

Press Release

For immediate release

WARC Prize for MENA Strategy 2019 shortlist announced

11 July 2019 – WARC, the global authority on advertising and media effectiveness, has today released the shortlist of the WARC Prize for MENA Strategy 2019, a search for the best strategic marketing thinking that has driven results in the Middle East and North Africa.

A total of 23 case studies have been shortlisted, with both local and global brands being represented, including Saudi Arabia's Jarir Bookstore, UAE's Al Tayer Motors, Lebanon's Byblos Bank, Coca-Cola, McDonald's and Uber.

Eight of the shortlisted papers are for campaigns that have ran in more than one country in the region. Saudi Arabia leads with five country-specific campaigns shortlisted, followed by the UAE with four, Egypt with three, Lebanon with two and Tunisia one.

The FMCG and telecoms categories alone account for more than half of the shortlist, with automotive, finance, retail and real estate also represented.

Commenting on the shortlist, jury member **Ziad Skaff, Managing Director, Hall & Partners MENA**, said: "Businesses in the MENA region are operating in challenging conditions these days. Marketers have had to rethink how to work smarter to defend market shares when growth seems unlikely. There is a need for brands to be more engaging at the lowest cost possible, and capitalising on human stories and social demands seems to be a good recipe that satisfies those requirements.

"This year's papers reflected that transformation with several daring cases addressing delicate and traditionally taboo subjects."

View the full shortlist and more information on the WARC Prize for MENA Strategy 2019 [here](#).

The winners will be announced on 3 September with a 'Lessons from the WARC Prize for MENA Strategy' event taking place on 5 November at Hall & Partners in Dubai.

WARC Prize for MENA Strategy, now in its third year, is free to enter and has a \$10,000 prize fund to be distributed between the winners of the Grand Prix and three Special Awards.

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For further information, please contact:

Amanda Benfell
amanda.benfell@WARC.com
Head of PR & Press
+44 (0) 20 7467 8125

WARC
85 Newman Street
London W1T 3EU
www.WARC.com

About WARC – A global authority on advertising and media effectiveness

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.

About Ascential

Ascential is a specialist, global information company that helps the world's most ambitious businesses win in the digital economy. Our information, insights, connections, data and digital tools solve customer problems in three disciplines:

- Product Design via global trend forecasting service WGSN;
- Marketing via global benchmark for creative excellence and effectiveness Cannes Lions and WARC, and strategic advisory firm MediaLink; and
- Sales via ecommerce-driven data, insights and advisory service Edge by Ascential, leading managed services provider for Amazon Flywheel Digital, the world's premier payments and Fin Tech congress Money20/20, global retail industry summit World Retail Congress and retail news outlet Retail Week.

Ascential also powers political, construction and environmental intelligence brands DeHavilland, Glenigan and Groundsure.