



Press Release

For immediate release

The WARC Awards – Brand Purpose shortlist announced

14 June 2017 – The final shortlist of The WARC Awards, a new global competition honouring the effective use of emerging marketing disciplines, is now released.

20 entries from around the world have made the shortlist in the Brand Purpose category, which rewards marketing initiatives that have successfully embraced a brand purpose and achieved commercial success as well as a benefit for a wider community.

Chaired by Jim Stengel - President/CEO of The Jim Stengel Company, the jury of 13 senior industry leaders looked for purpose-led approaches to marketing that have been successful not just in fulfilling a societal need but also in achieving commercial goals. The jury were seeking for evidence of brands integrating purpose into their marketing and their wider enterprise as opposed to investing in bolt-on CSR programmes.

The shortlisted entries are:

Ariel Matic · Dads Share The Load · BBDO · India

Art Fund · From purpose to profit · 101 · United Kingdom

Be The Match · Be The Guy · space150 · United States

Elevit · The First Hello · PHD China · China

Emirates NBD · The AC Vests · FP7/Dubai, MediaVest Spark · United Arab Emirates

Good Knight · Getting India to say Good K'night even in the Mornings · J. Walter Thompson · India

Huggies · No Baby Unhugged · Ogilvy · Canada

Lifebuoy · Future Child · MullenLowe Singapore, MullenLowe Lintas Group India · India

MasterCard Priceless Causes · A Priceless Delivery · FP7/Dubai · United Arab Emirates

National Health Insurance Company - Daman · Ad D · FP7/Dubai · United Arab Emirates

National Health Insurance Company – Daman · Don't 'treat' yourself to antibiotics · FP7/Dubai · United Arab Emirates

National Institute for Blood Transfusion & Untold Festival · Pay With Blood · UM · Romania

Off the Street Club · Hope is Tougher · Energy BBDO · United States

Persil · The Radicalisation of Persil: How prisoners helped us restore conviction in the brand · MullenLowe · United Kingdom

SPC/Goulburn Valley/Ardmona · #MyFamilyCan · Leo Burnett Melbourne · Australia

Surf Excel · When Embracing Dirt Became An Act Of Faith · MullenLowe Lintas Group · India

Coca-Cola · A World of We · FP7/Dubai · United Arab Emirates

The New Zealand Heart Foundation · The Heart Attack Act · Barnes, Carmur & Friends Dentsu · New Zealand

U by Kotex · It's Not My Period · Ogilvy, Mindshare · Canada

Whirlpool · Care Counts: Brand Purpose Can Make a Difference · DigitasLBI · United States

The winners of the inaugural WARC Awards will be announced shortly.

More information on the WARC Awards and all the shortlisted entries can be found [here](#).

Ends

For further information, please contact:

Amanda Benfell
PR Manager
amanda.benfell@warc.com
+44 (0) 20 7467 8125

WARC
85 Newman Street
London W1T 3EX
www.warc.com

About jury chair – Brand Purpose category:

Jim Stengel – President/CEO, The Jim Stengel Company

Jim Stengel is President/CEO of The Jim Stengel Company, a think tank and consultancy conducting proprietary research, generating thought leadership and applying a new ideals-driven framework to drive business growth in today's global economy. A prolific writer, speaker and advisor, Jim is the author of *Grow: How Ideals Power Growth and Profit at the World's Greatest Companies*, and author of an exclusive six-part online series with *Fortune*® on companies activating their ideals and outgrowing their competitors.

Jim has served as Dean of the Cannes Creative Academy for Young Marketers at the Cannes Lions International Festival of Creativity since 2011. In 2013, Jim pioneered the CMO Accelerator program at the Cannes Lions Festival. He serves as an advisor for Myrian Capital, a private equity firm, is Chairman of the International Advisory Board for in/PACT, an interactive cause-marketing firm, and serves as an advisor for Metamorphic Ventures, a venture capital firm.

About WARC – Your global authority on advertising and media effectiveness

WARC.com is an online service offering advertising best practice, evidence and insights from the world's leading brands. WARC helps clients grow their businesses by using proven approaches to maximise advertising effectiveness. WARC's clients include the world's largest advertising and media agencies, research companies, universities and advertisers.

WARC runs four global and two regional case study competitions: WARC Awards, WARC Innovation Awards, WARC Media Awards, The Admap prize, WARC Prize for Asian Strategy and WARC Prize for MENA Strategy.

WARC also publishes leading journals including Admap, Market Leader, the Journal of Advertising Research and the International Journal of the Market Research Society. In addition to its own content, WARC features advertising case studies and best practices from more than 50 respected industry sources, including: ARF, Effies, Cannes Lions, ESOMAR and IPA.

Founded in 1985, WARC is privately owned and has offices in the UK, U.S. and Singapore.