



## 2021 MEPRA Awards Finalists

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## Best COVID-19 Response Campaign

### Best Creative Approach During COVID-19

- Action Global Communications: *UFC Fight Island 'Triple Header'*
- APCO Worldwide: *Adapting UOWD's Education Model in the Age of the Pandemic*
- BPG: *Cigna Addresses the Silent Pandemic*
- BPG Group: *SingapoReimagine with all your senses*
- Gambit Communications and Ferrari Middle East: *Introducing the Portofino M to the Middle East*
- Memac Ogilvy: *Framing Qatar*
- Memac Ogilvy: *What You Don't See*
- Siemens Energy in the Middle East: *Energy Week*
- W7Worldwide: *Communications for a Changing World*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Empowering Every Business*

### Best Internal Communications Response During COVID-19

- APCO Worldwide: *'Look Ahead' with EDGE Group*
- Emirates Global Aluminium: *We are EGA. Together we can beat COVID-19*
- Mastercard MEA: *Mastercard: Priceless Together*
- Memac Ogilvy: *What You Don't See*

### Best Social Impact Campaign in Response to COVID-19

- Action Global Communications: *ADEK Back To School*
- Hill+Knowlton Strategies with AstraZeneca: *New Normal, Same Cancer*
- Hill+Knowlton Strategies with the Saudi Esports Federation: *Gamers Without Borders No One Left Behind*
- Hill+Knowlton Strategies and Twitter: *Take on COVID-19*
- UAE Government Media Office: *Mars Shot*
- UAE Government Media Office: *The 7 Challenge*
- W7Worldwide: *Dispelling PR Myths*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Passion for a Priceless Planet*

## Supporting Partners

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## Techniques

### Best use of Digital PR

- ASDA' A BCW: *#MoveForwardwithBayer*
- Gambit Communications and Ferrari Middle East: *Introducing the Portofino M to the Middle East*
- Gambit Communications & Abarth: *The Pocket Rocket Takes Centre Stage*
- Hill+Knowlton Strategies with EZVIZ: *#NeverMissAMoment*
- Hill+Knowlton Strategies with Facebook Inc.: *#MonthofGood*
- Hill+Knowlton Strategies with Instagram: *#ChooseWordsWisely*
- Matrix Public Relations: *Century Financial - Rising above the noise: A data-driven financial communications strategy resulting in over 4.24 Billion digital impressions*
- UAE Government Media Office: *Martian Stamp*
- UAE Government Media Office: *DOUBLE MOON*
- Weber Shandwick MENAT & Epson ME: *Epson Gen-Z BIJ*

### Best Launch/ Live Event / Stunt

- Abu Dhabi National Exhibitions Company with Four MENA: *IDEX and NAVDEX 2021*
- Memac Ogilvy: *Carrefour City+*
- Red Havas: *Launching the region's largest digital art centre – Infinity des Lumières*
- Red Havas: *Adidas Beyond the Surface*
- Red Havas: *Opening the highest vantage point at the Palm Jumeirah – The View at The Palm*
- Red Havas: *Adidas Flagship Store Opening*
- UAE Government Media Office: *Martian Stamp*
- UAE Government Media Office: *DOUBLE MOON*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Collaborate to Innovate*
- Wizz Air Four MENA: *All things that Wizz: launching a new UAE airline during the COVID-19 pandemic*

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## Techniques

### Best Use of Data & Insights

- ASDA'A BCW: *Reaching a billion people in 30 days: The 12th Annual ASDA'A BCW Arab Youth Survey 2020*
- ASDA'A BCW: *Seizing the Opportunity of Connected Payments*
- ASDA'A BCW: *A pioneering initiative to safeguard the health and well-being of present and future generations of Emiratis*
- ASDA'A BCW: *A pioneering study on MENA region's streaming-video-on-demand consumption*
- Gambit Communications & Swissquote: *The Trust Equation*
- Hill+Knowlton Strategies and Twitter: *The Future is Female*
- Hill+Knowlton Strategies with Royal Commission for AlUla: *A Journey Through Time*
- Weber Shandwick MENAT & Bank ABC: *Banking Beyond Digital*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Empowering Every Business*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Passion for a Priceless Planet*

### Best use of Sponsorship

- Matrix Public Relations: *How Matrix PR helped Dabur strike the right chord in the GCC market with over 68 million impressions and 13 million views*
- Red Havas: *Launching the region's largest digital art centre – Infinity des Lumières*
- TikTok: *TikTok UEFA #EURO2020*

