



2021 MEPRA Awards Winners

Supporting
Partners

asdaia bcw *Moving People*



APCO
worldwide®



four
خبرات تلقي لتبدع
The power of together

Hill+Knowlton
Strategies

LexisNexis®

matrix
public relations
"adding value to your identity"

Memac Ogilvy

mojo
art | business | soul

MUBADALA

WEBER
SHANDWICK
WE SOLVE

YouGov®

جامعة زايد
ZAYED UNIVERSITY

2021 MEPRA Awards Winners



Best COVID-19 Response Campaign

Best Creative Approach During COVID-19



GOLD

APCO Worldwide
*Adapting UOWD's Education Model
in the Age of the Pandemic*



SILVER

Siemens Energy
Energy Week



BRONZE

BPG Group
SingapoReimagine with all your senses

Best Internal Communications Response During COVID-19



GOLD

Mastercard MEA
Mastercard: Priceless Together



SILVER

Emirates Global Aluminium
*We are EGA. Together we can beat
COVID-19*



BRONZE

Memac Ogilvy
What You Don't See

Supporting
Partners



2021 MEPRA Awards Winners



Best COVID-19 Response Campaign

Techniques

Best Social Impact Campaign in Response to COVID-19



GOLD

Action Global Communications
ADEK Back To School



SILVER

Hill+Knowlton Strategies with the Saudi
Esports Federation
Gamers Without Borders No One Left Behind



BRONZE

Hill+Knowlton Strategies with AstraZeneca
New Normal, Same Cancer

Best Use of Digital PR



GOLD

Gambit Communications & Abarth
The Pocket Rocket Takes Centre Stage



SILVER

UAE Government Media Office
DOUBLE MOON



BRONZE

Hill+Knowlton Strategies with
Facebook Inc.
#MonthofGood

Supporting
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2021 MEPRA Awards Winners



Techniques

Best Launch/ Live Event / Stunt



GOLD

UAE Government Media Office
Martian Stamp



SILVER

Red Havas
Launching the region's largest digital art centre – Infinity des Lumières



BRONZE

Weber Shandwick MENAT & Mastercard MEA
Mastercard: Collaborate to Innovate

Best Use of Data & Insights



GOLD

Weber Shandwick MENAT & Mastercard MEA
Mastercard: Empowering Every Business



SILVER

Hill+Knowlton Strategies with Royal Commission for AlUla
A Journey Through Time



BRONZE

Gambit Communications & Swissquote
The Trust Equation

Supporting
Partners



2021 MEPRA Awards Winners



Techniques

Best Use of Sponsorship



GOLD

Red Havas

Launching the region's largest digital art centre – Infinity des Lumières



SILVER

Matrix Public Relations

Dabur - Striking the right chord in the GCC market



BRONZE

TikTok

TikTok UEFA #EURO2020

Best Use of Creative



GOLD

UAE Government Media Office

DOUBLE MOON



SILVER

ASDA'A BCW

#MoveForwardwithBayer



BRONZE

Red Havas

Adidas Beyond the Surface

Supporting
Partners



2021 MEPRA Awards Winners



Techniques

Best Integrated Campaign



GOLD

Red Havas
Adidas Beyond the Surface



SILVER

ASDA'A BCW
Reaching a billion people in 30 days: The 12th Annual ASDA'A BCW Arab Youth Survey 2020



BRONZE

Weber Shandwick MENAT & Mastercard MEA
Mastercard: Empowering Every Business

Best Use of Influencer



GOLD

Weber Shandwick MENAT & Google MENA
The Google Cook-Off



SILVER

Gambit Communications & BBC Studios
Saving our Perfect Planet with BBC Earth



BRONZE

Weber Shandwick MENAT & Mastercard MEA
Mastercard: Passion for a Priceless Planet

Supporting
Partners



2021 MEPRA Awards Winners



Techniques

Best use of Traditional Media Relations



GOLD

Weber Shandwick MENAT & Mastercard MEA
Mastercard: Empowering Every Business



SILVER

Wizz Air Four MENA
All things that Wizz: launching a new UAE airline during the COVID-19 pandemic



BRONZE

Weber Shandwick MENAT & Chevrolet Middle East
The Official SUV of Action: The All-New Chevrolet Tahoe

