

WARC

Press Release

For immediate release

Jury named for inaugural WARC Prize for MENA Strategy 2017

10 May 2017 – WARC, the global marketing intelligence service, has today named the jury line-up for the WARC Prize for MENA Strategy 2017, a new awards in search of the best strategic marketing thinking that has driven results in the region.

An eminent judging panel of client- and agency-side experts, chaired by Asad Rehman, Director, Media, North Africa & Middle East, Unilever, will judge the entries. They are:

Asad Rehman – Director, Media, North Africa & Middle East, Unilever – Jury Chair

Dana Al-Kutoubi – Head of Strategic Planning, JWT Saudi Arabia

Laura Chaibi – Head of Digital Research, MBC

Ian Dolan – Head of Strategy and Content, PHD Dubai

Dominic Fernandes – VP, Business Marketing, Emirates NBD

Maysoun Hanna – Strategy Planning Director, OgilvyOne

Tom Hardstaff – Head of Strategy, UM MENA

Mounir Harfourche – CEO, MullenLowe MENA

Shailesh Iyer – Strategy Director, Leo Burnett Dubai

Rafic Kamaledine – Chief Strategy Officer, TBWA Raad Group

Gabriel Mafra – Senior Planner, DigitasLBi MENA

Tahaab Rais – Regional Head of Strategic Planning, FP7/MENA (Part of McCann Worldgroup)

Ravi Rao – CEO, Mindshare, MENA

Ziad Skaff – Managing Director, Hall & Partners MENA

Full biographies are available [here](#).

The jury will award Grand Prix, Gold, Silver and Bronze accolades as well as three Special Awards:

- 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.

The Grand Prix and special awards will share a prize fund of \$10,000. The competition is free to enter and the deadline is 12 May 2017. All winning entries will be published in the MENA Strategy Report, showcasing the region's smartest thinking.

More information on the WARC Prize for MENA Strategy 2017 can be found [here](#).

Ahead of the awards, jury chair Asad Rehman noted that the consumer landscape in the Middle East 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." Read [here](#) the full story.

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 jury chair: Asad Rehman – Director, Media, North Africa & Middle East, Unilever

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 also chairs The Marketing Society Middle East chapter, and is a board member at the IAA UAE office. He is a technology enthusiast and an internationalist at heart, and considers himself fortunate to be working in the Middle East.

About WARC – Advertising evidence, insights and best practice

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.

WARC runs 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.

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.