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## Techniques

### Best Use of Creative

- ASDA'A BCW: *#MoveForwardwithBayer*
- BPG: *Adol - Celebrate Life*
- Mamac Ogilvy: *Taa Marbouta*
- Mubadala Investment Company: *Investing in Innovation*
- Red Havas: *Adidas Beyond the Surface*
- UAE Government Media Office: *Martian Stamp*
- UAE Government Media Office: *DOUBLE MOON*
- W7Worldwide: *Dispelling PR Myths*
- Weber Shandwick MENAT & Dorco: *Shave Goodbye to Bad Razors*
- Weber Shandwick MENAT & Epson Middle East: *Epson Genuine Ink*

### Best Integrated Campaign

- ASDA'A BCW: *Reaching a billion people in 30 days: The 12th Annual ASDA'A BCW Arab Youth Survey 2020*
- ASDA'A BCW: *A pioneering initiative to safeguard the health and well-being of present and future generations of Emiratis*
- Gambit Communications & Abarth: *The Pocket Rocket Takes Centre Stage*
- Gambit Communications & BBC Studios: *Raising Kind Children with CBeebies*
- Gambit Communications & Virtue: *Launching 'Wild Allies'*
- Hill+Knowlton Strategies and Twitter: *The Future is Female*
- Hill+Knowlton Strategies with Pelham Communications: *Royal Commission for Riyadh City*
- Red Havas: *Adidas Beyond the Surface*
- UAE Government Media Office: *DOUBLE MOON*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Empowering Every Business*

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## Techniques

### Best Use of Influencer

- Brazen MENA: *Veuve Clicquot x International Women's Day*
- Gambit Communications & BBC Studios: *Saving our Perfect Planet with BBC Earth*
- Hill+Knowlton Strategies with PUBG MOBILE: *Game On Henedy*
- Hill+Knowlton Strategies with PUBG MOBILE: *Noor Stars Music Video*
- Houbara Communications and Volkswagen Middle East: *T-Roc Launch - "Born Confident"*
- J&J with Four MENA: *Naturally, I Choose Johnson's*
- Mamac Ogilvy: *Framing Qatar*
- Red Havas: *IT COSMETICS REGIONAL LAUNCH*
- Weber Shandwick MENAT & Google MENA: *The Google Cook-Off*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Passion for a Priceless Planet*

### Best use of Traditional Media Relations (Consumer/Trade)

- By Masdar, Abu Dhabi Future Energy Company: *For a Sustainable Future: By Masdar, Abu Dhabi Future Energy Company: For a Sustainable Future*
- Edelman Middle East: *Virgin Hyperloop*
- Emirates Airline Festival of Literature with Four MENA: *CHANGE THE STORY*
- Farah Experiences and Weber Shandwick MENAT: *Celebrating 10 years of Ferrari World Abu Dhabi*
- Gambit Communications & Swissquote: *The Trust Equation*
- Gambit Communications and Sharjah Sustainable City: *Building a Sustainable Lifestyle*
- Red Havas: *Launching the region's largest digital art centre - Infinity des Lumières*
- Weber Shandwick MENAT & Chevrolet Middle East: *The Official SUV of Action: The All-New Chevrolet Tahoe*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Empowering Every Business*
- Wizz Air Four MENA: *All things that Wizz: launching a new UAE airline during the COVID-19 pandemic*

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## Techniques

### Best Use of Video

- Al-Futtaim IKEA and Impact Porter Novelli: *#IKEALifeatHome Reportage Video*
- APCO Worldwide: *Cloud Walker – A Journey Towards New Horizons in Saudi Arabia*
- Edelman Middle East: *Mitsubishi Power Middle East and Africa*
- Hill+Knowlton Strategies with PUBG MOBILE: *Noor Stars Music Video*
- Hill+Knowlton Strategies with PUBG MOBILE: *Game On Henedy*
- J&J with Four MENA: *Naturally, I Choose Johnson's*
- Memac Ogilvy: *Seroo Fi Al Ardh*
- Weber Shandwick MENAT & Dorco: *Shave Goodbye to Bad Razors*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Collaborate to Innovate*
- Weber Shandwick MENAT & McDonald's Kuwait: *Welcome to the Kitchen Challenge*

