



Admap Prize 2013 launches with \$5,000 Cash Award to the Winner

Warc's flagship magazine, Admap, today launches the Admap Prize 2013. **A \$5,000 cash award** will be made to the author of the essay that best answers the question: **Can brands maximize profits and be a force for social good?** (Details at www.warc.com/admapprize2013)

The Prize is being launched today at the American Association of Advertising Agencies' Strategy Festival in New York by Warc's Chief Executive Officer, Louise Ainsworth, and Gareth Kay, Chief Strategy Officer at Goodby, Silverstein and Partners, who is one of the judges for the Admap Prize.

The Admap Prize encourages and rewards excellence in strategic thinking in brand communications. It is an essay-based competition, free to enter, and is unique in its format, focus and global reach. For nearly half a century, Admap magazine has been synonymous with thought leadership and the propagation of ideas.

The deadline for entry to the Admap Prize is **January 31st, 2013**. An entry form can be found at www.warc.com/admapprize2013. Essays will explore the tension around brands' primary obligation to maximize profit and shareholder value and a new obligation to be a force for good. They will be judged by a distinguished panel of thought leaders in the subject matter, which includes Miguel Pestana, Vice-President of Global External Affairs for Unilever.

The Admap Prize 2013 is sponsored by Kantar, the global insight arm of WPP.

This is the first year that a cash prize will be awarded to the winner of the Admap Prize. Gold, Silver and Bronze awarded essays plus Judges' Commended essays will be published in Admap magazine and on Warc.com.

Admap Editor Colin Grimshaw said the topic for the 2013 Prize was chosen as it was one of the most hotly debated issues in brand communications today, and a major challenge for brands, big and small, across every region in the world.

He added: "Consumers now expect that brands will not only sell them useful products and services, but that they will make a positive difference to society. This can be manifested in many ways, including making a positive contribution to the environment/sustainability, the community, the quality of life, or in more personal areas, such as health, personal esteem, or simply happiness.

"The question for brands is, are the pursuit of profit and doing social good conflicting objectives, or does one beget the other? Does Corporate Social Responsibility directly add value and grow the business, or is it simply a marketing/PR expense, a cost of doing business?"

Gareth Kay said the Admap Prize was important to planners, and the advertising industry. "It demands that we think about what we do in a fresh, imaginative way, and this year's topic is incredibly timely," he added.

"If advertising is to be welcome in the world going forward, we need to demonstrate to the industry and our clients that commercial and social imperatives are not mutually exclusive but can be one and the same. I'm looking forward to be challenged and to see what we do differently by judging these entries. And I can't wait for the debate it triggers."

Mandy Pooler, Director at Admap Prize sponsor Kantar, commented: "Thought leadership is at a premium now, as our clients require guidance through very complex times, hence our joining forces with Admap on this unique scheme. Many of our companies advise in the area of Corporate Responsibility and the chosen topic could not be more relevant."

Entrants to the Admap Prize can read free articles written by experts on this topic by visiting www.warc.com/admapprize2013, where they will also find more details on the competition and an entry form.

The 2013 Prize will build on the success of the inaugural Admap Prize in 2012, the essay topic for which was Planning 3.0: The Planning Landscape in 2020. The Gold Award was made to Nick Hirst, Head of Brand Planning at London-based agency Dare, for his essay: [Why experience architecture is the future of planning](#).

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About Warc

Warc is the global provider of ideas and evidence to marketing people. Warc has become the resource of choice for brand owners, agencies, media owners and market researchers worldwide. Search over 6,000 global case studies on the winning strategies of successful brands from over 50 international sources. Access best practice guides, articles and detailed conference reports from key events influencing the marketing world. Stay ahead of the latest major industry news and trends with our blogs from around the world. We also have comprehensive advertising expenditure data from Asia-Pacific and all other major global economies. Visit www.warc.com/trial for a free trial.

In addition to the online service, Warc publishes five magazines, including flagship magazine Admap, and provides industry data and forecasts and runs insightful conferences.

About Admap

Admap magazine is a unique forum for the propagation of new ideas, insight and evidence of effectiveness in brand communications across the globe. First published in 1964, Admap has built up an unrivalled reputation for unveiling innovation and best practice in the communications industry. Unlike other magazines in its genre, articles are written by practitioners who are experts in their field - experts in brands, advertising, media, marketing strategy, market research and consumer behaviour.

Admap has been described as the thinking person's marketing bible. It is a serious read that addresses the big issues in brand communications in a rigorous, intelligent and informative manner. Its audience comprises senior executives working primarily in the planning, insight and strategy behind brand communications around the globe.

Admap is published eleven times a year with a joint July/August issue. Its editorial content is also published on Warc.com. To subscribe visit www.warc.com/myadmap

For more information and sample articles visit www.warc.com/admap.

About Kantar

Kantar is one of the world's largest insight, information and consultancy groups. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

For further information, please visit us at www.kantar.com



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