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**­2018 Entry Form**

Thank you for downloading the WARC Prize for MENA Strategy 2018 Entry Form.

To be eligible for the Prize, you must complete this form. Please take a few minutes to read this form and its requirements. The judges are looking for strategy-led case studies and it is important that you address the specific criteria of this Prize and not submit exact duplicates of papers entered into previous competitions (including those run by WARC).

If you have not done so already, download the Entry Kit, including the Terms and Conditions. This can be found on the Prize website, [*www.warc.com/menaprize*](http://www.warc.com/menaprize)*.*

Before you start completing this form, please also read the bullet points below. They are designed to help you fill out your entry form in the fullest and most efficient way possible.

* The deadline for entries is **9am GMT Thursday 5 April 2018**. Follow us via [*@WarcEditors*](http://twitter.com/#!/WarcEditors) and on *Twitter*, or on[*LinkedIn*](http://www.linkedin.com/groups?about=&gid=2559576) and [*Facebook*](http://www.facebook.com/warc.hub)*,* for all updates and reminders, or *sign up* for deadline reminder emails from the WARC team.
* There are tips on what makes a good entry at the Prize website, [*www.warc.com/menaprize*](http://www.warc.com/menaprize)*.*
* To be eligible for the Prize, a campaign should have been running in-market in MENA at any time after **6 April 2016**. Please refer to the Entry Kit for a list of eligible territories.
* Embed images (for instance, high quality examples of creative executions) and charts in the relevant section of text 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. Details of how to do this are included in the registration process.

* Your case study should be up to 3,000 words long, excluding the Executive Summary. Follow the word limits given in each section below.
* Write your Executive Summary in an objective, third-person voice as if you were introducing the brand and campaign to a complete stranger. For instance, write “*Brand X, the leading soap manufacturer in Kuwait, needed a revamp to reverse its decline in sales*”, and not *“We needed a revamp to arrest our decline in sales*”.
* Ensure you give a source for any data included in your entry form or any claim you make about the impact of your campaign.
* Write without jargon or exaggeration: your case study will be more powerful without these.
* Clearly mark any confidential data that may not be published.

When you have completed the form, register your entry via the link at [*www.warc.com/menaprize*](http://www.warc.com/menaprize) to receive your WARC Prize Reference Number and follow the instructions to send us your entry.

We look forward to reading your work.

**Entry details**

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| --- | --- |
| 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.

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| Please type here (Up to 200 words) |

**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.

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| Please type here  |

**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.

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| Please type here  |

**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.

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| Please type here  |

**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.

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| Please type here  |

**Media used**

Please complete the chart below.
(This information will be used by WARC for benchmarking purposes only and won’t be published.)

|  |  |  |  |
| --- | --- | --- | --- |
| **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 outlined in Section 2. 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.

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| Please type here  |

**ROI**

If you are able to calculate a figure for return on investment (based on sales, profit or other value), please include it here. (Please note this section won’t be published and is voluntary; entrants that are unable to calculate an ROI figure will not be disadvantaged in the judging.):

Type of ROI figure (please mark with an X):

**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**

Please describe what other marketers can learn from the success of this strategy. Were the insights unique to the brand and market in the case study, or were there general lessons that could be applied elsewhere?

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| Please type here  |

**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).

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| Please type here  |

**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* [*www.warc.com/menaprize*](http://www.warc.com/menaprize) 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, geographic markets, relevant product categories and media mix.

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 audio 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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