### Best Use of Limited Budget

- Emirates Airline Festival of Literature with Four MENA: *CHANGE THE STORY*
- Gambit Communications & Abarth: *The Pocket Rocket Takes Centre Stage*
- Gambit Communications & BBC Studios: *Raising Kind Children with CBeebies*
- Gambit Communications & BBC Studios: *Saving our Perfect Planet with BBC Earth*
- Gambit Communications & Virtue: *Launching 'Wild Allies'*
- Hill+Knowlton Strategies for P54/Golf Saudi: *The Ladies First Club*
- Hill+Knowlton Strategies with Instagram: *#ChooseWordsWisely*
- Memac Ogilvy: *Taa Marbouta*
- Siemens: *#BeGolden: Sparking a Cultural Evolution*
- Weber Shandwick MENAT & Epson ME: *Epson Gen-Z BIJ*

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MIDDLE EAST  
PR AWARDS

## Sector & Services

### Best Automotive Campaign

- Edelman Middle East: *Nissan Saudi Arabia*
- Gambit Communications & Abarth: *The Pocket Rocket Takes Centre Stage*
- Gambit Communications & Ferrari Middle East: *Communicating The Ferrari Lifestyle at the Ferrari Lounge*
- Gambit Communications and Ferrari Middle East: *Introducing the Portofino M to the Middle East*
- Houbara Communications and Volkswagen Middle East: *T-Roc Launch - "Born Confident"*
- INFINITI Middle East with Four MENA: *The Great Escape: 2021 QX80 Black Edition launch*
- Memac Ogilvy: *Reimagine*
- Memac Ogilvy: *Kia Unlock Your Sorento*
- Peugeot Middle East & Performance Communications: *Buckle Up! Peugeot Road Safety Campaign*
- Weber Shandwick MENAT & Chevrolet Middle East: *The Official SUV of Action: The All-New Chevrolet Tahoe*

### Best Business to Business Campaign

- ASDA'A BCW: *Seizing the Opportunity of Connected Payments*
- Acorn Strategy: *5th WCO AEO Global Conference*
- ACWA Power with Hill+Knowlton Strategies: *Transition Talks*
- APCO Worldwide: *Launching Cruise Saudi – bringing a new industry to Saudi Arabia*
- DAFZA with Four MENA: *Let's Make It Possible*
- Gambit Communications & Help AG: *Thought Leadership in Cybersecurity*
- Global Aerospace Summit 2020 and Four MENA: *Insight and integration*
- Matrix Public Relations: *Milestone Systems regularly quoted as an industry Thought Leaders thanks to the Scrum!*
- ORACLE: *AI@Work*
- Red Havas: *Taking the Middle East's first unicorn with wheels public*

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# 2021 MEPRA Awards Finalists



## Sector & Services

### Best Consumer Goods Campaign

- Action Global Communications: *Fine Hygienic Holding*
- BPG: Delivering a picture perfect campaign for Sony MEA: *BPG: Delivering a picture perfect campaign for Sony MEA*
- Gambit Communications & Abarth: *The Pocket Rocket Takes Centre Stage*
- Gambit Communications and Ferrari Middle East: *Introducing the Portofino M to the Middle East*
- Houbara Communications and Volkswagen Middle East: *T-Roc Launch - "Born Confident"*
- J&J with Four MENA: *Naturally, I Choose Johnson's*
- Matrix Public Relations: *How Matrix PR leveraged the reach of 240 Influencers to help Himalaya increase sales by 22%*
- Red Havas: *Adidas Beyond the Surface*
- Red Havas: *Hershey's 'Bake the Most of It'*
- Weber Shandwick MENAT & Dorco: *Shave Goodbye to Bad Razors*

### Best Consumer Services Campaign

- ASDA' A BCW: *A pioneering study on MENA region's streaming-video-on-demand consumption*
- Emirates Airline Festival of Literature with Four MENA: *CHANGE THE STORY*
- Matrix Public Relations: *Empowering women in their fearless pursuit of beauty*
- Memac Ogilvy: *Mall of Oman Launch*
- Red Havas: *Taking the Middle East's first unicorn with wheels public*
- Roads and Transport Authority, Dubai: *Opening of Route 2020*
- W7Worldwide: *Healthcare Innovation for the Saudi Market*
- Weber Shandwick MENAT & Google MENA: *The Google Cook-Off*
- Wizz Air Four MENA: *All things that Wizz: launching a new UAE airline during the COVID-19 pandemic*
- Yas Island with Four MENA: *Stayin' On Yas*