Best Use of Video



GOLD

Al-Futtaim IKEA and Impact Porter Novelli
#IKEALifeatHome Reportage Video



SILVER

Weber Shandwick MENAT & Mastercard MEA
Mastercard: Collaborate to Innovate



BRONZE

Edelman Middle East
Mitsubishi Power Middle East and Africa

Supporting
Partners



2021 MEPRA Awards Winners



Techniques

Best Use of Limited Budget



GOLD

Hill+Knowlton Strategies with Instagram
#ChooseWordsWisely



SILVER

Memac Ogilvy
Taa Marbouta



BRONZE

Hill+Knowlton Strategies for P54/Golf Saudi
The Ladies First Club

Sector & Services

Best Arts & Culture Campaign



GOLD

Memac Ogilvy
Seeroo Fi Al Ardh



SILVER

Hill+Knowlton Strategies with
Pelham Communications
*Royal Commission for Riyadh City:
Noor Riyadh*



BRONZE

Emirates Airline Festival of Literature
with Four MENA
CHANGE THE STORY

Supporting
Partners



2021 MEPRA Awards Winners



Sector & Services

Best Automotive Campaign



GOLD

Gambit Communications and Ferrari
Middle East
Introducing the Portofino M to the Middle East



SILVER

Weber Shandwick MENAT & Chevrolet
Middle East
The Official SUV of Action: The All-New Chevrolet Tahoe



BRONZE

Peugeot Middle East & Performance
Communications
Buckle Up! Peugeot Road Safety Campaign

Best Business to Business Campaign



GOLD

APCO Worldwide
Launching Cruise Saudi – bringing a new industry to Saudi Arabia



SILVER

Matrix Public Relations
Milestone Systems - Industry Thought Leaders



BRONZE

ASDA'A BCW with Checkout.com
Seizing the Opportunity of Connected Payments

Supporting
Partners



2021 MEPRA Awards Winners



Sector & Services

Best Consumer Goods Campaign



GOLD

Red Havas
Adidas Beyond the Surface



SILVER

Gambit Communications & Abarth
The Pocket Rocket Takes Centre Stage



BRONZE

Gambit Communications and Ferrari
Middle East
*Introducing the Portofino M to the
Middle East*

Best Consumer Services Campaign



GOLD

Yas Island with Four MENA
Stayin' On Yas



SILVER

Weber Shandwick MENAT & Google
MENA
The Google Cook-Off



BRONZE

Emirates Airline Festival of Literature
with Four MENA
CHANGE THE STORY

Supporting
Partners



2021 MEPRA Awards Winners



Sector & Services

Best Corporate Reputation Campaign



GOLD

Weber Shandwick MENAT &
Mastercard MEA
Mastercard: Smarter, Bigger, Bolder



SILVER

Hill+Knowlton Strategies with Royal
Commission for AlUla
A Journey Through Time



BRONZE

ASDA'A BCW
#MoveForwardwithBayer

Best Crisis Communications /Issues Management Strategy



GOLD

Matrix Public Relations
*Shifting the conversion amidst the
pandemic*



SILVER

W7Worldwide
Proactive Reputation Management

BRONZE

Supporting
Partners

asdaa bcw *Moving
People*



APCO
worldwide®



four
خبرات تلقي لتبدع
The power of together

Hill+Knowlton
Strategies

LexisNexis®

matrix
public relations
"adding value to your identity"

Memac Ogilvy

mojo
art | business | soul

MUBADALA

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SHANDWICK
WE SOLVE

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جامعة زايد
ZAYED UNIVERSITY

2021 MEPRA Awards Winners



Sector & Services

Best Energy or Natural Resources Campaign



GOLD

Emirates Nuclear Energy Corporation and
Four MENA
The clean electricity era



SILVER

APCO Worldwide
*On Renewables – podcasting sustainable
dialogues*



BRONZE

W7Worldwide
A Truly Local Company

Best Fashion or Beauty Campaign



GOLD

Matrix Public Relations
*Empowering women in their fearless
pursuit of beauty*



SILVER

Red Havas
IT COSMETICS REGIONAL LAUNCH



BRONZE

Action Global Communications
Abu Dhabi Beauty Week

Supporting
Partners



2021 MEPRA Awards Winners



Sector & Services

Best Financial Services Campaign



GOLD

Weber Shandwick MENAT &
Mastercard MEA
Mastercard: Smarter, Bigger, Bolder



SILVER

Hill+Knowlton Strategies with ACWA Power
*Publicising Saudi Arabia's Biggest IPO
Since Aramco*



