



## BEST INTEGRATED CAMPAIGN

<b>BRONZE WINNER</b>	The Out-of-this-World Football Game	<b>Weber Shandwick MENAT, Mastercard, FP7 &amp; markettiers</b>
<b>SILVER WINNER</b>	The Green Planet	<b>Gambit Communications &amp; BBC Studios</b>
<b>GOLD WINNER</b>	Hill + Knowlton Strategies with the Royal Commission for AIUla for The Inaugural Arabian Leopard Day	<b>Hill + Knowlton Strategies with the Royal Commission for AIUla</b>

## BEST LAUNCH / LIVE EVENT / STUNT

<b>BRONZE WINNER</b>	Launching The Next Level, Palm Jumeirah's Highest Vantage Point	<b>Red Havas Middle East</b>
<b>SILVER WINNER</b>	RESOLVE 2022: Bringing Dispute Resolution to the UAE	<b>Acorn Strategy</b>
<b>GOLD WINNER</b>	Expo 2020 Dubai — Bringing the World Together for People & Planet	<b>Memac Ogilvy</b>

## BEST USE OF DATA & INSIGHTS

<b>BRONZE WINNER</b>	Reimagining Education for the 21st Century	<b>Current Global &amp; Citizens School Dubai</b>
<b>SILVER WINNER</b>	Abu Dhabi Reads Campaign	<b>Action Global Communications</b>
<b>GOLD WINNER</b>	From Data Paradox to Data Paradise	<b>Weber Shandwick MENAT &amp; Dell Technologies</b>

## BEST USE OF DIGITAL COMMUNICATIONS

<b>BRONZE WINNER</b>	FTFT Capital - Building #Cryptocredibility for an entire industry	<b>Matrix PR &amp; FTFT Capital</b>
<b>SILVER WINNER</b>	Empowering 'Her Voice'	<b>Weber Shandwick MENAT, Mastercard &amp; Publicis Sapient</b>
<b>GOLD WINNER</b>	Hill+Knowlton Strategies with Arena of Valor for The Race to Legendary Campaign	<b>Hill+Knowlton Strategies</b>

## BEST USE OF MEDIA RELATIONS (CONSUMER/TRADE)

<b>BRONZE WINNER</b>	New Zealand at Expo 2020 Dubai	<b>Mojo PR</b>
<b>SILVER WINNER</b>	The Out-of-this-World Football Game	<b>Weber Shandwick MENAT, Mastercard, FP7 &amp; markettiers</b>
<b>GOLD WINNER</b>	Adidas Originals x Ravi Restaurant	<b>Red Havas Middle East</b>



## BEST USE OF INFLUENCERS OR BRAND AMBASSADOR

<b>BRONZE WINNER</b>	Expo 2020 Dubai — Bringing the World Together for People & Planet	<b>Memac Ogilvy</b>
<b>SILVER WINNER</b>	The Out-of-this-World Football Game	<b>Weber Shandwick MENAT, Mastercard, FP7 &amp; markettiers</b>
<b>GOLD WINNER</b>	Hartifying Yas	<b>Yas Island Abu Dhabi with Four MENA</b>

## BEST USE OF CONTENT - CREATIVE, EDITORIAL OR VIDEO

<b>BRONZE WINNER</b>	Hill+Knowlton Strategies with Arena of Valor for The Race to Legendary Campaign	<b>Hill+Knowlton Strategies</b>
<b>SILVER WINNER</b>	Hill + Knowlton Strategies with the Royal Commission for AIUa for The Inaugural Arabian Leopard Day	<b>Hill + Knowlton Strategies with the Royal Commission for AIUa</b>
<b>GOLD WINNER</b>	Hidden in Plain Sight - GEMS Education	<b>Memac Ogilvy</b>