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## Sector & Services

### Best Corporate Reputation Campaign

- ASDA' A BCW: *#MoveForwardwithBayer*
- Gambit Communications & Help AG: *Thought Leadership in Cybersecurity*
- Gambit Communications & Swissquote: *The Trust Equation*
- Hill+Knowlton Strategies and Twitter: *The Future is Female*
- Hill+Knowlton Strategies with Royal Commission for AlUla: *A Journey Through Time*
- Matrix Public Relations: *How Acronis employed Law of New Category to create a Distinct Identity*
- Matrix Public Relations: *Century Financial - Rising above the noise: A data-driven financial communications strategy resulting in over 4.24 Billion digital impressions*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Smarter, Bigger, Bolder*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Empowering Every Business*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Collaborate to Innovate*

### Best Crisis Communications /Issues Management Strategy

- Matrix Public Relations: *Shifting the conversion amidst the pandemic*
- W7Worldwide: *Proactive Reputation Management*

### Best Arts & Culture Campaign

- Action Global Communications: *World Art Dubai Relaunches Face-to-Face Events In The UAE*
- Atlantis, The Palm: *The Journey of Humanity*
- Emirates Airline Festival of Literature with Four MENA: *CHANGE THE STORY*
- Gambit Communications & BBC Studios: *Raising Kind Children with CBeebies*
- Gambit Communications & BBC Studios: *Saving our Perfect Planet with BBC Earth*
- Gambit Communications & Virtue: *Launching 'Wild Allies'*
- Hill+Knowlton Strategies with Pelham Communications: *Royal Commission for Riyadh City*
- Memac Ogilvy: *Seeroo Fi Al Ardh*
- Memac Ogilvy: *The World of Banksy*
- Red Havas: *Launching the region's largest digital art centre – Infinity des Lumières*

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MIDDLE EAST  
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## Sector & Services

### Best Energy or Natural Resources Campaign

- APCO Worldwide: *On Renewables – podcasting sustainable dialogues*
- EGA with Hill+Knowlton Strategies and LMTD: *The World's First Solar Aluminium*
- Emirates Nuclear Energy Corporation and Four MENA: *The clean electricity era*
- W7Worldwide: *A Truly Local Company*

### Best Fashion or Beauty Campaign

- Action Global Communications: *Abu Dhabi Beauty Week*
- Hill+Knowlton Strategies with Dyson: *Championing hair health in the region*
- Matrix Public Relations: *Empowering women in their fearless pursuit of beauty*
- Matrix Public Relations: *How Matrix PR helped Dabur strike the right chord in the GCC market with over 68 million impressions and 13 million views*
- Matrix Public Relations: *How Matrix PR leveraged the reach of 240 Influencers to help Himalaya increase sales by 22%*
- Red Havas: *"Be What You Want to Be" – KIKO Milano Arabia*
- Red Havas: *DAMAS – GAIA LAUNCH*
- Red Havas: *IT COSMETICS REGIONAL LAUNCH*
- Red Havas: *Michael Kors SoHo Bag Launch*

### Best Financial Services Campaign

- ASDA'A BCW: *Seizing the Opportunity of Connected Payments*
- BPG: *Going cashless: PayBy*
- BPG: *Gulf Bank - Communicating like a partner, not a bank.*
- Gambit Communications & Swissquote: *The Trust Equation*
- Hill+Knowlton Strategies with ACWA Power: *Publicising Saudi Arabia's Biggest IPO Since Aramco*
- Instinctif Partners for Tanmiah Food Company: *Hatching a plan: How Saudi Arabia's Tanmiah Food Company went from farm to market*
- Matrix Public Relations: *Century Financial - Rising above the noise: A data-driven financial communications strategy resulting in over 4.24 Billion digital impressions*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Empowering Every Business*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Collaborate to Innovate*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Smarter, Bigger, Bolder*

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## Sector & Services

### Best Food & Beverage Campaign

- BPG: *Celebrating 30 years of Le Pain Quotidien*
- Brazen MENA: *Veuve Clicquot x International Women's Day*
- Red Havas: *Hershey's 'Bake the Most of It'*
- Weber Shandwick MENAT & McDonald's Kuwait: *Welcome to the Kitchen Challenge*

