into, or written for, other competitions. By submitting an exact duplicate of a case study entered into another competition, you may also be infringing the copyright of another competition organization – see point on copyright, below. Duplicates of case studies entered into the [Warc Prize for Ideas and Evidence 2010](#) and the [Warc Prize for Asian Strategy 2011](#) also are not eligible for the Warc Prize for Innovation 2012.



Entrants may submit case studies based on campaigns which featured in other Prizes or competitions, but papers must be judged to address the specific Warc Prize criteria, and as a result of addressing these, to differ substantially from papers entered into other competitions. Entrants may be asked to re-write sections of their entry form in order to address the specific Warc Prize criteria and be eligible for the Warc Prize.

8. Campaigns from any communications discipline, and/or combinations thereof, can be submitted for the Warc Prize. These disciplines include, but are not limited to, main media broadcast, press and outdoor, direct mail, sponsorship, PR, sales promotions, packaging, branded content and all forms of digital activity including mobile, social media and search.
9. There is no upper limit on the number of Warc Prize entries that can be submitted by an individual or organization. Entrants must complete stages 1-6 of the registration process for each entry and submit separate entry forms. Entrants will receive a unique Warc Prize Reference for each entry, and should follow the instructions for sending multiple entries given in point 12 below.
10. Individuals who are not an author may submit entries on behalf of the author(s). However, the Prize money will only be distributed to the author(s) of the winning paper, according to the author details submitted during the online registration process and on the relevant Warc Prize entry form.
11. To be eligible for the Warc Prize, campaigns must have run **at any time since January 1, 2010**, and **some** evidence included in the Performance Against Objectives section of the Warc Prize entry form **must relate to the period after November 1, 2010**.
12. Entrants are encouraged to submit digital files of supporting campaign creative or relevant video/PowerPoint presentations to accompany completed Warc Prize entry forms.

If you are sending a form without supporting digital files, simply email it to warcprize@warc.com, quoting your Warc Prize Reference in the subject line of your email.

If you are sending a form with supporting digital files, please place the form and the files in a zip/rar archive file and send this zip/rar file to us using our [drop box](#). If you are sending several forms, each with accompanying supporting files, put each form and its related content into a labelled, separate zip file, and send these zip files to us using our [drop box](#). Please remember to quote the relevant Warc Prize References in your drop box message.
13. Entrants from non-English speaking markets are strongly encouraged to enter the Warc Prize, though all entries must be **written in the English language**.
14. Warc will not be held responsible for any incorrect or incomplete entries. During the judging process, Warc may ask entrants to clarify information or answer supplementary questions. Entrants will be asked to supply answers within five working days of receipt of Warc's request.
15. Entrants may mark a limited portion of their Warc Prize entry form "**Confidential section – not for publication**". To avoid any confusion, entrants must clearly mark any confidential sections by inserting "**Confidential section begins – not for publication**" before the confidential passage, and "**Confidential section ends**" after the relevant passage. It is Warc's purpose to celebrate and reward innovation in the communications industries by publishing all Warc Prize entries that are of sufficient quality, so we ask entrants to make every effort to keep such confidential passages to a minimum and, where possible, to avoid using them altogether.
16. The shortlisting of entries, the designation of some entries as Highly Commended and the award of the \$10,000 Warc Prize are all at the judges' sole discretion. Judges will base their decisions purely on completed entry forms, supporting material and any supplementary information supplied by the entrant on request from Warc. No correspondence will be entered into regarding these decisions.



17. By registering online and submitting an entry form, entrants will be assigning the copyright in their entries to Warc Ltd for the full legal term of copyright and any renewals/extensions thereof. They will also be affirming that entrants have the authority to assign this copyright. This includes granting Warc Ltd the exclusive right to reproduce and/or distribute the entry throughout the world in all languages in printed, electronic or any other medium, and to authorise others to do the same. Warc will give full and generous consideration to all requests by entrants to be able to make subsequent use of Warc Prize entries, or extracts from entries, for marketing purposes or for use in other awards submissions after the Warc Prize is awarded.
18. Entrants will warrant (i.e., promise) that their entry is the original work of the author(s). If it contains material which is someone else's copyright, they will warrant that they have obtained the unrestricted permission of the copyright owner.
19. Warc intends to celebrate innovation in the communications industry by publishing all Warc Prize entries that meet the Prize criteria and are also judged by Warc to be of sufficient quality. Where appropriate and/or necessary, entrants should therefore obtain client approval to enter the Warc Prize, and to publish material included in Warc Prize entry forms and supporting files. Entrants should obtain such approvals before they send Warc their completed entry form. By agreeing to the Terms & Conditions, you will warrant that you have obtained any required approvals in order for your entry form to be published on Warc.com, barring any passages marked "confidential section – not for publication" which will be removed from the published texts.
20. Entrants will warrant that their entry does not contain anything which is libellous, unlawful, offensive, harmful, infringes the rights of others, or is a breach of a duty of confidentiality.
21. Entrants will assert their Moral Rights to be identified as authors of the submitted entry under the Copyright Designs and Patents Acts 1988, and Warc Ltd will ensure that entrants' names are always clearly associated with the entry, unless otherwise requested.
22. By agreeing to the Terms & Conditions, entrants will consent to be identified as shortlisted entrants, and to feature in post-Prize publicity celebrating Prize entrants.
23. By agreeing to the Terms & Conditions, entrants will consent to receive communications from Warc regarding Prize updates, and other relevant Warc editorial developments.

Detailed Prize Criteria

Entries will be judged against the following five criteria.

- 1. Campaign Background (15% of total marks)**
- 2. Insight & Strategy (20% of total marks)**
- 3. Implementation (15% of total marks)**
- 4. Performance Against Objectives (20% of total marks)**
- 5. Innovation & Lessons Learned (30% of total marks)**

For detailed guidance on how to address these criteria, please download and read the Warc Prize entry form.

Judging

Judges will be asked to score papers according to how well entrants have addressed each of the mandatory criteria. Judges will take into account that English may not be the author's first language. However, all entrants should avoid jargon, exaggeration or stylistic gimmicks in their writing.



The jury will be looking for clear and powerful narratives of how innovation has transformed brands and organisations. Tell your story in a straightforward fashion and allow the evidence you have collected to speak for itself.

We would encourage you to think hard about your arguments and evidence to persuade the judges that your entry has demonstrated innovation since this is the most important criterion for the Prize.

When you have completed your entry form, take a moment to check your entry. Have you shown conclusively that your paper demonstrates:

- Innovation and lessons learned?
- Sound performance against objectives?
- A solid insight and strategy?
- Good implementation?
- Detailed knowledge of your market?

You now need to [register](#) online, get your Warc Prize Reference and send us your entry (including its Warc Prize Reference) following the instructions in this note (point 12), which you will also receive a reminder of at the end of the registration process.

Remember to follow us via [@WarcEditors](#) on Twitter and the [Warc LinkedIn group](#) for the latest on Warc Prize judges, free Prize-related content and any deadline updates.

If, after reading this note, you have any other questions, please email us at warcprize@warc.com

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