












2017 mepra

MIDDLE EAST
P R A W A R D S

THE MEPRA AWARDS 2017 WINNERS

TECHNIQUES				
Category	Sponsor	Place	Entrant	Campaign Name/Entry Name
Best Integrated Campaign		Gold Winner Silver Winner Bronze Winner	INFINITI Middle East with TBWA RAAD, OMD and Four Communications Group JLL with Four Communications Group ASDA'A Burson-Marsteller	"Together for a world first" 'Alternative' Thinking The Middle East: A Region Divided - The Ninth Annual ASDA'A Burson-Marsteller Arab Youth Survey 2017
Best Launch Live Event/Stunt		Gold Winner Silver Winner Bronze Winner	INFINITI Middle East with TBWA RAAD, OMD and Four Communications Group LG-One Hill+Knowlton Strategies	"Unleash Your Potential" A tower of chocolate with LG Dual Cool HSBC Rock the World of Golf
Best Use of Sponsorship		Gold Winner Silver Winner Bronze Winner	Matrix PR BPG Cohn & Wolfe Memac Ogilvy PR -Dubai	Himalaya Arabs Got Talent Sponsorship UniteFor Campaign by BPG Cohn & Wolfe Potatoes On Mars
Best Use of Traditional Media Relations (Consumer/Trade)		Gold Winner Silver Winner Bronze Winner	TOH PR Brazen PR Memac Ogilvy PR-Lebanon	Monte-Carlo: Modern Glamour for the Middle Eastern Millennial Brazen Gets Behind the Wheel with Careem UNICEF-Back to School- Ana Hader (I am present)
Best Use of Digital PR	XPERIA	Gold Winner Silver Winner Bronze Winner	Markettiers Weber Shandwick MENA Cicero & Bernay PR	DMCC - Made for Trade Live United States Agency for International Development (USAID) - Our hands tell a story Deliveroo - Max of Arabia
Best Use of Influencers		Gold Winner Silver Winner Bronze Winner	Hill+Knowlton Strategies Emirates & Airbus Action Global Communications	#MyPorscheDXB - Starting a journey with influencers for Porsche Middle East & Africa Own the sky - on your way to Manchester and back Fairy Platinum dishwasher tablets launch
SECTORS & SERVICES				
Category	Sponsor	Place	Entrant	Campaign Name/Entry Name
Business to Business		Gold Winner Silver Winner Bronze Winner	TOH PR Oracle BPG Cohn & Wolfe	Boom Supersonic: Herald the Jet Age Oracle VAT Campaign Booz Allen Hamilton MENA
Consumer Goods		Gold Winner Silver Winner Bronze Winner	INFINITI Middle East with Four Communications Group Hill+Knowlton Strategies Hill+Knowlton Strategies	"Born to Challenge" #Feelthefloatride - Reebok #MyPorscheDXB - Starting a journey with influencers for Porsche Middle East & Africa
Consumer Services		Gold Winner Silver Winner Bronze Winner	Memac Ogilvy PR -Dubai Rove Hotels with Four Communications Group BPG Cohn & Wolfe	Huawei FUT BOT Happiness without Borders Hotels.com "Travel to Embrace Similarities and Explore Differences"
Corporate Reputation & Image		Gold Winner Silver Winner Bronze Winner	Weber Shandwick MENA ASDA'A Burson-Marsteller Memac Ogilvy PR -Dubai	First Abu Dhabi Bank - Day One Launch and Brand Unveil "The Middle East: A Region Divided" - The Ninth Annual ASDA'A Burson-Marsteller Arab Youth Survey 2017 Lenovo Hadia Time
Crisis Communications		Gold Winner Silver Winner	Weber Shandwick MENA Grey	McDonald's Kuwait - Beef Nation #MadeinQatar
Internal Communications		Gold Winner Silver Winner Bronze Winner	Dolphin Energy Abu Dhabi Media with Four Communications Group Edelman	The CORE Project "The Gatherings" A revitalised take on employee engagement The Majid Al Futtaim Communities Manifesto
Financial Communications		Gold Winner Silver Winner Bronze Winner	Impact Porter Novelli Weber Shandwick MENA ASDA'A Burson-Marsteller	Wills & Probate Registry - Take Care of Tomorrow Dubai Gold and Commodities Exchange (DGEX) - The Exchange with the Midas Touch Emirates NBD : #TogetherLimitless
Government Communications & Public Affairs		Gold Winner Silver Winner Bronze Winner	ENEC with Four Communications Group Edelman Cicero & Bernay PR	Powering-up the nation, Ensuring a positive reception of civil nuclear energy within the UAE The Mohamed Bin Zayed Majlis for Future Generations Dubai Culture- Etihad Museum
Healthcare		Gold Winner Silver Winner Bronze Winner	Memac Ogilvy PR-Dubai Memac Ogilvy PR-Dubai Weber Shandwick MENA	Potatoes on Mars Lifebuoy - Handle on Hygiene Children's National - Drawing New Frontiers
Social Responsibility & Environmental PR		Gold Winner Silver Winner Bronze Winner	Weber Shandwick MENA Abdul Latif Jameel Motors BPG Cohn & Wolfe	Children's National - A Very Special Place Abdul Latif Jameel Road Traffic Safety Initiative UniteFor Campaign by BPG Cohn&Wolfe
PEOPLE & TEAM				
Category	Sponsor	Place	Entrant	Campaign Name/Entry Name
Agency of the Year			Weber Shandwick MENA	
In-House Team of the Year			Etihad Airways	
The "Dave Robinson" Awards for Outstanding Young Communicator of the Year (Agency Side) Winner			Weber Shandwick MENA	David Willett
The "Dave Robinson" Awards for Outstanding Young Communicator of the Year (Agency Side) Highly Commended			Weber Shandwick MENA	Angelina Hedra
The "Dave Robinson" Awards for Outstanding Young Communicator of the Year (Corporate Side) Winner			Marriott International	Hanisha Lalwani
REGIONAL AWARDS				
Best in Kuwait			Weber Shandwick MENA	McDonald's Kuwait - Beef Nation
Best in KSA			Abdul Latif Jameel Motors	Abdul Latif Jameel Road Traffic Safety Initiative
Best in Lebanon			Memac Ogilvy PR-Lebanon	UNICEF_Back to school (Ana_Hader - I am present)
Best in Qatar			Grey	#MadeinQatar
SPECIAL AWARDS				
Chairman's Award				Camilla d'Abo