### Best Healthcare Campaign

- ASDA'A BCW: *A pioneering initiative to safeguard the health and well-being of present and future generations of Emiratis*
- APCO Worldwide: *50% Is Not Enough - Boosting Vaccine Confidence in the UAE*
- Hill+Knowlton Strategies with AstraZeneca: *New Normal, Same Cancer*
- Matrix Public Relations: *Empowering women in their fearless pursuit of beauty*
- W7Worldwide: *Digital Leadership in Healthcare*
- W7Worldwide: *Healthcare Innovation for the Saudi Market*
- W7Worldwide: *The Rising Burden of Medication in KSA: A Pragmatic Approach to Minimize It*

### Best Government Communications & Public Affairs Campaign

- Action Global Communications: *ADEK Back To School*
- APCO Worldwide: *Positioning the Kingdom of Saudi Arabia as a Global Transport Hub and Logistics Center*
- ASDA'A BCW: *A pioneering initiative to safeguard the health and well-being of present and future generations of Emiratis*
- Dubai CommerCity with Four MENA: *Enabling the 'e' in commerce*
- Emirates Nuclear Energy Corporation and Four MENA: *The clean electricity era (copy) (copy)*
- Hill+Knowlton Strategies with Pelham Communications: *Royal Commission for Riyadh City*
- UAE Government Media Office: *DOUBLE MOON*
- UAE Government Media Office: *Mars Shot*
- UAE Government Media Office: *Martian Stamp*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Building the Cities of the Future*

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## Sector & Services

### Best Internal Communications Campaign

- APCO Worldwide: *APCO — Shaping ATRC's Internal Comms for Success*
- APCO Worldwide: *'OneEDGE'*
- Building a new future for construction with AMANA: *BPG: Building a new future for construction with AMANA*
- Dubai Holding: *One Company One Ambition*
- Emirates Global Aluminium: *Creating value through purpose and culture*
- Hill+Knowlton Strategies with Standard Chartered: *'I am Standard Chartered'*
- Hill+Knowlton Strategies with TAQA: *Putting People First*
- Mastercard MEA: *Mastercard: Priceless Together*
- Mema Ogilvy: *GroPro*
- Siemens: *#BeGolden: Sparking a Cultural Evolution*

### Best Real Estate / Construction Campaign

- Building a new future for construction with AMANA: *Building a new future for construction with AMANA*
- Gambit Communications and Sharjah Sustainable City: *Building a Sustainable Lifestyle*

### Best Non-profit / Humanitarian / Charitable Campaign

- Dubai Holding: *The Perfect Gift is Saving Lives*
- Dubai Holding: *A Meal for a Brighter Tomorrow*
- Emirates Literature Foundation with Four MENA: *Improving lives, one book at a time*
- Hill+Knowlton Strategies with Instagram: *#ChooseWordsWisely*
- Mema Ogilvy: *Taa Marbouta*
- Place Communications: *Unified Robotics 2021 Competition*
- W7Worldwide: *Empowering Women in Cybersecurity*

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## Sector & Services

### Best Professional Services Campaign

- BPG: *Leading in the New Normal: KPMG Lower Gulf*
- W7Worldwide: *Healthcare Innovation for the Saudi Market*

### Best Retail Campaign

- Al-Futtaim IKEA and Impact Porter Novelli: *#IKEAxLocal Culture*
- ASDA'A BCW: *Ramadan is Better Together*
- Matrix Public Relations: *Empowering women in their fearless pursuit of beauty*
- Matrix Public Relations: *How Matrix PR helped Dabur strike the right chord in the GCC market with over 68 million impressions and 13 million views*
- Matrix Public Relations: *How Matrix PR leveraged the reach of 240 Influencers to help Himalaya increase sales by 22%*
- Mamac Ogilvy: *Mall of Oman Launch*
- Red Havas: *Launching the World's Largest Fountain at The Pointe*
- Red Havas: *Opening the highest vantage point at the Palm Jumeirah – The View at The Palm*

