

2019 MEPR Awards Winners



Techniques

Best Integrated Campaign



GOLD

Dubai Airports with Four Communications Group:
X Marks the Spot



SILVER

Edelman:
The unluckiest traveler campaign: #RSATRAVELPHOTOFAILS



BRONZE

Standard Chartered and TBWARAAD:
Art Gap

Best Launch / Live Event / Stunt



GOLD

Hill+Knowlton Strategies:
2018 Diriyah E-Prix: 'Racing into the Future'



SILVER

Hill+Knowlton Strategies:
Gillette Street Cricket



BRONZE

Weber Shandwick MENAT:
Taking it Back to '94

Supporting Partners



2019 MEPR Awards Winners



Techniques

Best Use of Influencers



GOLD

Weber Shandwick MENAT:
How to Break the Internet in Saudi Arabia



SILVER

Ford Motor Company with ASDA'A BCW:
Ford Warriors in Pink 2018: Stories of Courage



BRONZE

HAVAS PR & LIGHTBLUE:
CH Carolina Herrera - Insignia Campaign

Best Use of Digital PR



GOLD

Weber Shandwick MENAT:
How to Break the Internet in Saudi Arabia



SILVER

Galler Chocolatier Lebanon - A campaign by GREY DOHA:
"#be7mol2esma ("I carry her name")"



BRONZE

Hill+Knowlton Strategies:
HONOR 8X Launch

Supporting Partners



2019 MEPR Awards Winners



Techniques

Best Use of Sponsorship



GOLD

Etihad Airways, MCFC & RD:
Etihad Airways MCFC Freestylers



SILVER

Etihad Airways and Four
Communications Group:
Celebrating the Special Olympics



BRONZE

Performance Communications &
Continental:
AFC Mascot Campaign

Best use of Traditional Media Relations (Consumer/Trade)



GOLD

Matrix PR:
Century Financial



SILVER

Weber Shandwick MENAT:
*A Summer to remember at Yas
Island's Theme Parks*



BRONZE

Network International with ASDA'A
BCW:
*Network International IPO on London
Stock Exchange*

Supporting Partners



2019 MEPRA Awards Winners



Techniques

Best Use of Data and Insights



GOLD

ASDA'A BCW:
'A Call for Reform' - The 11th Annual ASDA' BCW Arab Youth Survey 2019



SILVER

Standard Chartered and
TBWARAAD:
Art Gap



BRONZE

markettiers:
The UAE's first Podcasting Report

Best Use of Limited Budget



GOLD

Hill+Knowlton Strategies:
GOSHxSuperhope



SILVER

Hill+Knowlton Strategies:
#30YearsOfPossible by Cisco



BRONZE

Action Global Communications:
Museum of Illusions Dubai Launch

Supporting Partners



2019 MEPR Awards Winners



Techniques

Best Use of Video



GOLD

Hill+Knowlton Strategies:
#BeTheLight



SILVER

Weber Shandwick MENAT:
Taking it Back to '94



BRONZE

The Executive Council of Dubai
with Hill+Knowlton Strategies:
Express You

Best use of Creative



GOLD

Standard Chartered and
TBWA\RAAD:
Art Gap



SILVER

Hill+Knowlton Strategies:
GOSHxSuperhope



BRONZE

Hill+Knowlton Strategies:
Lenovo Dad Squad

Supporting Partners



2019 MEPR Awards Winners



Sector and Services

Best Sports & Recreational Campaign



GOLD

Etihad Airways, MCFC and RD:
Etihad Airways MCFC Freestylers



SILVER

Hill+Knowlton Strategies:
Gillette Street Cricket



BRONZE

Action Global Communications:
FIFA Club World Cup UAE 2018

Best Sustainability Campaign



GOLD

Etihad Airways:
Etihad Airways Single-Use Plastic Free Flight



SILVER

Etihad Airways and Four Communications Group:
Fuelling the future



BRONZE

Masdar:
We Are Committed

Supporting Partners



2019 MEPR Awards Winners



Sector and Services

Best Business to Business Campaign



GOLD

Weber Shandwick MENAT and Gulf Business Machines
Transforming the regional tech player



SILVER

Emirates Steel with Four Communications Group:
Forging Prosperity



BRONZE

APCO Worldwide:
Meydan One

Best Consumer Goods Campaign



GOLD

Weber Shandwick MENAT:
Taking it Back to '94



SILVER

Performance Communications & Bentley Motors:
Peak of Luxury



BRONZE

BPG Orange:
HMD Global, the home of Nokia phones: It Just keeps getting better

Supporting Partners



2019 MEPR Awards Winners



Sector and Services

Best Consumer Services Campaign



GOLD

Emirates Airline Festival of Literature with Four Communications Group:
United By Words