## BEST USE OF THOUGHT LEADERSHIP

<b>BRONZE WINNER</b>	Siemens at Expo 2020 Dubai- Creating a blueprint for future smart cities	<b>Siemens</b>
<b>SILVER WINNER</b>	KSA Perception Report	<b>Brazen MENA</b>
<b>GOLD WINNER</b>	Leadership in Sustainability	<b>Gambit Communications &amp; Veolia</b>

## BEST USE OF LIMITED BUDGET

<b>BRONZE WINNER</b>	Hill+Knowlton Strategies with Arena of Valor for The Race to Legendary Campaign	<b>Hill+Knowlton Strategies</b>
<b>SILVER WINNER</b>	Deliveroo Full Life	<b>Soul Communications &amp; Deliveroo</b>
<b>GOLD WINNER</b>	Hidden in Plain Sight - GEMS Education	<b>Memac Ogilvy</b>

## BEST CORPORATE REPUTATION CAMPAIGN

<b>BRONZE WINNER</b>	A Priceless Expo	<b>Weber Shandwick MENAT &amp; Mastercard</b>
<b>SILVER WINNER</b>	A Priceless Campaign	<b>Weber Shandwick MENAT &amp; Mastercard</b>
<b>GOLD WINNER</b>	Expo 2020 Dubai — Bringing the World Together for People & Planet	<b>Memac Ogilvy</b>



## BEST CRISIS COMMUNICATIONS /ISSUES MANAGEMENT STRATEGY

<b>BRONZE WINNER</b>	Changing the Conversation Around Safety	<b>TikTok &amp; Gambit Communications</b>
<b>SILVER WINNER</b>	FTFT Capital - #CryptoCredibility Saving an Industry In Crisis	<b>Matrix PR &amp; FTFT Capital</b>
<b>GOLD WINNER</b>	Volkswagen Takes on the Grey Market	<b>Houbara Communications</b>

## BEST INTERNAL COMMUNICATIONS OR CHANGE MANAGEMENT CAMPAIGN

<b>BRONZE WINNER</b>	Growing Together is Priceless	<b>Mastercard</b>
<b>SILVER WINNER</b>	EDGE HUB: Together as One	<b>APCO Worldwide &amp; EDGE</b>
<b>GOLD WINNER</b>	Talent is Everywhere	<b>Weber Shandwick MENAT &amp; IBM</b>

## BEST SUSTAINABILITY, SOCIAL RESPONSIBILITY OR ESG CAMPAIGN

<b>BRONZE WINNER</b>	Umniah's Sustainability Campaign	<b>APCO Worldwide &amp; Umniah</b>
<b>SILVER WINNER</b>	Carrefour Against Single-use Plastic	<b>Memac Ogilvy</b>
<b>GOLD WINNER</b>	Hidden in Plain Sight - GEMS Education	<b>Memac Ogilvy</b>

## BEST NON-PROFIT / HUMANITARIAN / CHARITABLE CAMPAIGN

<b>BRONZE WINNER</b>	Dabur's #KindnessKloset - Beating the Odds of the Global Pandemic with a Heart Touching Campaign	<b>Matrix PR &amp; Dabur</b>
<b>SILVER WINNER</b>	Hill + Knowlton Strategies with the Royal Commission for AIUa for The Inaugural Arabian Leopard Day	<b>Hill + Knowlton Strategies with the Royal Commission for AIUa</b>
<b>GOLD WINNER</b>	FoCP YMCA Self-Check	<b>Red Havas Middle East</b>

## BEST BUSINESS TO BUSINESS CAMPAIGN

<b>BRONZE WINNER</b>	KSA Perception Report	<b>Brazen MENA</b>
<b>SILVER WINNER</b>	Leadership in Sustainability	<b>Gambit Communications &amp; Veolia</b>
<b>GOLD WINNER</b>	Shaping a new era for aerospace - the biggest Dubai Airshow to date	<b>Tarsus &amp; Four MENA</b>