### Best Sports & Recreational Campaign

- Action Global Communications: *UFC Fight Island 'Triple Header'*
- Action Global Communications: *12th Abu Dhabi World Professional Jiu-Jitsu Championship*
- ASDA'A BCW: *#PlayItForward: Saudi's bid to host the AFC Asia Cup 2027*
- Hill+Knowlton Strategies with Diriyah: *Best 2021 Diriyah E Prix, Formula E's first ever night race*
- Hill+Knowlton Strategies with the Saudi Esports Federation: *Gamers Without Borders No One Left Behind*
- ASDA'A BCW: *Escaping to the Great Outdoors: Launching the world's first Bear Grylls Explorer Camp*
- Hill+Knowlton Strategies for P54/Golf Saudi: *The Ladies First Club*
- Red Havas: *Adidas Beyond the Surface*
- Weber Shandwick MENAT & Saudi Sports for All Federation (SFA): *SFA: Start Now*
- Weber Shandwick MENAT & Chevrolet Middle East: *The Official SUV of Action: The All-New Chevrolet Tahoe*

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## Sector & Services

### Best Sustainability Campaign

- ASDA' A BCW: *Back home to the seas*
- EGA with Hill+Knowlton Strategies and LMTD: *The World's First Solar Aluminium*
- Emirates Nuclear Energy Corporation and Four MENA: *The clean electricity era*
- Gambit Communications and Sharjah Sustainable City: *Building a Sustainable Lifestyle*
- Gambit Communications & BBC Studios: *Saving our Perfect Planet with BBC Earth*
- Hill+Knowlton Strategies with Extreme E & Saudi Arabia Motorsport Federation: *Best Sustainability Campaign*
- Mamac Ogilvy: *Greener Home*
- Standard Chartered Bank: *Standard Chartered: Financing the MENA region's sustainability aspirations and diversification objectives*
- Weber Shandwick MENAT & Epson ME: *Epson Gen-Z BIJ*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Passion for a Priceless Planet*

### Best Technology Campaign

- Gambit Communications & Help AG: *Thought Leadership in Cybersecurity*
- Hill+Knowlton Strategies with EZVIZ: *#NeverMissAMoment*
- Hill+Knowlton Strategies with Instagram: *#ChooseWordsWisely*
- Hill+Knowlton Strategies with Facebook Inc.: *#MonthofGood*
- Hill+Knowlton Strategies with PUBG MOBILE: *Game On Henedy*
- Matrix Public Relations: *How Acronis overachieved MQL targets by 140% with help from Matrix PR*
- Red Havas: *Taking the Middle East's first unicorn with wheels public*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Collaborate to Innovate*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Empowering Every Business*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Smarter, Bigger, Bolder*

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## Sector & Services

### Best Transportation & Logistics Campaign

- Abu Dhabi Ports Group: *HOPE Consortium (World Immunisation & Logistics Summit)*
- APCO Worldwide: *Positioning the Kingdom of Saudi Arabia as a Global Transport Hub and Logistics Center*
- ASDA'A BCW: *Building trust in flying with the Arab world's first in-person aviation event*
- BPG: *Keeping the world moving: DHL Global Forwarding*
- DAFZA with Four MENA: *Let's Make It Possible*
- Dubai CommerCity with Four MENA: *Enabling the 'e' in commerce*
- Red Havas: *Taking the Middle East's first unicorn with wheels public*
- Weber Shandwick MENAT & Chevrolet Middle East: *The Official SUV of Action: The All-New Chevrolet Tahoe*
- Wizz Air Four MENA: *All things that Wizz: launching a new UAE airline during the COVID-19 pandemic*

### Best Travel & Tourism Campaign

- ASDA'A BCW: *A brand new identity for the new reality*
- ASDA'A BCW: *Building trust in flying with the Arab world's first in-person aviation event*
- BPG Group: *SingapoReimagine with all your senses*
- Hill+Knowlton Strategies with Royal Commission for AlUla: *A Journey Through Time*
- Memac Ogilvy: *Framing Qatar*
- The Ritz-Carlton with Four MENA: *Putting RAK on the Luxury Map*
- UAE Government Media Office: *The World's Coolest Winter*
- W7Worldwide: *Sustainable-Local-Organic-Wellness-Learning-Inspiring-Fun-Experiences*
- Wizz Air Four MENA: *All things that Wizz: launching a new UAE airline during the COVID-19 pandemic*
- Yas Island with Four MENA: *Stayin' On Yas*

