



Press Release

For immediate release

Warc launches first MENA Strategy Prize

Asad Rehman, EVP, Unilever MENA to chair jury

1st March 2017 – Warc, the global marketing intelligence service, has today launched a new regional competition - The Warc Prize for MENA Strategy - a search for the best strategic marketing thinking that has driven results in the Middle East and North Africa region.

“This is a new kind of awards scheme for the MENA marketing community because it has a real focus on strategy,” says Lucy Aitken, Warc’s Case Study Editor. “Across the MENA region, 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 current and future clients.”

The Warc Prize for MENA Strategy is free to enter and open to clients and agencies in any marketing discipline from the region.

The top entries will be awarded Gold, Silver and Bronze awards. The Grand Prix for the best overall paper will receive USD\$7,000 and three Special Awards will receive 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 Channel Thinking Award: for the best example of a brand achieving its objectives using an innovative channel strategy.

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.

Asad Rehman, Executive Vice President of Unilever North Africa & Middle East will chair the inaugural Warc Prize for MENA Strategy jury.

Asad manages Unilever’s media investments across the Middle East and North Africa region. He is also responsible for driving communication excellence and innovation as well as digital as a discipline across the region.

He comments: "Middle East consumers' landscape is changing fast. It is defying traditions, it is embracing modernity and it is doing it all whilst trying to keep the value system intact. If there was ever a time to pay attention to and reward 'strategy' – it is now."

The full jury line-up of senior marketers for some of the world's biggest brands, plus planning and strategy experts from around the world will be announced shortly.

Entries are now open and the deadline for submissions is 12 May 2017. The winning papers will be published in the MENA Strategy Report, a casebook that will showcase the region's smartest strategic thinking.

More information on the Warc Prize for MENA Strategy can be found [here](#).

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About Warc – ideas and evidence for marketing people

Warc.com is an online service offering advertising best practice, 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.

In addition to the Warc Awards, Warc runs four other case study competitions: The Warc Prize for Asian Strategy, The Warc Prize for MENA Strategy, The Warc Media Awards and The Warc Innovation Awards.

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.

About Jury Chair - Asad Rehman, Executive Vice President, Unilever North Africa& Middle East

Asad manages Unilever's media investments across the Middle East and North Africa region. He is also responsible for driving communication excellence and innovation as well as digital as a discipline across the region. Asad has been in this role since August 2013, prior to which he managed Global Media for Unilever's Foods business based out of Unilever's HQ in London. Prior to joining Unilever, Asad did various assignments for MindShare/Group M in various parts of the world. He managed local offices in Vietnam and Pakistan for them, did a global role in London, and managed regional projects in AsiaPac and LATAM. Asad chairs The Marketing Society - Middle East chapter - and is a board member at the IAA UAE office. Asad is a technology enthusiast and an internationalist at heart, and considers himself fortunate to be working in the Middle East.