

WARC

Press Release

For immediate release

WARC Prize for MENA Strategy 2017 Winners announced

TBWA\RAAD wins Grand Prix for Murr Television 'Ensa Joura' campaign

MENA, 15 August 2017 – WARC, the global authority on advertising and media effectiveness, has today announced the winners of its WARC Prize for MENA Strategy 2017, a new awards in search of the best strategic marketing thinking that has driven results in the region.

Taking top honours is TBWA\RAAD (UAE) winner of the Grand Prix for the 'Ensa Joura' campaign which saw TV station Murr Television (MTV) taking on the challenge of fixing potholes across roads in Lebanon, bypassing government consent and gathering widespread acclaim.

Commenting on the campaign, jury member Olga Kudryashova, Strategic Planning Director, Y&R MENA, comments: "From beginning to end, it was strategic and cleverly framed. They put the brand last, they mobilised people and they admitted to mistakes they made, revealing that their first attempts didn't work."

Four Golds, four Silvers, three Bonzes and three special awards, recognising specific areas of excellence, were also awarded by the judging panel made-up of 15 client- and agency-side top industry professionals chaired by Asad Rehman, Director, Media, North Africa & Middle East, Unilever.

Local brands account for the majority of the wins with three global brands – Unilever's OMO, Henkel's Pril and Coca-Cola also winning metal.

Alongside two winning pan regional campaigns, award-winning work ran in the UAE (3), Egypt (3), Lebanon (1), Tunisia (1), Saudi Arabia (1) and Qatar (1).

The WARC Prize for MENA Strategy 2017 winners are:

Grand Prix

- TBWA\RAAD Dubai, UAE, 'Ensa Joura', Murr Television

Gold

- Leo Burnett Dubai | Starcom Dubai, UAE, 'Tropa for Life', du + Special Award for Research Excellence
- FP7/Dubai, UAE, 'The Least Active Kids in History', OMO

- FP7/Dubai | Memac Ogilvy Dubai, UAE, 'Finding Light in the Dark', Coca-Cola
- J. Walter Thompson, UAE, 'I Can Teach You Too', Dubai Cares

Silver

- FP7/CAI (part of McCann Worldgroup), Egypt, 'The Sweet Donation', Baheya Cancer Hospital + Special Award for Channel Thinking
- Momentum, Egypt, 'The First Step Is You', The Egyptian Autistic Society + Local Hero Special Award
- TBWA\RAAD, UAE, 'One-Drop Bottle', Pril
- FP7/Tunis, Tunisia, 'The Hamman Fighter', Orange Tunisia

Bronze

- Impact BBDO Cairo, Egypt, 'Selfie Fails', Camon C9
- J. Walter Thompson, Saudi Arabia, 'LaYwagif: The First Online Entertainment Hub', Saudi Telecom Company
- TBWA\RAAD, Qatar, 'Recruiting for Qatar', Teach For Qatar

For more information on the strategies of the winning campaigns and to view the winners of the WARC Prize for MENA Strategy 2017 click [here](#).

Ends

For further information, please contact:

Amanda Benfell
 amanda.benfell@WARC.com
 PR Manager
 +44 (0) 20 7467 8125

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

About WARC – Your global authority on advertising and media effectiveness

WARC.com is an online service offering advertising best practice, benchmarks, data, insight, brand and category intelligence 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 hosts four global and two regional case study competitions: WARC Awards, WARC Innovation Awards, WARC Media Awards, The Admap Prize, WARC Prize for Asian Strategy and WARC Prize for MENA Strategy.

Founded in 1985, WARC is privately owned and has offices in the UK, US and Singapore.