## BEST CONSUMER GOODS CAMPAIGN

<b>BRONZE WINNER</b>	Icons of Porsche	<b>Gambit Communications &amp; Porsche</b>
<b>SILVER WINNER</b>	Buy a book, be a part of her story	<b>Weber Shandwick MENAT &amp; McDonald's UAE</b>
<b>GOLD WINNER</b>	Taking the Lead	<b>Gambit Communications &amp; Al Futtaim Toyota Lexus</b>

## BEST CONSUMER SERVICES CAMPAIGN

<b>BRONZE WINNER</b>	Ascending moments: celebrating Deep Dive Dubai's one year anniversary	<b>Weber Shandwick MENAT &amp; Deep Dive Dubai</b>
<b>SILVER WINNER</b>	Yas Yas Baby	<b>Yas Island Abu Dhabi with Four MENA</b>
<b>GOLD WINNER</b>	oodi Fawazeer Abu El Reer	<b>Memac Ogilvy</b>

## BEST GOVERNMENT COMMUNICATIONS & PUBLIC AFFAIRS CAMPAIGN

<b>BRONZE WINNER</b>	DP World: Maximising DP World's outreach programme at Expo 2020 Dubai	<b>Edelman</b>
<b>SILVER WINNER</b>	AUSTRALIA PAVILION AT EXPO 2020 DUBAI – #GDayExpo2020 #AusAtExpo	<b>Acorn Strategy &amp; Icon Agency</b>
<b>GOLD WINNER</b>	APCO Worldwide: The KSA Pavilion's Chief Storyteller	<b>APCO Worldwide &amp; Saudi Ministry of Culture</b>

## BEST ARTS AND CULTURE CAMPAIGN

<b>BRONZE WINNER</b>	Deliveroo Emirati Women's Day	<b>Soul Communications &amp; Deliveroo</b>
	Sheikh Zayed Festival	<b>Viola Communications</b>
<b>SILVER WINNER</b>	oodi Fawazeer Abu El Reer	<b>Memac Ogilvy</b>
<b>GOLD WINNER</b>	The Green Planet	<b>Gambit Communications &amp; BBC Studios</b>

## BEST AUTOMOTIVE CAMPAIGN

<b>BRONZE WINNER</b>	Launch of the MG GT – 'The London Lap'	<b>MG Motor &amp; Performance Communications</b>
<b>SILVER WINNER</b>	Futureproofing GMC's Off-Road Legacy	<b>Weber Shandwick MENAT &amp; GMC Middle East</b>
<b>GOLD WINNER</b>	Exhibit Zero: Arabia	<b>Weber Shandwick MENAT &amp; General Motors</b>



## BEST FASHION OR BEAUTY CAMPAIGN

<b>BRONZE WINNER</b>	Arab Fashion Week 2022	Hill+Knowlton Strategies with Dubai Design District & the Arab Fashion Council
<b>SILVER WINNER</b>	Purificacion Garcia 20 Days Of Ramadan – Thinkers Portraits	Red Havas Middle East
<b>GOLD WINNER</b>	Adidas Originals x Ravi Restaurant	Red Havas Middle East

## BEST FINANCIAL SERVICES CAMPAIGN

<b>BRONZE WINNER</b>	Hill+Knowlton Strategies with Arab Coordination Group to showcase its impact in advancing development finance	Hill+Knowlton Strategies
<b>SILVER WINNER</b>	A Priceless Effort	Mastercard
<b>GOLD WINNER</b>	Century Financial: An Unconventional Media Darling	Matrix PR & Century Financial

## BEST HEALTHCARE CAMPAIGN

<b>BRONZE WINNER</b>	Abu Dhabi In The USA With 'Life Science Mission'	Weber Shandwick MENAT & the Department of Health - Abu Dhabi (DoH)
<b>SILVER WINNER</b>	Aster Guardians Global Nursing Award	Aster DM Healthcare
<b>GOLD WINNER</b>	Fred Hollows Foundation – She Sees: Equal Right to Sight	Acorn Strategy

