

“In an unrelenting, fast-paced landscape, where change is the new norm, creativity alone doesn’t cut it. Today, brands must harness the power of data without losing sight of consumer centricity.”

Tarek El Kady, Senior Marketing Director, McDonald’s Middle East & Africa
Chair of the Judges, WARC Prize for MENA Strategy 2020



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Welcome to the 2020 Prize for MENA Strategy

Welcome to the fourth year of the WARC Prize for MENA Strategy – a search for the best strategic thinking from the region’s marketing industry.

The onus of this awards scheme is on strategy. Across MENA, new markets and new consumers are demanding new insights. We want this Prize to act as a spur to strategic thinkers across the region by generating a collection of work that will inspire them to create breakthrough thinking for their clients.

We also need to know that the strategy ‘worked’. Although this is not an effectiveness competition, we want to reward strategic thinking that helps clients solve problems and provides a base for future growth. Entrants will be expected to show a link between their strategies and the results of the marketing activity.

As in all WARC’s award schemes, the Prize is free to enter and is open to clients and agencies in any marketing discipline.

The Prize fund stands at \$10,000: there will be a Grand Prix of \$7,000 awarded to the best paper, plus three \$1,000 Special Awards that recognise specific areas of excellence.

We will publish and promote all winning entries in the MENA Strategy Report, a showcase of the region’s smartest thinking, alongside a summing up of trends and themes that emerged from the judging process.

The set-up is simple: use the entry form to tell the story of a great piece of marketing strategy. Each campaign or initiative needs to be entered just once to be in line for all the prizes on offer.

We have recruited an extremely high-calibre jury, including senior marketers from some of the world’s biggest brands, plus strategy experts.

Over the next few pages we describe what entries should include and what the judges will look for. We look forward to seeing your work.

Good luck!

Lucy Aitken,
Managing Editor, Case Studies, WARC
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What you need to know

In this Entry Kit, we outline the steps you should complete and list some information requirements for your entry to be eligible for the Prize. The key points are:

- The deadline for entries is Wednesday **29 April 2020**.
- Entry is **free** and judges will award case studies providing the best demonstration of strategic marketing thinking in the MENA region (please see Terms and Conditions for the countries involved in this competition).
- All entries are eligible for the \$7,000 Grand Prix, plus the Gold/Silver/Bronze awards and the three \$1,000 Special Awards. **Separate entries for the Special Awards are not required.**
- Marketing activity submitted for the Prize must have been developed or significantly adapted for markets in MENA and must have been running in-market after 30 April 2018 (please see the Terms and Conditions for full details).
- WARC will publish all entries for the Prize that meet the key information requirements. The winning entries will also be published in WARC's MENA Strategy Report (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.

Questions?

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

menaprize@warc.com

Special Awards

Three Special Awards each come with a \$1,000 Prize for the winner. **Separate entries are not required for these Awards** – they will be judged based on the case study submitted for the main Prize. The Special Awards are:

The Research Excellence Award

For the best use of research in the development of strategic ideas.

The Local Hero Award

For the best example of a challenger brand from the MENA region using smart marketing strategy to take on bigger competitors.

The Brand Rebel Award

For the best example of a campaign departing from category norms.

MENA Strategy Report

All papers that win an award (Grand Prix, Gold, Silver, Bronze and the Special Awards) will be featured in WARC's MENA Strategy Report.

The Report, which will be published after the competition, will showcase and promote the best of strategic thinking from the MENA region to WARC's global audience of agencies and brand owners.

Want more?

- [Sign up](#) for deadline reminder emails.
- [Sign up to WARC News](#) to receive announcements on judges, shortlists and winners.

Case study structure

Entrants should structure their case studies in ten separate sections, using the entry form (download this at www.warc.com/menaprize). The total word count for the entry should not exceed 3,000 words.

Executive summary

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

Market background and cultural context

In this section judges will be looking for:

- An introduction to the brand and its market.
- Information on the size and dynamics of the brand owner's marketplace, the brand's competitive set and position within it. If the campaign relates to a brand launch or product innovation, provide details of the target competitor set and target marketplace. Supply supporting data where relevant.