BRONZE

BPG
Going cashless: PayBy

Best Food & Beverage Campaign



GOLD

Brazen MENA
*Veuve Clicquot x International
Women's Day*



SILVER

Weber Shandwick MENAT &
McDonald's Kuwait
Welcome to the Kitchen Challenge



BRONZE

BPG
*Celebrating 30 years of Le Pain
Quotidien*

Supporting
Partners



2021 MEPRA Awards Winners



Sector & Services

Best Government Communications & Public Affairs Campaign



GOLD

Action Global Communications
ADEK Back To School



SILVER

UAE Government Media Office
Mars Shot



BRONZE

Weber Shandwick MENAT & Mastercard MEA
Mastercard: Building the Cities of the Future

Best Healthcare Campaign



GOLD

Hill+Knowlton Strategies with AstraZeneca
New Normal, Same Cancer



SILVER

Matrix Public Relations
Empowering women in their fearless pursuit of beauty



BRONZE

APCO Worldwide
50% Is Not Enough – Boosting Vaccine Confidence in the UAE

Supporting
Partners



2021 MEPRA Awards Winners



Sector & Services

Best Internal Communications Campaign



GOLD

Mastercard MEA

Mastercard: Priceless Together



SILVER

Siemens

#BeGolden: Sparking a Cultural Evolution



BRONZE

APCO Worldwide

'OneEDGE'

Best Real Estate / Construction Campaign



GOLD

Gambit Communications and Sharjah Sustainable City

Building a Sustainable Lifestyle



SILVER

BPG

Building a new future for construction with AMANA

Supporting
Partners



2021 MEPRA Awards Winners



Sector & Services

Best Non-profit / Humanitarian / Charitable Campaign



GOLD

Hill+Knowlton Strategies with Instagram
#ChooseWordsWisely



SILVER

Memac Ogilvy
Taa Marbouta



BRONZE

Dubai Holding
The Perfect Gift is Saving Lives

Best Professional Services Campaign



GOLD

BPG
*Leading in the New Normal: KPMG
Lower Gulf*



SILVER

W7Worldwide
*Healthcare Innovation for the Saudi
Market*

Supporting
Partners



2021 MEPRA Awards Winners



Sector & Services

Best Retail Campaign



GOLD

Al-Futtaim IKEA and Impact Porter Novelli
#IKEAxLocal Culture



SILVER

ASDA'A BCW
Ramadan is Better Together



BRONZE

Matrix Public Relations
Empowering women in their fearless pursuit of beauty

Best Sports & Recreational Campaign



GOLD

Red Havas
Adidas Beyond the Surface



SILVER

Hill+Knowlton Strategies for P54/Golf Saudi
The Ladies First Club



BRONZE

Hill+Knowlton Strategies with the Saudi Esports Federation
Gamers Without Borders No One Left Behind

Supporting
Partners



2021 MEPRA Awards Winners



Sector & Services

Best Sustainability Campaign



GOLD

Weber Shandwick MENAT & Mastercard MEA
Mastercard: Passion for a Priceless Planet



SILVER

Gambit Communications & BBC Studios
Saving our Perfect Planet with BBC Earth



BRONZE

Memac Ogilvy
Greener Home

Best Technology Campaign



GOLD

Hill+Knowlton Strategies with Instagram
#ChooseWordsWisely



SILVER

Hill+Knowlton Strategies with Facebook Inc.
#MonthofGood



BRONZE

Weber Shandwick MENAT & Mastercard MEA
Mastercard: Empowering Every Business

Supporting
Partners



2021 MEPRA Awards Winners



Sector & Services

Best Transportation & Logistics Campaign



GOLD

Weber Shandwick MENAT & Chevrolet Middle East
The Official SUV of Action: The All-New Chevrolet Tahoe



SILVER

Red Havas
Taking the Middle East's first unicorn with wheels public



BRONZE

Wizz Air Four MENA
All things that Wizz: launching a new UAE airline during the COVID-19 pandemic