SILVER

Dubai Airports with Four Communications Group:
X Marks the Spot



BRONZE

Edelman:
The unluckiest traveler campaign: #RSATRAVELPHOTOFAILS

Best Corporate Reputation Campaign



GOLD

Hill+Knowlton Strategies:
#30YearsOfPossible by Cisco



SILVER

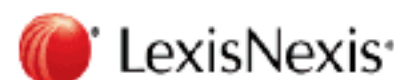
ENEC and Four Communications Group:
Energy of the future



BRONZE

TOH:
From Market Leader to Global Player - Rebrand of Cluttons to Savills

Supporting Partners



2019 MEPRA Awards Winners



Sector and Services

Best Crisis Communication/ Issues Management Strategy



GOLD

APCO Worldwide:
Defending the Defence Industry



SILVER

Hill+Knowlton Strategies:
The best of Baku - Supporting the Europa League Final 2019

Best Internal Communications Campaign



GOLD

Landmark Group:
Landmark Group's Landmark Happiness Movement



SILVER

Weber Shandwick MENAT and Master Card:
An Inside Out Approach To Innovation



BRONZE

Mubadala Investment Company:
Volunteering & Special Olympics

Supporting Partners



2019 MEPR Awards Winners



Sector and Services

Best Government Communications & Public Affairs Campaign



GOLD

Siemens:
Expo Explorers



SILVER

iJordan for UNICEF Jordan:
*The Adventures of Looney
Balloony - Combating Violence
Against Children Campaign*



BRONZE

Twitter and Hill+Knowlton Strategies:
The Power of a Single Tweet

Best Automotive Campaign



GOLD

markettiers & Grayling:
A Year on the Road



SILVER

INFINITI Middle East with Four
Communications Group:
Luxury Should Be Lived In



BRONZE

Performance Communications &
Bentley Motors:
Peak of Luxury

Supporting Partners



2019 MEPRA Awards Winners



Sector and Services

Best Energy or Natural Resources Campaign



GOLD

ENEC and Four Communications Group:
Energy of the future



SILVER

Masdar:
We Are Committed



BRONZE

Oman Oil Company/ Orpic with Four Communications Group:
Building an Employee-led Brand

Best Arts and Culture Campaign



GOLD

Edelman:
AIUla: Opening a region up to the world



SILVER

Broadway Entertainment Group and Dubai Opera with Four Communications Group:
The Phantom Unmasked



BRONZE

Louvre Abu Dhabi:
Masters of Today: Showcasing the Relevance of Rembrandt in 2019

Supporting Partners



2019 MEPR Awards Winners



Sector and Services

Best Financial Service Campaign



GOLD

Edelman:
*The unluckiest traveler campaign
#RSATRAVELPHOTOFAILS*



SILVER

Network International with ASDA'A
BCW:
*Network International IPO on
London Stock Exchange*



BRONZE

Instinctif Partners:
*An evolving world for fixed income
investors*

Best Healthcare Campaign



GOLD

Hill+Knowlton Strategies:
GOSHxSuperhope



SILVER

Ford Motor Company with ASDA'A
BCW:
*Ford Warriors in Pink 2018: Stories
of Courage*



BRONZE

APCO Worldwide:
CIGNA Insurance

Supporting Partners



2019 MEPR Awards Winners



Sector and Services

Best Fashion or Beauty Campaign



GOLD

Brazen:
Bio-Oil Dry Skin Gel Launch



SILVER

HAVAS PR & LIGHTBLUE:
CH Carolina Herrera - Insignia Campaign

Best Food and Beverage Campaign



GOLD

Galler Chocolatier Lebanon - A campaign by GREY DOHA
"#be7mol2esma ("I carry her name")



SILVER

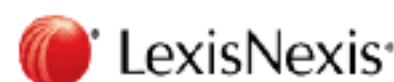
Weber Shandwick MENAT:
Taking it Back to '94



BRONZE

Weber Shandwick MENAT:
Paving Sharjah's roads gold for UBER eats and McDonalds UAE