Objectives

In this section judges will be looking for:

- Clear information on the 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 and communications objectives (e.g., building awareness, increasing penetration/loyalty, encouraging customers to trade up, etc.).
- For international campaigns, business and marketing objectives should relate specifically to markets in MENA.

Insight and strategic thinking

Judges will be looking for the insight and strategic thinking at the heart of the case:

- Please explain why this strategy was innovative and worthy of recognition.
- Is this strategy based on consumer/cultural insight, channel insight, fresh insight into the brand – or something else?
- 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.

- In the case of international campaigns or product launches, please explain how they were adapted for a specific audience. (In these cases entrants must show that they have significantly adapted the strategy to meet the needs of markets in MENA – see the Terms and Conditions for more information.)
- Please take the time to explain your thinking in depth. Judges will be looking for clear thought processes based on interesting insight.

Creative and/or channel execution

Judges will be looking for evidence of how the strategy was brought to life:

- In the case of marketing communications work, indicate how the strategy was turned into creative work, and refer to any material uploaded with the submission. Explain how the creative ideas sought to convey the strategy.
- Please describe the media/touchpoint strategy for the activity. Again, relate this to the strategy at the heart of the campaign and explain why different channels were chosen. Please indicate roughly the weight of spend allocated to different media channels, and the timings of media activity.
- If the marketing activity did not include traditional creative executions, please describe how else the strategy was brought to life and why.

Media used

Please include details of how you allocated your media budget. This information will be used by WARC for benchmarking purposes only and will remain **unpublished**.

Performance against objectives

Please detail the results of the marketing activity, using as your basis the business and marketing objectives outlined previously. Judges will be looking for evidence that the strategic thinking has made a real difference to the brand. In the case of global campaigns, results should be specific to markets in the MENA region.

ROI (optional)

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. Please describe what other marketers can learn from the success of this strategy.

Client's view

Please include a few words from your client about how your strategy helped them meet a particular business challenge (this section is not included in the overall word count).



Judging criteria

Judges will score papers according to the following criteria and weightings:

Quality of insight and strategic thinking (40%)

What steps did the entrant take to find new insight, or to look at existing information in a new light? Does the case study show a strategic 'leap' that others have not taken? Did it produce a strong idea or brief that could be turned into effective marketing activity?

Clarity of thought (10%)

How well does the paper make its case? Does the paper show real understanding of the brand and its market? Does it make a compelling argument for why the strategy was suitable for the brand?

Implementation of strategy (10%)

Including creative and channel thinking.

Performance against objectives (20%)

Does the case study show that the investment in strategy was worthwhile?

Lessons learned (20%)

Is it a useful addition to MENA's body of marketing knowledge?

Remember, the WARC Prize for MENA Strategy is looking for more than creative craft or evidence of effectiveness. It is looking for examples of inspirational strategic thinking that drives business performance.

What to do next

Entrants should follow the process below.

1. Read the Terms and Conditions at the end of this document

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

2. Register your entry details online

- Visit www.warc.com/menaprize and follow directions to register your entry.
- At the end of the registration process, you will receive on screen and by email a WARC Prize Reference Number.
- If you are submitting multiple entries, you will need to go through the registration process for each one separately.
- Please note that, to complete your registration, you will need to tell us about the campaign's budget, geographic markets, product category and duration. You will also need to agree to the Terms and Conditions at the end of this document.

3. Download and fill out the entry form

- Complete all sections of the entry form, which can be found at www.warc.com/menaprize.
- 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 text formatting to a minimum and avoid text boxes.

You must quote your WARC Prize Reference Numbers on all entry forms and in any communications with WARC regarding the Prize.

