

Warc Awards announces final shortlist - 'Brand Purpose'

The Warc Awards shortlist of 20 entries has been announced 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.



Jury chair, Jim Stengel

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.

Shortlist

- Ariel Matic · Dads Share The Load · BBDO · India
- Art Fund · From purpose to profit · 101 · UK
- Be The Match · Be The Guy · space150 · US
- 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 · US
- Persil · The Radicalisation of Persil: How prisoners helped us restore conviction in the brand · MullenLowe · UK
- 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 · US

The winners of the inaugural Warc Awards will be announced shortly. For more information, click [here](#).

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