

WARC

Press Release

For immediate release

WARC launches Prize for MENA Strategy 2018

Wasim Basir of Coca-Cola MENA appointed jury chair. First judges named

8 February 2018 – WARC, the global marketing intelligence service, is today launching the WARC Prize for MENA Strategy 2018, a search for the best strategic marketing thinking that has driven results in the region.

Now in its second year, the Prize is free to enter and is open to agencies and brand owners in any marketing discipline.

As well as Gold, Silver and Bronze accolades, the Grand Prix for the best overall paper will receive USD\$7,000 and three Special Awards will be presented with USD\$1,000 each in recognition of specific areas of excellence:

- The Research Excellence Award for the best use of research in the development of strategic ideas.
- The Brand Rebel Award for the best example of a campaign departing from category norms.
- 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.

Lucy Aitken, WARC's Case Study Editor, says: "Across MENA, new markets and new consumers are demanding new insights, so the onus of these awards is on strategy. Following a successful first year, we want this free-to-enter Prize to again act as a spur for strategic thinking that helps clients solve problems and provide a base for future growth."

The 2018 awards will be chaired by Wasim Basir, Director - Integrated Marketing Communications, Coca-Cola MENA. As part of his 13-year career at the company, he has worked on some of Coca-Cola's most exciting and successful endeavours, including the Beijing Olympic Games, Shanghai World Expo and Coke Studio India.

Commenting on his up-coming role, Basir says: "A great strategy is a cogent and smart distillation of the problem. Once the problem is identified as such, solutions flow. In MENA, when there is so much pressure on business results, it is the right strategy that will separate the winners from the also-rans."

An eminent judging panel of strategy experts and senior marketers from some of the world's biggest brands will join Wasim Basir to judge the entries. In addition to Basir, nine jury members have already been appointed:

Wasim Basir – Director, Integrated Marketing Communications, Coca-Cola MENA - Chair of the Judges

Ahmad Abu Zannad – Regional Strategy Director, Leo Burnett MENA

Ahmed Al Sahhaf – General Manager of Marketing Communication, STC

Luca Allam – Managing Director, PHD UAE

Matthew Butterworth – Managing Director, MullenLowe MENA

Laura Chaibi – Head of Digital Research, MBC

Habib Daher – Business Unit Director, OMD Egypt

Mona Elsayed – Regional Planning Director, JWT Gulf

Naila Fattouh – Head of Strategic Planning, FP7 Cairo

Maysoun Hanna – Marketing Communications, Apple

Full biographies are available [here](#).

Further judges will be announced shortly. The deadline for entries is 5 April 2018. More information on the WARC Prize for MENA Strategy 2018 can be found [here](#).

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About jury chair: Wasim Basir – Director, Integrated Marketing Communications, Coca-Cola MENA

Wasim joined Coca-Cola's India Business Unit in mid-2010 and the Coca-Cola system in China in September 2009 as the Marketing Activation Director, Coca-Cola (China) Beverages Limited. As part of his 13-year career at the company, he has worked on some of Coca-Cola's most exciting and successful endeavours, including the Beijing Olympic Games, Shanghai World Expo and Coke Studio India.

Wasim has more than fifteen years' experience in advertising and consumer activation. Prior to his current position, he was Group Executive VP for Re-diffusion Y&R in India, Managing Director for Red Lounge in China, Group Business Director for McCann Erickson in China and Group Brand Director for Leo Burnett in India.

About WARC – Advertising evidence, insights and best practice

WARC.com is an online service offering advertising best practice, data, 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 three global and two regional case study competitions: WARC 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.