Best Travel & Tourism Campaign



GOLD

Hill+Knowlton Strategies with Royal Commission for AlUla
A Journey Through Time



SILVER

ASDA'A BCW with RAKTDA
A brand new identity for the new reality



BRONZE

The Ritz-Carlton with Four MENA
Putting RAK on the Luxury Map

Supporting
Partners



2021 MEPRA Awards Winners



Best Campaign in Market

Best Campaign - Bahrain



GOLD

Memac Ogilvy
McLaren Artura Launch



SILVER

Weber Shandwick MENAT & Bank ABC
Banking Beyond Digital

Best Campaign - Egypt



GOLD

Hill+Knowlton Strategies with Instagram
#ChooseWordsWisely



SILVER

Hill+Knowlton Strategies with PUBG
MOBILE
Game On Henedy



BRONZE

Weber Shandwick MENAT & Google
MENA
The Google Cook-Off

Supporting
Partners



2021 MEPRA Awards Winners



Best Campaign in Market

Best Campaign - Jordan



GOLD

Weber Shandwick MENAT & Google
MENA
The Google Cook-Off



SILVER

Farah Experiences and Weber
Shandwick MENAT
Saraya Aqaba Waterpark Launch

Best Campaign - Kuwait



GOLD

Weber Shandwick MENAT &
McDonald's Kuwait
Welcome to the Kitchen Challenge



SILVER

BPG
*Gulf Bank - Communicating like a
partner, not a bank*

Supporting
Partners

asdaa bcw *Moving People*



APCO
worldwide®



four
خبرات تلقي لتبدع
The power of together

Hill+Knowlton
Strategies

LexisNexis®

matrix
public relations
"adding value to your identity"

Memac Ogilvy

mojo
art | business | soul

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SHANDWICK
WE SOLVE

YouGov®

جامعة زايد
ZAYED UNIVERSITY

2021 MEPRA Awards Winners



Best Campaign in Market

Best Campaign - Lebanon



Weber Shandwick MENAT & Google
MENA
The Google Cook-Off

Best Campaign - Qatar



Memac Ogilvy
Seroo Fi Al Ardh

Best Campaign - Saudi Arabia



Hill+Knowlton Strategies with KAUST
Entrepreneurship Adventures



Hill+Knowlton Strategies with Royal
Commission for AlUla
A Journey Through Time



Memac Ogilvy
Greener Home

Supporting
Partners

asdaa bcw
Moving People



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The power of together

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جامعة زايد
ZAYED UNIVERSITY

2021 MEPRA Awards Winners



Best Campaign in Market

Best Campaign - UAE



GOLD

Gambit Communications & Abarth
The Pocket Rocket Takes Centre Stage



SILVER

Hill+Knowlton Strategies with AstraZeneca
New Normal, Same Cancer



BRONZE

Gambit Communications & Swissquote
The Trust Equation

Best Campaign - Middle East



GOLD

Red Havas
Adidas Beyond the Surface



SILVER

Hill+Knowlton Strategies with PUBG
MOBILE
Game On Henedy



BRONZE

Hill+Knowlton Strategies with
Facebook Inc.
#MonthofGood

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Partners

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The power of together

Hill+Knowlton
Strategies

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public relations
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Memac Ogilvy

mojo
art | business | soul

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WE SOLVE

YouGov®

جامعة زايد
ZAYED UNIVERSITY

2021 MEPRA Awards Winners



People's Choice

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



WINNER

Weber Shandwick MENAT &
Environment Agency - Abu Dhabi
(EAD)
Vote Bu Tinah!

Students & Academia

Outstanding Professor of The Year



WINNER



University of Wollongong in Dubai
Professor Mohamed Watfa

Outstanding Student Campaign



WINNER



Murdoch University
*Sai Kemkar & Nathan Melville
Mendes*

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Partners



2021 MEPRA Awards Winners



People & Teams

Independent Consultant or Freelancer of the Year



WINNER



Acorn Strategy

Abdul Hafiz Chaar

The “Dave Robinson” Award for Outstanding Young Communicator of the Year, Agency



WINNER



Hill+Knowlton Strategies

Aliasgar Gulshan



**HIGHLY
COMMENDED**



Gambit Communications

Ziad Ashkar

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The power of together

Hill+Knowlton
Strategies

LexisNexis®

matrix
public relations
"adding value to your identity"

Memac Ogilvy

mojo
art | business | soul

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SHANDWICK
WE SOLVE

YouGov®

جامعة زايد
ZAYED UNIVERSITY

2021 MEPRA Awards Winners



People & Teams

Chairman's Lifetime Achievement Award



WINNER



Jack Pearce

Matrix Public Relations

Small In-House Team of the Year



WINNER



Mastercard MENA

Mastercard: A Priceless Team

Large In-House Team of the Year



WINNER



UAE Government Media Office

Supporting
Partners

asda**bcw** Moving People



APCO
worldwide®



four
خبرات تلقي لتبدع
The power of together

Hill+Knowlton
Strategies

 LexisNexis®

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Memac Ogilvy

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MUBADALA

WEBER SHANDWICK
WE SOLVE

YouGov®


جامعة زايد
ZAYED UNIVERSITY

2021 MEPRA Awards Winners



People & Teams

Best Home-Grown Agency of the Year



WINNER



Gambit Communications
Levelling Up!

Small Agency of the Year



WINNER



Gambit Communications
Levelling Up!

Large Agency of the Year



WINNER



Acorn Strategy
Making Mighty Moves

Supporting
Partners