## Supporting Partners

Memac Ogilvy YouGov





# 2021 MEPRA Awards Finalists



## Best Campaign in Market

### Best Campaign - Lebanon

- Weber Shandwick MENAT & Google MENA: *The Google Cook-Off*

### Best Campaign - Egypt

- Hill+Knowlton Strategies with Instagram: *#ChooseWordsWisely*
- Hill+Knowlton Strategies with PUBG MOBILE: *Game On Henedy*
- Weber Shandwick MENAT & Google MENA: *The Google Cook-Off*

### Best Campaign - Jordan

- Farah Experiences and Weber Shandwick MENAT: *Saraya Aqaba Waterpark Launch*
- Weber Shandwick MENAT & Google MENA: *The Google Cook-Off*

### Best Campaign - Kuwait

- BPG: *Gulf Bank - Communicating like a partner, not a bank*
- Weber Shandwick MENAT & McDonald's Kuwait: *Welcome to the Kitchen Challenge*

### Best Campaign - Saudi Arabia

- ASDA'A BCW: *#MoveForwardwithBayer*
- ASDA'A BCW: *#PlayItForward: Saudi's bid to host the AFC Asia Cup 2027*
- Gambit Communications & Virtue: *Launching 'Wild Allies'*
- Hill+Knowlton Strategies with KAUST: *Entrepreneurship Adventures*
- Hill+Knowlton Strategies with Pelham Communications: *Royal Commission for Riyadh City*
- Hill+Knowlton Strategies with Royal Commission for AlUla: *A Journey Through Time*
- J&J with Four MENA: *Naturally, I Choose Johnson's*
- Memac Ogilvy: *Greener Home*
- Weber Shandwick MENAT & Google MENA: *The Google Cook-Off*
- Weber Shandwick MENAT & Saudi Sports for All Federation (SFA): *SFA: Start Now*

### Best Campaign - Qatar

- Memac Ogilvy: *Seroo Fi Al Ardh*

## Supporting Partners

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Hill+Knowlton Strategies

asdaa bcw Moving People

matrix public relations "adding value to your identity"

APCO worldwide



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# 2021 MEPRA Awards Finalists



## Best Campaign in Market

### Best Campaign - Bahrain

- Mamac Ogilvy: *McLaren Artura Launch*
- Weber Shandwick MENAT & Bank ABC: *Banking Beyond Digital*

### Best Campaign - Middle East

- ASDA'A BCW: *Reaching a billion people in 30 days: The 12th Annual ASDA'A BCW Arab Youth Survey 2020*
- Gambit Communications & Swissquote: *The Trust Equation*
- Gambit Communications and Ferrari Middle East: *Introducing the Portofino M to the Middle East*
- Hill+Knowlton Strategies and Twitter: *The Future is Female*
- Hill+Knowlton Strategies with Facebook Inc.: *#MonthofGood*
- Hill+Knowlton Strategies with PUBG MOBILE: *Game On Henedy*
- Publicist Inc: *Abla Fahita Drama Queen - Publicity Campaign by Publicist Inc*
- Red Havas: *Adidas Beyond the Surface*
- UAE Government Media Office: *DOUBLE MOON*
- UAE Government Media Office: *Mars Shot*

### Best Campaign - UAE

- By Masdar, Abu Dhabi Future Energy Company: *For a Sustainable Future: By Masdar, Abu Dhabi Future Energy Company: For a Sustainable Future*
- Emirates Nuclear Energy Corporation and Four MENA: *The clean electricity era*
- Gambit Communications & Abarth: *The Pocket Rocket Takes Centre Stage*
- Gambit Communications & Swissquote: *The Trust Equation*
- Gambit Communications and Sharjah Sustainable City: *Building a Sustainable Lifestyle*
- Hill+Knowlton Strategies with AstraZeneca: *New Normal, Same Cancer*
- Mubadala Investment Company: *Investing In Innovation*
- UAE Government Media Office: *Mars Shot*
- Weber Shandwick MENAT & Mastercard MEA: *Mastercard: Building the Cities of the Future*
- Yas Island with Four MENA: *Stayin' On Yas*

## Supporting Partners

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# 2021 MEPRA Awards Finalists