## BEST RETAIL CAMPAIGN

<b>BRONZE WINNER</b>	Leveraging traditional PR to reclaim the tiara for Vatika Natural Hair Care	Matrix PR & Vatika
<b>SILVER WINNER</b>	Rebooting retail with 6thstreet's phygital store	BPG
<b>GOLD WINNER</b>	adidas Originals x Ravi Restaurant	Red Havas Middle East

## BEST SPORTS & RECREATIONAL CAMPAIGN

<b>BRONZE WINNER</b>	The biggest event of its kind in the region	ADNEC with Four MENA
<b>SILVER WINNER</b>	Hidden in Plain Sight - GEMS Education	Memac Ogilvy
<b>GOLD WINNER</b>	Arabi Fitness Challenge	Memac Ogilvy



## BEST TECHNOLOGY CAMPAIGN

<b>BRONZE WINNER</b>	Acronis - Leading the way in Cyber Protection	<b>Matrix PR &amp; Acronis</b>
<b>SILVER WINNER</b>	A Priceless Expo	<b>Weber Shandwick MENAT &amp; Mastercard</b>
<b>GOLD WINNER</b>	Women of Web3	<b>Maven Marketing &amp; Events, Abu Dhabi Investment Office (ADIO), Weber Shandwick MENAT &amp; TBWA\RAAD</b>

## BEST TRANSPORTATION & LOGISTICS CAMPAIGN

<b>SILVER WINNER</b>	Shipsy - Empowering a B2B story through a B2C narrative	<b>Matrix PR &amp; Shipsy</b>
	From A to ZR2: Establishing Chevy Silverado's Off-Road Prowess	<b>Weber Shandwick MENAT &amp; Chevrolet Middle East</b>
	Shaping a new era for aerospace - the biggest Dubai Airshow to date	<b>Tarsus &amp; Four MENA</b>
<b>GOLD WINNER</b>	Futureproofing GMC's Off-Road Legacy	<b>Weber Shandwick MENAT &amp; GMC Middle East</b>

## BEST TRAVEL, TOURISM & HOSPITALITY CAMPAIGN

<b>BRONZE WINNER</b>	Get Lost with Wizz	<b>Wizz Air Abu Dhabi &amp; Four MENA</b>
<b>SILVER WINNER</b>	Hartifying Yas	<b>Yas Island Abu Dhabi with Four MENA</b>
<b>GOLD WINNER</b>	Expo 2020 Dubai — Bringing the World Together for People & Planet	<b>Memac Ogilvy</b>

## BEST CAMPAIGN - BAHRAIN

<b>BRONZE WINNER</b>	Dispelling PR Myths	<b>W7 Worldwide</b>
	Mclaren x Nat Bowen	<b>Memac Ogilvy</b>
<b>SILVER WINNER</b>	Hill+Knowlton Strategies with The Coca-Cola Company for the 'Believing is Magic' FIFA World Cup Trophy Tour	<b>Hill+Knowlton Strategies with The Coca-Cola Company</b>
<b>GOLD WINNER</b>	Mastercard Innovation Forum	<b>Weber Shandwick MENAT &amp; Mastercard</b>





## BEST CAMPAIGN - EGYPT

<b>BRONZE WINNER</b>	UNHCR Rules of Humanity	<b>Memac Ogilvy</b>
<b>SILVER WINNER</b>	Canon R Tour in Egypt	<b>Canon Central &amp; North Africa</b>
<b>GOLD WINNER</b>	Connecting the Unbanked	<b>Weber Shandwick MENAT &amp; Mastercard</b>

## BEST CAMPAIGN - JORDAN

<b>BRONZE WINNER</b>	Umniah's Sustainability Campaign	<b>APCO Worldwide, Umniah</b>
<b>SILVER WINNER</b>	Arabi Fitness Challenge	<b>Memac Ogilvy</b>
<b>GOLD WINNER</b>	Reflect Launch: First NeoBank in Jordan	<b>Memac Ogilvy</b>

