**2020 Entry Form**

Thank you for downloading the WARC Prize for MENA Strategy 2020 Entry Form. Please read through the form and the points below and download the Entry Kit at [**www.warc.com/menaprize**](http://www.warc.com/menaprize).

* The deadline for entries is **15 April 2020.**
* To be eligible, your work should have been in-market after **15 April 2018**. Please refer to the Entry Kit for a list of eligible territories.
* Your case study should not exceed **3,000** words, excluding your executive summary.
* Keep formatting to a minimum and avoid text boxes.
* Embed images and charts in the relevant section in your form, ensuring that all charts are fully and clearly labelled as to what each chart is measuring and the source(s) for its data.
* Other supplementary material such as videos should be sent as separate files. (See Entry Kit)
* Ensure you source any data or any claim about the impact of a campaign.
* Write without jargon or exaggeration: your case study will be more powerful.
* Clearly mark any confidential data that may not be published. **Please note that you cannot mark the whole results section as confidential.**

When you have completed the form, [**register your entry**](https://www.warc.com/Awards/mena) to receive your WARC Prize Reference Number and follow the instructions to send us your entry. **Please also use your Reference Number on any communication with WARC about your entry and use it to name any files that you upload to** [**Dropbox**](https://www.dropbox.com/request/37iViAuxP7rf0OXLfwvX) **to support your entry.** We look forward to reading your work.

**Entry details**

|  |  |
| --- | --- |
| **WARC Prize Reference Number** (you will receive this after you have registered details of your entry at [**www.warc.com/menaprize**](http://www.warc.com/menaprize)) |  |
| **Case study title** |  |
| **Case study author(s)**, job title(s) and company(ies) |  |
| **Primary agencies**(Please list up to two primary agencies involved in the marketing activity) |  |
| **Secondary/supporting agencies**(Please list up to four secondary/supporting agencies involved in the marketing activity) |  |
| **Brand** (e.g., Tide) |  |
| **Brand owner** (e.g., Procter & Gamble) |  |

**Executive summary**

Summarise the origin, goals and impact of your campaign. Write in an objective, third person voice as if you were introducing your work to someone unfamiliar with your market and brand (this is not part of the main 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 (specify if this was national, regional or global), the brand’s competitive set and position within it (if an existing brand). 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.
	+ Please remember some judges may not be familiar with your brand or its place in your market.

**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 objectives (e.g., increasing awareness, increasing penetration/loyalty, encouraging customers to trade up, etc.).
	+ For international campaigns, business and marketing objectives should relate specifically to markets in the MENA region.

**Insight and strategic thinking**

Judges will be looking for the insight and strategy 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. In the case of product launches, please indicate factors such as distribution that affected the implementation of strategy, and how the brand dealt with them.

**Media used**

Please complete the chart below.
(This information will be used by WARC for benchmarking purposes only and will remain **unpublished**.)

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of media** | **Date of implementation** | **Budget / media spend** | **% of overall budget** |
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**Performance against objectives**

Please detail the results of the marketing activity, using as your basis the business and marketing objectives previously outlined. Judges will be looking for evidence that the strategic thinking has delivered on its objectives.

In the case of global campaigns, results should be specific to markets in the MENA region.

If your campaign is for the non-profit sector, provide evidence of attitudinal or behavioural changes achieved, compared to the agreed target and to the underlying sector trend.

Where possible, show that these effects cannot be explained by the existence of other factors such as pricing or promotional activity, distribution changes or reduced competitor activity.

**ROI**

If you are able to calculate a figure for return on investment (based on sales, profit or other value), please include it here.

**This section is voluntary; entrants that cannot calculate an ROI figure will still be included in the judging.**

Please mark with an X what kind of ROI figure you are sharing.

**ROI figure:**(please express as a ratio – for example 4:1)

|  |  |
| --- | --- |
| Sales/revenue |  |
| Profit |  |
| Value of exposure/coverage |  |
| Other (please state) |  |
| No ROI figure available |  |

**Lessons learned**

**This is one of the most important sections of your entry, accounting for 20% of the paper’s score,** so please take extra time to assemble your evidence and arguments here. This is your 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 short testimonial from your client about how your strategy helped them with a specific business challenge (this is not part of the main word count).

**Reminder checklist**

After you have written up your paper, please take a few moments to review your entry.

1. Have you completed the entry form according to the Prize criteria?
2. Have you shown clear understanding of a brand’s market and described how great strategic thinking solved a marketing problem?
3. Have you showed the results the strategy delivered?
4. Have you embedded accompanying images and charts in the relevant places in the text?
5. Have you included a testimonial from your client?

If so, you are now ready to enter the WARC Prize for MENA Strategy**.**

The next step is to visit[**https://www.warc.com/Awards/mena**](https://www.warc.com/Awards/mena) to register your details, and to receive your WARC Prize Reference Number. At this stage, you will be asked for details of the campaign budget, duration and geographic markets.

When you have completed registration, you will receive instructions on how to send us this form, and what to do with accompanying content such as video or image files. Please refer to the Entry Kit if you have any questions – it is downloadable from [**www.warc.com/menaprize**](http://www.warc.com/menaprize)*.*

**Good luck!**

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