Supporting Partners



2019 MEPR Awards Winners



Sector and Services

Best Retail Campaign



GOLD

Brazen:
*Changing the face of retail
#AtTheGalleria*



SILVER

APCO Worldwide:
*Overcoming Summer retail
app-athy*

Best Travel and Tourism Campaign



GOLD

TOH:
*Monte-Carlo SBM: Re-boot,
re-imagine, re-discover*



SILVER

Edelman:
*AIUla: Opening a region up to the
world*



BRONZE

Marjan with ASDA'A BCW:
*Ras Al Khaimah New Year's Eve
Fireworks 2018/2019*

Supporting Partners



2019 MEPR Awards Winners



Sector and Services

Best Professional Services Campaign



GOLD

BPG Orange & KPMG:
Consolidating Brand Credibility

Best Transportation and Logistics Campaign



GOLD

Dubai Airport Freezone Authority
with Four Communications Group
Innovate, Connect, Engage

Best Real Estate or Construction Campaign



GOLD

Marjan with ASDA'A BCW:
*Ras Al Khaimah New Year's Eve
Fireworks 2018/2019*



SILVER

Hill+Knowlton Strategies:
*Transforming and professionalizing the
real estate market in Saudi Arabia*



BRONZE

TOH:
*From Market Leader to Global Player
- Rebrand of Cluttons to Savills*

Supporting Partners



2019 MEPR Awards Winners



Sector and Services

Best Non-Profit/ Humanitarian/ Charitable Campaign



GOLD

Emirates Airline Festival of Literature with Four Communications Group:
United by Words



SILVER

ASDA'A BCW:
'A Call for Reform' - The 11th Annual ASDA'A BCW Arab Youth Survey 2019



BRONZE

Ford Motor Company with ASDA'A BCW:
Ford Warriors in Pink 2018: Stories of Courage

Best Media Campaign



GOLD

Edelman
Arizona State University In partnership with Al Ghurair Foundation for Education

Supporting Partners



2019 MEPR Awards Winners



Best in Market

Best Campaign in Egypt



GOLD

M&C Saatchi Public Relations and Discovery:
Home is where the Heart Is

Best Campaign in Jordan



GOLD

iJordan:
*'Adventures of Looney Balloony' -
Combating Violence Against
Children Campaign for UNICEF
Jordan and NCFA*

Best Campaign in Kuwait



GOLD

Hill+Knowlton Strategies:
GOSHxSuperhope



SILVER

APCO Worldwide:
*Supporting Kuwait's Vision for Persons
with Disability*



BRONZE

Weber Shandwick MENAT:
Taking it Back to '94

Supporting Partners



2019 MEPRA Awards Winners



Best in Market

Best Campaign in Saudi Arabia



GOLD

markettier & Grayling:
A Year on the Road



SILVER

M&C Saatchi:
Mobily - #EveryonesKingdom



BRONZE

Weber Shandwick MENAT:
Financial Sector Conference Saudi Arabia 2019

Best Campaign in Oman



GOLD

Oman Oil Company/ Orpic with
Four Communications Group:
Building an Employee-led Brand

Best Campaign in Lebanon



GOLD

Galler Chocolatier Lebanon - A
campaign by GREY DOHA:
"#be7mol2esma ("I carry her name")

Supporting Partners



2019 MEPR Awards Winners



Best in Market

Best Campaign in UAE



GOLD

Hill+Knowlton Strategies:
GOSHxSuperhope



SILVER

Etihad Airways and Four
Communications Group:
Celebrating the Special Olympics



BRONZE

Masdar:
We Are Committed

Best Campaign in Middle East



GOLD

ASDA'A BCW:
*'A Call for Reform' - The 11th Annual
ASDA'A BCW Arab Youth Survey 2019*



SILVER

Travelport:
Travelport "Travel Unified" Campaign



BRONZE

Dubai Airports with Four
Communications Group:
X Marks the Spot

Supporting Partners



2019 MEPR Awards Winners



People and Teams

MEPRA Chairman's Award



Bashar AlKadhi
Hill+Knowlton Strategies

Large Agency of the Year



Four Communications Group

Small Agency of the Year



Brazen

Large In-House Team of the Year



Mubadala Investment Company

Small In-House Team of the Year



Standard Chartered Bank

Supporting Partners



2019 MEPRA Awards Winners



People and Teams

The “Dave Robinson” Awards for Outstanding Young Communicator of the Year - In-House



**HIGHLY
COMMENDED**

Mohamed Luqman
Mubadala Investment Company



WINNER

Ameera Al Marzooqi -
Determination. Passion. Respect.
Emirates Global Aluminium

The “Dave Robinson” Awards for Outstanding Young Communicator of the Year - Agency



**HIGHLY
COMMENDED**

Sanjana Soman
Hill+Knowlton Strategies



WINNER

Nada Elbarshoumi
Weber Shandwick MENAT

Supporting Partners