## People's Choice

### People's Choice Best Middle East Campaign of the Last 20 Years

- ASDA'A BCW: *Predicting the future by understanding the hearts and minds of Arab youth*
- ASDA'A BCW: *The Boy Who Changed Betty Crocker*
- ASDA'A BCW: *Tapping the enormous Zakat pillar of Islam to benefit refugees in 2019*
- Emirates Nuclear Energy Corporation and Four MENA: *A new clean energy era with nuclear energy*
- Hill+Knowlton Strategies with Facebook Inc.: *#MonthofGood*
- Mamac Ogilvy: *Dark Iftar*
- Mamac Ogilvy: *The Autocomplete Truth*
- Mamac Ogilvy & CIP: *Potatoes on Mars*
- UAE Government Media Office: *DOUBLE MOON*
- Weber Shandwick MENAT & Environment Agency - Abu Dhabi (EAD): *Vote Bu Tinah!*

## Students & Academia

### Outstanding Professor of The Year

- University of Wollongong in Dubai: *Professor Mohamed Watfa*
- Murdoch University Dubai: *Joseph John Nalloor*

### Outstanding Student Campaign

- Murdoch University: *Sai Kemkar & Nathan Melville Mendes*
- Murdoch University: *Aishani & Gazala*

## Supporting Partners

Mamac Ogilvy YouGov

Hill+Knowlton  
Strategies

asdaa bcw  
Moving  
People

matrix  
public relations  
"adding value to your identity"

APCO  
worldwide



ACORN  
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The power of together

# 2021 MEPRA Awards Finalists



## People & Teams

### The “Dave Robinson” Awards for Outstanding Young Communicator of the Year (Agency)

- APCO Worldwide *Oscar Rousseau*
- Gambit Communications *Ziad Ashkar*
- Hill+Knowlton Strategies *Abdel-Aziz Hammad*
- Hill+Knowlton Strategies *Aliasgar Gulshan*
- Hill+Knowlton Strategies *Hadi Hamdoun*
- Hill+Knowlton Strategies *Lara Mosgofian*
- Red Havas *Palak Mehta*
- SOCIATE *Saakshi Khubani*
- Weber Shandwick MENAT *Nikita Arora*
- Weber Shandwick MENAT *Shaleen Sukthankar*

### Independent Consultant or Freelancer of the Year

- Acorn Strategy: *Abdul Hafiz Chaar - Graphic Designer, Animator & Photographer*

### Best Home-Grown Agency of the Year

- Acorn Strategy: *Home-Grown Credentials, International Expertise*
- Gambit Communications: *Levelling Up!*
- Matrix Public Relations: *Best Home-Grown Agency of the Year*
- Publicist Inc: *10 Years of Winning Hearts & Minds Through PR*
- SOCIATE: *SOCIATE*
- Tales & Heads: *Based on a True Story*
- TishTash Marketing and Public Relations: *10 years in Business and proving being specialist and an expert in a niche area works*
- W7Worldwide: *Think Local – Act Global*

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APCO worldwide



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# 2021 MEPRA Awards Finalists



## People & Teams

### Small In-House Team of the Year

- ACWA Power Global Services Ltd.: *ACWA Power: Small In-House Team of The Year*
- Emirates Literature Foundation: *Emirates Literature Foundation: The team changing the world, book by book*
- Mastercard MENA: *Mastercard: A Priceless Team*
- OPPO: *The OPPO MEA PR Team: Positioning a Youth-Oriented Smartphone Brand in the UAE Market and Beyond*
- Twitter: *Twitter - Small In-House Team of the Year*

### Large In-House Team of the Year

- Emirates Global Aluminium: *Making modern life possible - a team with a purpose*
- UAE Government Media Office: *UAE Government Media Office*

### Small Agency of the Year

- Brazen MENA: *Brazen MENA*
- Gambit Communications: *Levelling Up!*
- Kekst CNC: *Kekst CNC Dubai: winning clients with a winning team*
- Matrix Public Relations: *Small Agency of the Year*
- Tales & Heads: *Tales & Heads, Based on a True Story*

### Large Agency of the Year

- Acorn Strategy: *Making Mighty Moves*
- APCO Worldwide: *APCO - Innovating and Adapting for a New World*
- ASDA' A BCW: *2021: A Breakthrough Year*
- Four MENA: *The Power of Together*
- Hanover Middle East: *Agency of the Year*
- HILL+ KNOWLTON STRATEGIES: *ONE TEAM. ONE TARGET. A STAND OUT YEAR*
- Memac Ogilvy: *Memac Ogilvy*
- TishTash Marketing and Public Relations: *10 years in Business and proving being specialist and an expert in a niche area works*
- Weber Shandwick MENAT: *Weber Shandwick MENAT*

## Supporting Partners

Memac Ogilvy YouGov