## BEST CAMPAIGN - KUWAIT

<b>BRONZE WINNER</b>	Proud Moments	<b>Weber Shandwick MENAT &amp; Bayan Dental</b>
<b>SILVER WINNER</b>	red rewards you for being you	<b>BPG</b>
<b>GOLD WINNER</b>	Hill+Knowlton Strategies with The Coca-Cola Company for the 'Believing is Magic' FIFA World Cup Trophy Tour	<b>Hill+Knowlton Strategies with The Coca-Cola Company</b>

## BEST CAMPAIGN - OMAN

<b>SILVER WINNER</b>	Al-Futtaim IKEA, Store opening in Oman	<b>Al-Futtaim IKEA &amp; Impact Porter Novelli</b>
<b>GOLD WINNER</b>	Hill+Knowlton Strategies with The Coca-Cola Company for the 'Believing is Magic' FIFA World Cup Trophy Tour	<b>Hill+Knowlton Strategies with The Coca-Cola Company</b>

## BEST CAMPAIGN - QATAR

<b>BRONZE WINNER</b>	Whale Sharks in Qatar	<b>Memac Ogilvy</b>
<b>SILVER WINNER</b>	Triplets Ghetto Kids Visit Qatar	<b>Memac Ogilvy</b>
<b>GOLD WINNER</b>	#BiasCorrect: All-Female Crew Restaurant on International Women's Day	<b>Weber Shandwick MENAT &amp; McDonald's Qatar</b>



## BEST CAMPAIGN – SAUDI ARABIA

<b>BRONZE WINNER</b>	The Power of Limitless Connectivity of Porsche	Weber Shandwick MENAT & Ericsson
<b>SILVER WINNER</b>	Hill+Knowlton Strategies with Skill Challenge Entertainment for Rage on the Red Sea	Hill+Knowlton Strategies
<b>GOLD WINNER</b>	Hill + Knowlton Strategies with the Royal Commission for AIUla for The Inaugural Arabian Leopard Day	Hill + Knowlton Strategies with the Royal Commission for AIUla

## BEST CAMPAIGN - LEBANON

<b>BRONZE WINNER</b>	Hill+Knowlton Strategies with The Coca-Cola Company for the 'Believing is Magic' FIFA World Cup Trophy Tour	Hill+Knowlton Strategies with The Coca-Cola Company
<b>SILVER WINNER</b>	Empowering Her Business	Weber Shandwick MENAT & Mastercard
<b>GOLD WINNER</b>	Twitter and Leo Burnett Beirut - #THEMISSINGPEACE	Twitter & Leo Burnett Beirut

## BEST CAMPAIGN - UAE

<b>BRONZE WINNER</b>	Get Lost with Wizz	Wizz Air Abu Dhabi & Four MENA
<b>SILVER WINNER</b>	Amplifying Arab Women's Voices in Storytelling	Weber Shandwick MENAT & Netflix
<b>GOLD WINNER</b>	Expo 2020 Dubai - Bringing the World Together for People & Planet	Memac Ogilvy

## "DAVE ROBINSON" AWARDS FOR OUTSTANDING YOUNG COMMUNICATOR OF THE YEAR (AGENCY)

<b>WINNER</b>	Raneem Saleh	Hill+Knowlton Strategies
<b>HIGHLY COMMENDED</b>	Tania Kteily	Weber Shandwick MENAT

## SMALL IN-HOUSE TEAM OF THE YEAR

<b>WINNER</b>	Mastercard - The Priceless Team	Mastercard
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## LARGE IN-HOUSE TEAM OF THE YEAR

<b>WINNER</b>	One Mubadala Group	Mubadala Investment Company
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## SMALL AGENCY OF THE YEAR

WINNER

**Brazen Mena**

## BEST HOME-GROWN AGENCY OF THE YEAR

WINNER

One Move Ahead!

**Gambit Communications**

## LARGE AGENCY OF THE YEAR

WINNER

**Hill+Knowlton Strategies**