Checklist

Before you enter, please ensure you have:

1. Read the Terms and Conditions?
2. Registered your entry online at www.warc.com/menaprize (including submitting details of budget, geographic markets and duration) and received your WARC Prize Reference Number? Please remember to complete your entry form with this number on the first page.
3. Completed the entry form according to the Prize criteria?
4. Shown understanding of a brand's market and described how great strategic thinking solved a marketing problem?
5. Provided evidence of effectiveness?
6. Grouped any supporting materials into a zip file, clearly labelled with your WARC Prize Reference Number?

If so, you're ready to submit your entry. Email it to menaprize@warc.com, or in the case of large files upload it to our **Dropbox**. Don't forget to use your WARC Prize Reference Number in all correspondence.

4. Send us your completed entry form/s including your WARC Prize Reference Number/s

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

About WARC

WARC provides the latest evidence, expertise and guidance to make marketers more effective. WARC's mission is to save the world from ineffective marketing.

WARC's clients include the world's largest brands, advertising and media agencies, media owners, research companies and universities. They rely on WARC for rigorous, unbiased information and advice on almost any advertising and marketing issue, which WARC delivers via best practice guides, case studies, research papers, special reports and advertising trend data, as well as via webinars, awards, events and advisory services.

WARC collaborates with more than 50 respected industry organisations globally including: The Advertising Research Foundation, Cannes Lions, Effie Worldwide, Association of National Advertisers, ESOMAR, 4A's, IPA and DMA.

WARC was founded in 1985, and has offices in the UK, US and Singapore. In July 2018, WARC became part of Ascential plc, the global specialist information company.

Terms and Conditions of Entry

Please read the Terms and Conditions before you submit a case study to the WARC Prize for MENA Strategy (hereafter ‘the Prize’). By submitting a case study you agree to be bound by these terms and conditions.

1. Entry is free.

2. The Prize is open to any advertiser, agency, media company, individual or team involved in marketing in any country. Multi-authored entries – submitted either by different individuals within the same company or by combinations of different companies – should be clearly labelled as such at the time of entry. In the event of the Prize 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 written instructions to the contrary.

3. The strategy for Prize entries must have been developed in or specifically for MENA markets. In the case of international campaigns, the strategy must have been significantly adapted for at least one MENA market; campaigns that reuse global strategy in the MENA region without alteration are not eligible. The results section of the case study must refer to results in MENA markets. For the purposes of the Prize, MENA is defined as the following countries:

Algeria
Bahrain
Egypt
Iran
Iraq
Israel
Jordan
Kuwait
Lebanon
Libya



Middle East & North Africa
Morocco
Oman
Qatar
Saudi Arabia
Syria
Tunisia
United Arab Emirates

If you are in any doubt as to whether a campaign is eligible, please email menaprize@warc.com.

4. Some element of the marketing activity entered for the Prize must have been running in the MENA region at any time after 30 April 2018.
5. All entries must be written in English.
6. Entrants must follow the entry procedure detailed in this Entry Kit and on the Prize website. Shortlisted entries will be notified by email. The shortlist and winners will be announced on warc.com.
7. As well as the main Prize, all entrants will be considered for the three Special Awards, each of which carries a \$1,000 prize.
8. An entrant may submit several different entries, but these must be clearly labelled as distinct entries during the submission process.
9. 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. However, the Prize money will only be distributed to the authors of the winning paper.
10. Campaigns from any communications discipline can be submitted, as well as non-communications activity such as product innovation and brand extension.
11. The shortlisting of entries and the award of both the main \$7,000 Prize and the \$1,000 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 Prize entries that meet the key criteria will be published in perpetuity on warc.com, with a selected number appearing in the MENA Strategy Report and other WARC products. All applicable permissions must be obtained by entrants for all materials submitted as part of the Prize submission for which they are not the exclusive owner. It will be 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 specific data as 'confidential'. Judges will see this information, but WARC will not publish it.



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 18 and 19 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-Prize publicity celebrating Prize entrants.

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.

23. By agreeing to the Terms and Conditions, entrants will consent to receive communications from WARC regarding Prize 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 14, 16 and 17 of these Terms and Conditions.



24. WARC shall provide the Entrant with prompt written notice of any Claims and shall provide Contributor 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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